

Radio & Records

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Supreme Court Okays Radio/TV Court Coverage

The Supreme Court voted 8-0 to uphold a Florida law permitting courtroom coverage by radio and TV. The ruling relieves doubts held by 27 states with permanent or experimental rules on the matter, and gives the remaining states free rein to establish laws permitting broadcast coverage as long as defendants' rights are considered.

The court opinion maintained that juries can as easily be prejudiced by newspaper accounts as by TV or radio coverage, and that it could not be proven that broadcast equipment in the courtroom distorts the judgment of jurors, witnesses, attorneys, or judges, or that defendants would be humiliated by such coverage. The decision covered states' rights only, leaving a federal court ban on broadcast coverage intact.

Broadcast Groups Hail Decision

Radio-Television News Directors Association President Jack Hogan commented, "We are delighted by the Supreme Court's unanimous ruling. It amply justifies the considerable expenditure of resources by RTNDA and others to demonstrate that full coverage

of judicial proceedings is not prejudicial to a defendant's right to a fair trial. We hope today's decision will encourage other states to follow Florida's lead and adopt so-called 'no consent' rules whereby the people's right to see and hear their courts in action is not outweighed by an accused's desire to escape the limelight." Florida's "no consent" rule allows the trial judge to permit broadcast coverage, as opposed to other rules which require consent from defendants, jurors, or witnesses.

An NAB attorney stated, "I think it is a decision of exceptional importance."
COURT/See Page 20

Torbet Sets \$250,000 Radio Co-Op Campaign

Torbet Radio has launched a \$250,000 campaign to increase its clients' use of co-op advertising. The New York-based sales rep is adding 11 new employees to handle the campaign and is sponsoring co-op training seminars around the country for local radio station sales personnel. To head up the project, Torbet has brought in Phil Roberts, formerly of Greater Media, as New Business Development Director.

Co-op sales have been more successfully used in print advertising, and involve a national manufacturer or advertiser paying a substantial part of the cost of ads



Phil Roberts placed by local distributors and dealers.

Andy Williams Campaign Widespread

Torbet is tying its new campaign in with radio station promotions. For instance, KBIG/Los Angeles and 60 other stations are running customized spots for "After Six" formal wear rentals featuring Andy Williams, who will sing at
TORBET/See Page 20

Radio Joins Hostage Welcome



CELEBRATING THE HOMECOMING — At top left, KMJM/St. Louis's 50-foot yellow ribbon atop its tower; top right, KRAM/Las Vegas announces its ribbon giveaway; bottom, the DC101/Washington "Welcome Wagon." (See story below.)

Craig Scott Named WMPS/WHRK VP



Craig Scott

Craig Scott, National Program Director for Plough Broadcasting, has been appointed VP/GM for the chain's WMPS & WHRK/Memphis. He replaces Tom Kroh, who resigned effective February 1. Gary Kines, PD at Plough's WSUN/St. Petersburg, has been named to replace Scott as National PD.

Scott told R&R, "My association with Plough in both local and corporate positions goes back to 1973, but this opportunity to manage WMPS and WHRK really

SCOTT/See Page 20

As the hostages departed Iran and gradually made their way back to their hometowns, radio joined the nation in offering a welcome emphasizing quiet joy and dignity while avoiding hysteria and lavish overemotional displays. Most stations contacted by R&R stressed extra news coverage of the key events in the hostages' return, with special coverage by stations located near hostages' homes. Many stations chose to work in coordination with civic celebrations instead of generating independent festivities.

The single symbol seized upon by most radio stations (and Amer-

icans in general) was the yellow ribbon, commemorating the nation's vigil in waiting for the hostages to be freed. WXYZ/Detroit gave away 400,000 feet (over 70 miles) of ribbon, while KRAM/Las Vegas distributed 4000 yards' worth (see photo). 30,000 Bostonians stopped by WBZ to pick up ribbons. Other stations flew out-sized ribbons from their towers or wrapped them around their buildings: KSDO/San Diego tied one around its seven-story headquarters, KMJM/St. Louis flew a 50-foot ribbon from its 600-foot tower (see photo), and KMVI/Maui hoisted a 40-foot model atop its facilities.
HOSTAGES/See Page 20

Goff Lebhar Appointed President Of WWDC/DC101

Goff Lebhar will become President of Capitol Broadcasting's WWKC-AM-FM/Washington effective March 1. Lebhar moves from SJR Communications, where he simultaneously managed WJMD/Washington, WQAL/Cleveland, and KRLY/Houston.

Lebhar told R&R, "I have enjoyed my eight years with SJR, but the owners of WWDC have indicated that they wish to expand the holdings of this com-
LEBHAR/See Page 20

Knight-Adams Takes WHDH PD Position

Bob Knight-Adams has been named Program Director at WHDH/Boston, effective February 9. Most recently Operations Manager at WGAN/Portland, ME, Knight-Adams's broadcasting experience includes stints at Boston stations WACQ, WTTK, and WCOP-AM-FM, WMPS/Memphis, WWOL-AM-FM/Buffalo, WROC-AM and WPXY-FM/Rochester, and WWVA/Wheeling, WV.

WHDH President/General Manager
KNIGHT-ADAMS/See Page 20

STEVE WINWOOD'S BIG 'CHANCE':

FIRST WEEK!

293 ADD
940 DEB 29
CKLW ADD
KBQ ADD
KJR ON
KIMN ADD
KUPD ADD 26
WFBR ADD
WTRY ADD
WFLY ADD 25
WPST DEB 31
Q106 ON
WKEE ADD
KRBE ADD
KWIC ADD
KXX106 ADD
WAAY ON
Y103 38-35
CK101 40-30
920 ADD
WSKZ ADD

WAYS ADD
WCSC ON
WORK ADD
WRVQ DEB 27
WVIC ADD
WAKX ON
KWEN ADD
Z104 DEB 28
WNAM ADD
WIKS ADD
KEZR DEB 23
KKXX ADD
KIDD ON

KROY DEB 15
FM103 ON
KMJK ADD
KLUC ADD
KZZP ADD 30
KTKT ADD
WHY ADD
Z102 ADD
WFOX ON
WCGQ ADD
WANS-FM 35-28
WXLK ON
FM99 ADD
KPUR ADD
WISE ON
WSPT ADD
KWWL ADD
KQDI ADD
KBOZ ADD
KOOK ADD
KRLC ON



**"WHILE YOU
SEE A
CHANCE"
STEVE
WINWOOD**



PRODUCED BY STEVE WINWOOD
ON ISLAND RECORDS

Manufactured and Distributed by Warner Bros. Records

You Can Already Hear 'Fireflies' Buzzing At These Stations:

FIRST WEEK!

WBEN-FM 33-27
96KX 27-24
KBQ add
WOKY add
KUPD add
WPST add
WAEB add
K104 28-23
WHYN add
14Q on
V100 on
KSRR deb 34
KRBE add
KWIC add

KQ94 deb 29
WSGN add
WAAY add
KX104 on
WCSC add
WRVQ 27-23
WVIC on
KWEN deb 28
KEZR add
KKXX 6-6
KERN add
KROY 20
FM103 22-17

KTKT 28-25
WFBG add 27
95XIL 20-16
Z102 add
95SGF add
WFOX 25-20
WCGQ 15-12
WANS-FM add
KVOL add
KSLY add
KQDI add
KBOZ add
KYYA add



FLEETWOOD MAC

"FIREFLIES"

Produced by Richard Dashut, Ken Caillat, and Fleetwood Mac



WSAI-FM Joins Cincy Country Competition

WSAI-FM/Cincinnati, which gained a new GM and PD last week (R&R 1-23), gained a new format this week, switching from AOR to Country. In the process, newly-appointed PD Eric Margolis and nine staffers have exited the station. Dale Turner, PD of WSAI-AM (also Country), will program both stations.

New GM Pat Breuer told R&R, "In this rock town, we didn't feel we wanted to compete in that arena any more. Actually, this is something (station owner) Jay Berkson had on the drawing board for a long time." She added that the station will simulcast with its AM during morning and afternoon drive times. WSAI-FM, which had been AOR for 3½ years, signed off Thursday at midnight, returning as a Country station Friday at 6am.

Ross Reagan New Shamrock National PD

Ross Reagan, PD of Shamrock's KUDL/Kansas City for the past 3½ years, has been promoted to National PD for the group's eight stations. The 19-year broadcasting veteran will now supervise the programming of KABL-AM-FM/San Francisco, KMGC-FM/Dallas, WWW/Detroit, KXLR/Little Rock, KYOK/Houston, and WBOK/New Orleans, while continuing to program KUDL, where he will be based.



Ross Reagan

Reagan's first programming position was at KIMN/Denver in 1967. He later programmed KTLK and KDEN in the same city, subsequently joining WDAF/Kansas City as PD and devising an AOR format for its FM, KY102. He then moved to KCNW/Kansas City as news anchor and Operations Manager before joining KUDL.

Madsen To Receive NAB Distinguished Service Award



Arch Madsen

Arch Madsen, President of Bonneville International, will receive the National Association of Broadcasters 1981 Distinguished Service Award at the broadcast organization's 59th annual convention in Las Vegas on April 12. Madsen's selection was made by the NAB's 1981 Convention Committee. The award honors a broadcaster who has made "a significant and lasting contribution to the American system of broadcasting by virtue of a singular achievement or continuing service for or on behalf of the industry."

Schulke 2 Debuts In Detroit At WCZY

WCZY/Detroit adopted the Schulke 2 all-vocal format on Monday (1-26), dropping 2½ years of Beautiful Music programming. Station President/General Manager James Mulla told R&R, "WCZY plans to become a unique, separate entity in the marketplace, allowing us to move to the top from both a ratings and a monetary point of view." Referring to Detroit's other two Beautiful Music stations, Mulla continued that reaching the top is "most difficult to accomplish when you are one of three or four stations in the market doing precisely the same thing."

Program Director Ray Schilens, citing a music void in an already highly competitive, fragmented, and volatile market, said the "new sound will be executed with personality unlike any other station in the market targeted to adults 18-49."

All of WCZY's announcers are live, with afternoon drive personality Bob Charleton joining the station this week from crosstown WOMC.

KEZL/San Diego, another Beautiful Music station, also switched to Schulke 2 recently.

Jeff Ryder Appointed Northeast VP/Programming

WBNS/Columbus Program Director Jeff Ryder has been appointed Vice President/Programming and Operations for Northeast Communications. Prior to his one-year programming stint at WBNS, Ryder served a year as Program Director at WOKY/Milwaukee. Ryder told R&R, "Northeast Communications is a young company on the way up and I'm looking forward to growing with them."

Northeast Communications President Jeff Fisher said, "We are most enthusiastic and eager about bringing someone with Jeff's qualifications, abilities, and talents on board. He's the kind of heavy hitter we've been looking for."

Four stations form the Northeast Communications chain: WSPR/Springfield, MA, WABK-AM-FM/Augusta, ME, and WFTN/Franklin, NH. No replacement for Ryder has been named at WBNS.

RON SAMUELS UPPED TO GROUP MANAGER

Jim Ryan Named Group PD For Patten

WDRQ/Detroit Music Director Jim Ryan has resigned to become Group PD for Patten Communications, based in Daytona Beach. Ryan is a 3½-year veteran of Charter Broadcasting; he was with 96X/Miami before WDRQ, and previously worked at WPEZ/Pittsburgh, KTLK/Denver, WTRY/Albany, and WAVZ/New Haven.



Jim Ryan

Ryan told R&R, "It has been wonderful working for Charter, but this is an exciting new challenge helping to program a growing chain of radio stations. I'm looking forward to working closely with newly-appointed Group Manager Ron Samuels." Samuels was previously VP/GM at WDOQ/Daytona Beach, and was also National Sales Manager for Patten.

Ryan continued, "My first assignment will be to convert WJOX/Jackson, MI from TM automation to live jocks. I need a whole staff quickly, as we plan to go on the air February 25. New calls, a power increase, and a dual city of license change to Jackson-Lansing are pending with the FCC. We will be known as Q-106."

Other Patten stations under Ryan's control will be WDOQ and KARO/Portland, OR. Patten's WMAD/Madison, WI will remain under the guidance of Burkhart-Abrams, according to Ryan.

McKay Takes KCBQ PD Post



Bob McKay

Bob McKay has been named Program Director at KCBQ/San Diego from his current post as PD at WBCS/Milwaukee. Former KCBQ PD Larry Knight has exited the station, with his future plans unannounced.

KCBQ General Manager Mike Stafford commented, "Bob is a terrific guy. He has done such great things at WBCS and we know he will bring

that expertise to us at KCBQ. The thing about Bob that really stood out was his ability to do off-air promotions. Many PD's have the knack of putting together good on-air promotions, but Bob seems to be able to cover off-air as well. He's all of the things that any station would want in a program director. I think we are very fortunate to get him." Stafford added that, once McKay gets settled at the station, he would be

McKAY/See Page 13

Ruth Meyer To Head ABC Entertainment Net Programming

Former NBC Radio VP/Programs Ruth Meyer has been appointed ABC Entertainment Program Director, reporting directly to network VP Dick McCauley.

McCauley commented, "I have known Ruth for a long time, and with her diversified background in many formats, she will be a big bonus to the network

MEYER/See Page 13

JONES URGES MORE DEREGULATION, BROWN BERATES MORAL MAJORITY

Commissioners speak before broadcast groups and pull no punches.

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THE P/A SPIRIT OF ST. LOUIS

Gannett's Jay Cook explains how KSD successfully switched from Beautiful Music to Pop/Adult.

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WAPE GOING COUNTRY?

The Big Ape, Jacksonville's CHR fixture, appears to be headed towards a new cowboy image.

Page 14

"RADIO GAME" BRINGS GAME CARD CONTESTS TO SMALL MARKETS

A new syndicated contest brings smaller market promotions up to scratch by making mass game card giveaway scratch-and-match contests available sized to any market.

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DON'T LET THE FORMAT COAST

A sound warning about taking your successful format for granted — fine-tuning is important even if you're a ratings winner ... because next time you might not be.

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CONSIDERATIONS FOR COMPETITION

If you're engaging in an image battle, plan for any contingencies and be sure you can win — the results may be embarrassing.

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"In pro hockey, the New York Rangers just took the lead over..."

"I said I'd knock him out in the fifth (puff, puff) and I did it!"

"As for the *real* reason the franchise is being sold..."

"With three minutes, 42 seconds left in the game at the Kingdome, the Seahawks have just scored..."



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Power-promoted in these magazines.

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And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

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THE SPORTS NETWORK.

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Washington Report

SETS HEARING CRITERIA

Court Overrules FCC In Signal Relocation Case

In a 2-1 decision that some observers called "an embarrassment to the Commission" and an FCC spokesperson labeled "an embarrassment to the court," the U.S. Court of Appeals in Washington last week (1-21) overturned an FCC okay for KDAB-FM and KZAN-FM/Ogden, UT to relocate their transmitters to a "transmitter farm" at Farnsworth Peak, only 18 miles from Salt Lake City, but 42 miles from Ogden.

KALL-FM and KISN-FM/Salt Lake City both appealed the FCC decision on the grounds that "the applications for relocation should have been set for hearing before permission was granted." The court agreed.

Elliot Evers of the Washington communications law firm of Shrinisky, Weitzman & Eisen, preparing to plead a similar case, called the court's decision "clear and concise, one that will have far-reaching impacts."

He suggested, "Before a station looks to make this kind of change at relocating its transmitter closer to a larger city other than its city of license, it should examine the court's criteria for a hearing." These points are:

- The ratio of the population of the bigger city to the smaller city of license.
- The ratio of the distance between the proposed transmitter site and the city of license and that of the larger city.
- Expected ratio of signal strength change in city of license to the expected signal strength in the larger city.
- Whether adjoining areas will lose service due to the site change.
- Whether the proposed antenna site is currently used by stations licensed to the larger city.
- Whether the station owns an AM in the larger city and intends to share staff and facilities.

Mimi Weyforth-Dawson Emerges As Favorite For FCC Seat

When Commissioner Bob Lee leaves the FCC in June, his seat is likely to be filled by Mimi Weyforth-Dawson, 36, currently Administrative Assistant to Sen. Bob Packwood (R-OR), if strong Senate support is an accurate indicator.

Weyforth-Dawson has already picked up backing from 17 senators, who have written President Reagan urging her appointment to an FCC vacancy. Every GOP member of the Senate Commerce Committee signed the letter, as did ranking minority member Howard Cannon (D-NV) and Majority Leader Howard Baker (R-TN).

Weyforth-Dawson, a Republican, worked for three Democratic congressmen before joining Packwood's staff seven years ago.

- Whether the studio will be located in the larger city.
- Whether the station has shown prior interest in relocating to the larger city.
- Whether there is a unique advantage for the station to operate from the new site.

Evers commented, "The court found that at least five of these criteria came into play and therefore the applications for such a transmitter location change should have been set for hearing."

OPPOSES "COMMUNITY PROBLEM" LIST

Jones Calls For Further Radio Deregulation

FCC Commissioner Anne Jones believes all non-technical regulation of radio, including the Fairness Doctrine, should be reconsidered and perhaps abolished. Jones told the Colorado Broadcasters Association (1-23) that "such true deregulation of radio would require amendment of the Communications Act, but I think that this may well be the time for Congress to consider just such an amendment."

The Commissioner voiced particular opposition to the FCC's decision to require an annual listing of identified issues and responsive programming. Jones termed the requirement "frivolous," and said the burden for monitoring radio programming should be shifted to the interested listener. Said Jones, "The notion that 9000 stations should keep written records for the benefit of a handful of people who may occasionally want or need such records to challenge the performance of a particular station seems to me absurd."

Commissioner Jones predicted failure for court challenges filed against deregulation by public interest and religious organizations. She said the lawsuits are motivated by what she called an "unjustified and self-defeating"

Commission Shocked

Reacting to the court's decision, Grey Pash, an attorney in the FCC General Counsel's office, responded, "We were surprised by the outcome, and I expect a motion for a rehearing will be filed. Initially, the impact will be the rescheduling of more evidentiary hearings than the FCC feels is desirable or required by the statute. We will bring to the court's attention the backlog of paperwork this creates in view of proposals for increased FM allocations."

Pash added, "This is hardly an embarrassment to the Commission; it is really an embarrassment to the court. This ruling is inconsistent with previous rulings, especially regarding studio location, in similar cases."



Anne Jones

government-knows-best attitude which contends controls are still needed on how radio stations survey and fulfill their audience needs.

Jones pointed out to the Colorado broadcasters that President Reagan, in his inaugural address, sounded again his campaign theme of government deregulation. "With this strong backing from the new President, the trend away from unnecessary regulation will almost certainly continue," said Jones. "Indeed, I believe it will grow stronger."

GOLDWATER'S GRADUAL STRATEGY

Congressional Radio Deregulation Looming On Horizon

Hearings To Begin Soon

Senate Commerce Committee Chairman Bob Packwood (R-OR) is expected to begin a series of hearings aimed at further deregulation of radio. Packwood aide Chris Corson told R&R, "There are no set dates for the hearings to begin, but it will be very soon."

On January 14, the FCC passed its own version of radio deregulation, which although meeting with industry-wide approval provoked calls for Congress to go further. In the past, former Rep. Lionel Van Deerlin (D-CA) and Sen. Barry Goldwater (R-AZ) failed in efforts to get radio deregulatory measures through Congress.

New Approach To Old Problem

Corson told R&R, "The problem with past attempts at this type of legislation was that everything was included in one bill as a rewrite of the Communications Act of 1934. This time we will introduce items in a series of bills that will act as amendments to the Communications Act, starting out with the least controversial first."

A source close to the Senate Communications Subcommittee told R&R, "Barry Goldwater will be the sponsor for these bills. They will start out at the Commerce Committee level for mark-up."

By week's end, the House Communications Subcommittee was expected to complete reorganization, with no roadblocks seen to the election of Rep. Tim Wirth (D-CO) as Chairman, replacing Rep. Van Deerlin, who was defeated in November 1980.

The reshuffling will likely result in the subcommittee assuming jurisdiction over several non-communications issues. The panel will

probably get a new name because of its added responsibilities.

The subcommittee will definitely have some new faces, replacing Van Deerlin and Rep. John Murphy (D-NY), also defeated, and Rep. Bob Matsui (D-CA), who left to join another committee.

A Wirth aide advised not to look for any major initiatives from the group until a new legislative agenda for this Congressional session can be formulated.

Major Radio Bills Not Yet Filed

With both the Senate and House Communications Subcommittees reorganizing under new chairmen, few bills affecting radio have yet been filed.

Sen. William Proxmire (D-WI) has introduced a measure (S. 22) to abolish the Fairness Doctrine and the Equal Time Provision. Proxmire has unsuccessfully introduced the bill three times before, but an aide said with the new GOP Senate majority "an opportunity theoretically exists for more progress."

Senate Majority Leader Howard Baker has submitted a resolution (S. Res. 20) to allow radio and TV coverage of Senate floor proceedings. And a resolution offered by Rep. Frank Annunzio (D-IL) would express Congressional opposition to broadcasts that defame or stereotype any ethnic, racial or religious group.

Brown Assails Moral Majority At Religious Broadcasting Meeting

In his final public remarks as an FCC Commissioner, Tyrone Brown advised religious broadcasters to steer clear of the Moral Majority movement, which he accused of dividing Americans into "us" and "them" with minorities falling into the "them" category.

Brown warned the National Religious Broadcasters convention in Washington, DC (1-27) not "to permit the broad movement for religious revival to become too

closely identified with any political movement."

Charlatans Prey On Gullible

Brown told the religious broadcasters to "cleanse your own house of the rare charlatan" who is "most interested in exploring the miracle of the electronic media to extract dollars from the overly gullible under the cloak of false piety."

Brown, who has been a watchdog for minority interests on the Commission, said the remaining Commissioners are "nearly unanimous" in their support for affirmative action and minority ownership. Sounding a pessimistic note, however, Brown said well-intentioned rules and regulations cannot overcome what he described as daily demonstrations of racial discrimination in hiring, promotions, and programming.

Washington Street Talk

Ferris FCC Deficit?

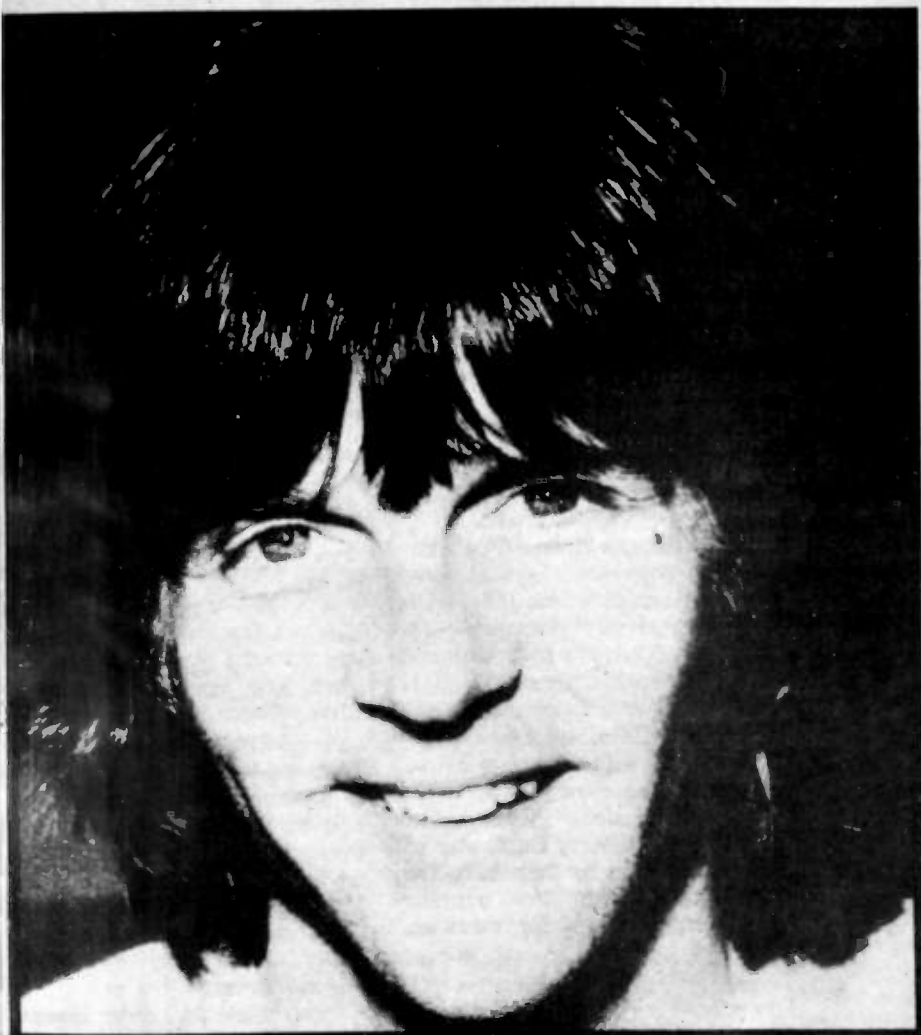
Hot talk around the Commission is that FCC Chairman Charlie Ferris hired on too much help and caused a payroll budget deficit of \$3 million, according to reliable sources attending a closed-door meeting last week. Possible remedies include cutbacks, layoffs, and reduction in some areas from full-time to part-time status. The big question is how will this fit in with President Reagan's federal government hiring freeze retroactive to November 5.

A New York Times report (1-26) suggests that Ferris has worked out a deal with the Reagan administration allowing him to stay on till April in order to log the required time to earn a \$25,000 annual pension. The unconfirmed report has Ferris acting in a "titular," essentially powerless role. Meanwhile, FCC Director of Public Affairs Bob Mann has resigned to become an account exec for New York-based Carl Boyer & Assoc.

Postcard Renewal & Reorganization

FCC insiders tell R&R, "Look for postcard renewal and Broadcast Bureau Chief Dick Shlben's reorganization proposal to fold the Complaints & Compliance Division into the Renewal & Transfer Division to surface on the agenda in early February."

We've Got The Hot Ones To Warm Up Your Winter!!



RANDY MEISNER

"Hearts On Fire"

NATIONAL AIRPLAY/30

29 ② RANDY MEISNER/Hearts On Fire (Epic)

Average Move+ 6

WKBW deb 26	94Q 30-27	KSFZ on
WBEN-FM add 31	Q105 deb 26	KJR on
96KX 28-25	WDRQ deb 29	KPLZ 21-20
JB105 29-26	KXOK add 25	KIMN deb 27
CFTR deb 37	KBEQ deb 19	KOPA add
CHUM add	WGCL add 25	KUPD 30-27
CKGM on	Q102 add 35	
Z93 deb 30	KFI add	

Produced by Val Garay

REO SPEEDWAGON

"Keep On Loving You"

NATIONAL AIRPLAY/30

21 12 6 ③ REO SPEEDWAGON/Keep On Loving You (Epic)

Average Move+ 3

96KX 1-1	WOLF 5-1	WGRD 1-1	KZZP 4-1
WPGC 2-1	WTRY 2-1	KWEN 1-1	WIGY 1-1
Z93 1-1	WFLY 2-1	KZ93 1-1	WCIR 4-1
94Q 2-1	KBFM 8-1	WNAM 1-1	KPUR 1-1
Q105 1-1	WFMF 3-1	WIKS 1-1	KVOL 1-1
WLS 3-1	Y103 7-1	92X 9-1	WSPT 1-1
WDRQ 2-1	WBBQ 3-1	KXPZ 2-1	KWWL 1-1
KDWB 1-1	WSKZ 1-1	KYSN 2-1	KDVV 3-1
WGCL 5-1	WOKI 6-1	FM103 4-1	
WOKY 6-1	KJ100 1-1		

Produced by Kevin Cronin,
Gary Richrath and Kevin Beamish



On Epic Records



NATIONAL CONTEST PROMOTION PLANNED

Teen Problems Program Seeks Sponsor

Barry Bergsman and Barry Jacobs have produced a package of 30-second messages concerning teenage problems as voiced by teenagers themselves entitled "From Me To You." There are 45 individual spots in the program's initial 26-week cycle, with subjects ranging from driving habits, acne, teenage drinking, sex, and alienation, all determined from group interviews with thousands of teens nationwide.

The spots open with the teenager stating name, age, and then a message, with all copy approved by a team of psychologists and other educational experts.

The two producers, operating under the auspices of **Baron Enterprises Inc.**, are currently soliciting a national sponsor for the program, which they hope to offer to radio stations nationally as PSA's.

\$32,000 In Scholarships To Be Awarded

To aid in promoting the programs and to induce greater community involvement, the producers in conjunction with the advertiser and the participating stations intend to offer 45 \$500 scholarships to teens whose entries are chosen to be part of the second 26-week cycle. There will be a grand prize winner, who will receive a \$10,000 scholarship, as well. Promo spots and print material supporting both the program and the contest will also be available.

For further information contact Bergsman and Jacobs at Baron Enterprises, 522 South Sepulveda Blvd., Suite 104, Los Angeles, CA 90049, (213) 476-0638.



Abba To Offer Stock In Group-Owned Firm

Swedish pop group **Abba** has announced plans to go public (in the sense of selling shares in one of its recently-acquired businesses) in the near future. According to Abba manager **Stig Anderson**, the group plans to list its **Polar Group** of companies on the New York and London stock exchanges within two years as well. In 1979, five years after the Polar Group's inception, the multi-faceted division posted a net profit of \$15 million on a \$25 million gross.

In March, Abba will offer Swedish investors approximately 47 percent of the stock in **Stockholm Badhus**, a commercial and residential real estate company. The firm, with an estimated net worth of \$35 million, was 87 percent acquired by Abba about six months ago. Shares in the company then stood at \$25; currently they are priced at \$75. Manager Anderson noted that given the relatively small size of Sweden's music industry and the Swedish government's 85 percent tax bite, Abba (whose income is estimated at over \$100 million) has been forced to diversify its earnings.

Muzak's "Foreground" Service To Compete With Radio

Muzak's latest effort, a "foreground" music service, may bring the supplier of background music into head-to-head competition with radio in the near future. The firm, which specializes in the creation and distribution of "background" music for airports, grocery stores, restaurants, and the like, recently supplied two 16-hour tapes of "contemporary" repertoire to its owned franchises for distribution to its customers.

While the majority of Muzak's distributors have not set definite plans for this new service as yet, the company is gearing up for competition with an ad campaign touting the "foreground" service scheduled to kick off in the coming months.

Containing currently charted and otherwise recently-released material (mostly vocals and all performed by the original artists), the "foreground" tapes are designed to be played in boutiques, restaurants, and other public places where this sort of music is deemed appropriate — places where radios are usually played. Not only will the new Muzak service compete with radio on this level, but the firm intends to supply those establishments using the "foreground" service with CRT terminals in the future, allowing title and artist identifications to be displayed while the song is playing (a sort of visual equivalent of "back-announcing").

Big Music America Names Contest Judges

The **Big Music America Corporation**, currently sponsoring a national contest whereby up-and-coming local musicians submit tapes of their performances for possible inclusion on "homegrown" albums created by the participating stations with winners eligible for inclusion on regional and national LP's (R&R 8-15-80), has announced the members of its Big Music America advisory board.

Those selected to judge the winners from the individual cities are: **Chappel Music** West Coast head **Roger Gordon**, **Warner Bros. Records** GM West Coast A&R **Roberta Petersen**, **Polygram Records** West Coast head **Russ Regan**, film producer and former artists manager **Bobby Roberts**, **Warner Bros. Records** Product Manager **Robin Rothman**, **EMI Music** President **Lester Sill**, publicist **Norman Winter**, and music business attorney **Mickey Shapiro**. For further information contact **Don Altfeld** at the Big Music America Corp. at 4801 Woodway, Suite 301W, Houston, TX 77056, (713) 961-1975.

Broadcast Center Brings Contest To Small & Medium Markets

"The Radio Game," a scratch-and-match contest promotion, is now being syndicated to radio stations by the Tallahassee-based **Broadcast Center**. The contest offers listeners a chance at winning up to \$1000 by matching symbols on a "rub your radio" game card. These game cards are distributed at participating sponsors. In addition, the cards feature a secret "lucky number" that entitles the listener to win still more prizes by listening for this number to be announced by the station.

Broadcast Center VP/GM **Bob Harris** claims that "The Radio Game" marks the first time this type of promotion has been brought to medium and small market stations on an affordable basis. "Before 'The Radio Game,'" Harris explained, "only stations which could afford to distribute 100,000 or more game cards could have this type of promotion... we bring the 'rub the dot' promotion to a market with as few as 25,000 game card tickets at a total package cost beginning as low as \$5250."

"The Radio Game" package includes custom imprinted game cards, promo tapes, sales aids, graphic arts displays, and collateral materials. The promotion carries full prize indemnification and is offered to one station per market. For further information contact Bob Harris at The Broadcast Center, 2425 Torreya Drive, Tallahassee, FL 32303, (904) 385-6161.



RIAA Awards 69 Platinum, 204 Gold Discs In 1980

The **Recording Industry Association of America (RIAA)** awarded 69 platinum records (66 albums or tapes and 3 singles) and 204 gold records (162 albums/tapes and 42 singles) in 1980. However, no direct comparison with 1979's figures is possible because the 120-day post-release certification date in effect since July 1979 was amended to 60 days in March 1980. RIAA certified 54 platinum records (42 LP's and 12 singles) and 172 gold records (112 LP's and 60 singles) in 1979.

A record nine soundtracks were awarded the precious metal, one of which ("Annie") was a Broadway cast album. "The Empire Strikes Back,"

"Urban Cowboy," and "Xanadu" soundtracks all doubled in gold and platinum, with "American Gigolo," "Electric Horseman," "Fame," "The Blues Brothers," and "Honeysuckle Rose" rounding out the films.

Among the year's more unusual hits were the first dual gold single, "No More Tears/Enough Is Enough" by **Barbra Streisand** (seven-inch version) and **Donna Summer** (12-inch version); the **Chipmunks** regaining their gold status after a long hiatus with "Chipmunk Punk"; and an unusual classical gold album (**Jean Pierre Rampal** and **Claude Bolling's** "Suite For Flute And Jazz Piano").

World's Thinnest Microcassette Recorder

Panasonic recently introduced the "RN-007" micro-cassette recorder. Measuring just 15.7 mm in depth, the unit is billed as the "world's thinnest." Among the "RN-007"'s features are two-speed recording for extended recording time, capstan drive, a built-in condenser microphone, a microphone sensor switch to aid in the elimination of background noise, and an AC adapter. Price: \$199.95.



WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.



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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

Don't Stand So Close To Me.



In a world filled with "De Do Do Do, De Da Da Da"
AM 2275
we proudly announce the newest single
"Don't Stand So Close To Me"
AM 2301
from the platinum album
ZENYATTA MONDATTA
SP 3720

THE POLICE

On A&M Records and Tapes.
Produced by The Police and Nigel Gray.

Management: Miles Copeland & Kim Turner/Firststars LTD. Agency: FBI.



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Syndicators

Radio Arts

"Your Hit Parade," the show which aired America's top ten songs weekly for almost 25 years, returns to radio in a one-hour recreation hosted by the program's original announcer, **Andre Baruch**. **Bea Wain**, one of the former singing stars of "Your Hit Parade," will join Baruch.

One major difference between the old and new versions of the show will be that the top ten tunes will be sung by their original artists rather than the show's singers. The program, a product of **Radio Arts Inc.**, will spotlight recordings of the 1930's, 40's, and 50's, and accommodates 12 commercial minutes per hour as well as five minutes for news.

D.I.R.

The firm announces the division of its production department into two separate units headed by **Bob Kaminsky** and **Paul Zullo**.

Westwood One

Joni Dixon has been promoted to Director of Computer Services for the firm. A three-year veteran of **West-**

wood One, Dixon was previously responsible for the organization's billing.

Martin Communications

"The Beatles: The Men And Their Music," a 12 1/2-hour radio special, is currently available from Owings Mills, MD-based **Martin Communications Inc.** Containing interviews with the four Beatles and their associates as well as more than 200 songs, the program is currently being offered on a cash-only, market-exclusive basis with 147 60-second availabilities within the length of the show.

Narwood Productions

"Outlook," a series of 90-second radio programs highlighting prominent black figures and issues, has announced that it will devote its entire February schedule of shows to the observance of National Black History Month. Produced by **Ellen Silver** and **Ted LeVan** and narrated by **Inner City Broadcasting** National Director of News and Public Affairs **David Lampel**, the shows are sponsored by the **Army ROTC**.

Reps



Georgann Lavelle has been named Branch Manager for the rep's Atlanta office, coming from an account exec post at the same branch.



WLPR/Mobile and **WSBY-WQHQ** (formerly **WBOC-AM-FM/Salisbury, MD**) have announced their affiliation with the national sales rep.



Sandy Gasman has been promoted to Vice President/Manager of the **Katz Radio Network**. A 15-year veteran of the rep firm, Gasman most

recently served as Vice President/Sales Manager for the **Katz** organization, having previously held posts with the **Stone Representatives**, **Peters-Griffin-Woodward**, and **Dancer-Fitzgerald-Sample** firms.



MAJOR MARKET RADIO SALES
Mike Disney has been appointed Vice President/Regional Manager for the Midwest and South. **Ray Napier** has been named Atlanta Manager, and **John Lynch** and **Arnold Levy** have become Atlanta and New York account execs, respectively, at **Major Market Radio Sales**. Disney most recently served as VP/Manager for **MMR's** Atlanta office, while Napier formerly served as GSM for **WGST/Atlanta**.

Nets



SOURCE CELEBRATES — Captured cutting the cake to mark the one-year anniversary of **The Source**, NBC's young adult radio network, are, from left: **NBC Network Radio Exec. VP Chuck Renwick**, **NBC Network Radio VP/Sales Kevin Cox**, **NBC Network Radio Director of Programs John McGhan**, **The Source VP/Sales Ellyn Ambrose**, **NBC Radio News VP Jo Moring**, and **NBC Radio President Dick Verne**.

People

New Haven



Jack Sellati has been promoted to Director of Information Systems and Government Relations for the **Insilco Broadcast Group**. Sellati most recently served as Information Systems Manager for the wholly-owned subsidiary of the **Broad Street Communications Corporation**. In his new post, Sellati will serve as liaison to the Congressional offices in the states where Insilco owns stations.

San Diego

As previewed earlier (**R&R** 11-21-80), **John Bayliss** has formally assumed the duties of President of the **Charter Broadcasting Group**, while Charter Broadcasting officer **Russell Wittberger** has taken the post of Executive Vice President of the communications firm.

Attleboro, MA

Tom Cuddy has been promoted to Station Manager at **WARA** from his previous posts as PD/air personality for the station.

Las Vegas

Nancy Reynolds has been named VP/GM at **KENO-AM-FM/Las Vegas**, coming from her previous post as Station Manager at **KTKT-AM-FM/Tucson**. Reynolds replaces **Jerry Roy**, who becomes Assistant to **Lotus Communications Corp.** (owners of both facilities) President **Howard Kalmenson**.

Norfolk



Dick Fraim has been appointed Vice President/General Manager for **WTAR-WKEZ/Norfolk, VA**.



ABC FM

Virginia Westphal has been named Director for the **ABC FM Network**, coming to the post from ABC's **WPLJ/New York**, where she most recently served as Sales Manager. Prior to her joining WPLJ, Westphal served as General Sales Manager for **WNBC-AM/New York**, having previously been associated with **KNBC-TV/Los Angeles** as well as **Westphal Data Processing**.



Mutual



Connie Kiernan has been named Director of Advertising and Promotion for the **Mutual Broadcasting System**. Most recently Promotion Manager and Retail Development Coordinator for **WVKX-WPKX-FM/Alexandria, VA**, Kiernan previously operated her own **Petree Graphics** firm prior to joining the Alexandria stations. She began her broadcasting career in 1974 as Merchandising/Promotion Director for **KGMB-AM** and **Q-FM/Honolulu, HI**, moving to Manager of Advertising and Promotion at **WGMS-AM-FM/Washington, DC** in 1977, following which she left to form her own firm.



Barbara Malinowski has been promoted to Director of Program Practices for the **CBS Radio Division**. A 12-year veteran of the net, Malinowski most recently served as Continuity Director for **KCBS-FM/San Francisco**, a position she had held for the past 11 years.

Sales

Station Sales

KYAC-AM/Seattle is being sold by the estate of **Carl Dek Inc.** via U.S. Bankruptcy Court to **Northstar Broadcasting Inc.** for \$1.6 million subject to **FCC** approval. Broker was **Hogan-Feldmann Inc.**

THIS WEEKEND ON SOUNDTRACK OF THE 60'S

MURRAY THE K presents three hours of 60's HITS from THE BOX TOPS to THE YARDBIRDS

- ★ Captain Kirk & Sulu: Stardate 1965
- ★ The Battle of The Beehives
- ★ Dusty Springfield Joins The Ronettes

SOUNDTRACK OF THE 60's is produced each week for radio worldwide by **Watermark**, makers of **AMERICAN TOP 40**, **AMERICAN COUNTRY COUNTDOWN** and **THE ROBERT W. MORGAN SPECIAL OF THE WEEK**.



WATERMARK
10700 Ventura Boulevard
North Hollywood, CA 91604
(800) 423-2502
(213) 980-9490

REMEMBER WHEN THE MUSIC...

WE SHALL OVERCOME □ FOR WHAT IT'S WORTH □
HE AIN'T HEAVY, HE'S MY BROTHER □ ABRAHAM, MARTIN &
JOHN □ WHERE HAVE ALL THE FLOWERS GONE □ WHAT'S
GOING ON □ IN THE GHETTO □ HE AIN'T
HEAVY, HE'S MY BROTHER □ SHARE THE RAINBOW □ GIVE
ME PEACE ON EARTH □ PEACE TRAIN □ GIVE
ME PEACE ON EARTH □ WOODSTOCK □ GIVE
ME PEACE ON EARTH □ PEOPLE GOT TO BE FREE □
WOODSTOCK □ GHETTO □ ABRAHAM &
JOHN □ WOODSTOCK □ WHAT'S
GOING ON □ SHARE THE LAND □ HE AIN'T
HEAVY, HE'S MY BROTHER □ SHARE THE RAINBOW □
IN THE RAIN □ TURN! TURN! TURN! □ GIVE ME LOVE GIVE
ME PEACE ON EARTH) □ SIMPLE SONG OF FREEDOM
□ EVE OF DESTRUCTION □ PEOPLE GOT TO BE FREE □
UNIVERSAL SOLDIER □ SOCIETY'S CHILD □ GET
TOGETHER □ WHAT'S GOING ON □ PEACE TRAIN
□ WOODSTOCK □ AMERICAN TUNE □ AND IS
YOUR LAND IS THE NIGGER OF THE WORLD □
GIVE ME PEACE ON EARTH □ POWER TO THE PEOPLE □
VOLUNTEERS □ THE WORLD WE
SHALL OVERCOME □ FOR WHAT IT'S WORTH □
UNIVERSAL SOLDIER □ SOCIETY'S CHILD □ GET
TOGETHER □ GET FOOLED AGAIN □ RAIN
□ AMERICA □ BLOWN' IN THE WIND □ LAND
IS YOUR LAND □ WOMAN IS THE NIGGER OF THE WORLD
□ GIVE PEACE A CHANCE □ POWER TO THE PEOPLE □
VOLUNTEERS □ WHAT THE WORLD NEEDS NOW □

WAS THE BEST OF WHAT WE DREAMED

HARRY CHAPIN

"REMEMBER WHEN THE MUSIC" (WS8 5705)

THE NEW SINGLE FROM THE ALBUM **SEQUEL** (FW 36872)



Presented by the Boardwalk Entertainment Company
Produced by Howard Albert & Ron Albert for Fat Albert Productions Inc.



"Poor programming and sales/advertising decisions may be made on questionable data."

"Average Persons" — Hocus Pocus Or Reality?

One goal near and dear to the hearts of most PD's and sales managers is to build up their stations' "average persons" figures in the Arbitron ratings. But is this concern with average persons worth all the fuss? Let's see if the average persons figures represent statistical hocus pocus, reality, or something in between.

Arbitron's Definition

According to Arbitron, average quarter-hour persons estimates are defined as "the estimate of the average number of persons in a demographic group listening to a specific station for at least five minutes during an average quarter-hour of a given time period." Seems simple enough on the surface, but what is the reality of the definition? Are quarter-hour estimates really reliable, and are they always desirable from a station's point of view? Perhaps not.

How They're Computed

Several months ago I wrote about cume persons, telling how the value of each diary is computed and then entered into audience estimates. Keep in mind that cume is equivalent to PPDV (persons per diary value). Here then is the comparable formula for determining the contribution a diary makes to an average quarter-hour estimate:

$$\frac{\text{PPDV X number of QH's listened in a daypart}}{\text{divided by the number of total quarter hours in the relevant daypart}}$$

For example, if a diary is worth 1200 persons in a specific demo, and those persons listened to a station for 10 quarter-hours during morning drive of their diarykeeping week, the computation would look like this:

$$1200 \times 10 = 12,000$$

$$80 \text{ (number of QH's M-F, 6-10am)}$$

12,000 divided by 80 equals 150, meaning that this diarykeeper added 150 average persons to the specific station's morning drive numbers.

As you can imagine, a person who listens to your station for the same number of quarter hours in each of the major dayparts does not make the same quarter-hour contribution in each daypart. Why? Because the divisor (the number of quarter hours in the overall daypart) varies. In morning and afternoon drive, for example, our hypothetical diarykeeper would add 150 persons to the station's total, but in midday and the evening (7pm-12midnight) that contribution would be reduced to 120 average persons. In the latter two dayparts

the divisor would be 100 quarter hours, not 80, thus the disparity. If you wanted to know how much a diarykeeper contributed to your overall 12+ total week share, you'd divide by 504, the number of total quarter hours in an Arbitron week (Monday-Sunday, 6am-12midnight).

A word about the 150 vs. 120 average quarter-hour persons. While that might not seem significant, it could show up in a book as a difference of 100 persons. Arbitron's software rounds up to the next highest hundred when computing estimates. Thus 150 would end up as 200 persons, while 120 would show as 100. 50 is the cutoff — there or above and you will get the next highest figure. Below 50 and your estimate is rounded down to the next lowest hundred (or zero).

Potential Problems

Other than the possible need to try and build longer spans of listening — or more frequent sampling — in the dayparts with more quarter hours, what do the computations above tell us? Let's dig below the surface with a few more hypothetical diarykeepers. We may find that daypart average quarter-hour estimates may be misleading to both programmers and those involved in the sales environment.

Take a case where there are five diarykeepers who listen to station Y from 6-6:30 every morning, Monday-Friday, but listen at no other time in AM drive. Give the folks PPDV's of 1500 (high but not unusual) and let's look at what their contribution to the station's morning numbers would generate:

$$1500 \times 10 \text{ (number of QH's listened weekly)}$$

$$80 \text{ (number of AM drive quarter hours)}$$

Running through the formula, each of our diarykeepers adds 187.5 (round to 200) average persons to the station's morning drive total. Thus, 1000 average persons M-F 6-10am is what would appear in the book (assuming no other diaries recorded the station), but all of that listening would in reality have occurred in one half-hour period. While this is readily enough apparent — through looking at the hour-by-hour section for example — a media buyer or advertiser might be under the impression that in every quarter-hour during morning drive approximately 1000 people are tuned to station Y. Unless station programmers and salespeople are aware of the vagaries possible with average quarter-hour numbers, poor pro-

Week In Review

Coleman Forms Audience Analysts

In what is described as an "amiable division of labor," Jon Coleman, Senior Partner in the Media Associates research consultant firm, has formed another similar company to specialize in serving radio stations. The new Coleman-led firm will be known as Audience Analysts, Inc., and will be based in Dallas. Media Associates will also remain in Dallas and will continue to serve the firm's TV clients. The two companies will share offices at Media Associates headquarters, and the telephone for Audience Analysts will remain (214) 630-5097.

Arbitron Zip Directory Available

Qualitative and socioeconomic data on 36,000 zip codes in the U.S. are now available in the Arbitron "1981 ADI County Zip Code Directory." Information included covers such items as income levels (updated to 1979 from the 1970 census), education levels, labor force characteristics, and much more. Meshed with the AID system from Arbitron, a station can show socioeconomic aspects of certain geographies matched with station audience delivery. More information is available from Arbitron.

gramming and sales/advertising decisions may be made on questionable data.

Important Considerations

Keeping in mind the material above, here are the key points you may want to remember:

1. Although the definition of average quarter-hour persons implies that the figure for a daypart comes from people who listened throughout the daypart, that may not necessarily be true. As shown above, listening in a concentrated segment of a daypart may lead to projection of that tune-in to cover an entire daypart.

2. Once the previous point is known, station personnel and advertisers need to be apprised to look deeper than just the overall daypart figures. The hour-by-hour section can be a guideline, and a mechanical diary or AID runs can help spot which specific quarter hours did indeed constitute the bulk of your listening. Use this information as you see fit given your competitive situation, but at least knowing it can lead to better decisions.

3. Realize that these are just estimates. It is not the fault of Arbitron, or any other rating company, that flukes are possible with average numbers. It's all part of this crazy ratings game we play. Wise stations do not depend solely on the ratings books for their programming or sales success. With the problems possible in the bedrock of the ratings field — average quarter-hour persons estimates — maybe more stations will adopt this path.

Q&A

Andy Hangarter of RAM wrote recently to ask, "Why does Arbitron use the next year's population estimates for its fall reports?" Is this a practice other research companies should adopt?

I can't speak for what other companies should do, but Arbitron spokesperson Connie Anthes told me why Arbitron does what it does. According to Connie, since most of the fall reports in the past — and all in the future with the use of Quarterly Measurement — will not be released until after January 1 of the next year, Arbitron wanted to use the latest data on which to base its audience ratings projections.

**Jhan
Hiber**



October/November '80 Arbitron Shares

New York City

WKTU Up Two, Tops Field

WKTU (R) returned to the top rung, 6.2-8.3, as WBSL (B) slipped to second, 8.1-7.1. WOR (T/PA) was up again, 5.7-6.2, while WINS (4.6-4.9) edged WCBS (5.1-4.8) in the News battle. WYNY (PA) posted a healthy gain, 2.2-3.2, and WNBC (R) was stable at 4.7. WABC (R) slipped again, 4.2-3.6. WPLJ (A) moved 4.2-3.7, and WRFM (BM) went 4.7-4.3.

Additional stations with a one share or better were WADO (S) 2.2-1.7, WCBS-FM (O) stable at 2.9, WHN (C) stable at 2.6, WJIT (S) 1.7-1.9, WMCA (T) 2.9-2.3, WNEW (PA) 3.1-2.7, WNEW-FM (A) 2.9-2.8, WPAT (BM) 2.3-2.4, WPAT-FM (BM) stable at 3.9, WQXR-AM-FM (CL) 1.8-1.7, WTFM (PA) stable at 1.8, WVNJ-FM (BM) stable at 1.1, and WXLO (R) 1.6-1.1.

WKHK (C), formerly WRVR, did not score a one share in its debut.

Nashville

WZEZ, WSIX-FM Vault Ahead

Beautiful Music WZEZ became the new leader in Nashville, moving 9.9-11.5, while WSIX-FM (A) jumped 9.9-11.0. WVOL (B), the previous pacesetter, slipped 10.6-9.0. WWKX (R) posted a notable gain, 6.0-8.3, as did WKDF (A), 5.2-7.3. Slippage occurred at WLAC in its last CHR book, 6.1-4.5, and WBYQ (R) 5.6-3.7.

Other one-share-and-above stations include WAMB (BB) 1.7-2.8, WDBL (M) 1.0-1.1, WJRB (C) 2.1-2.5, WKDA (C) 3.4-1.6, WKOS (previously WMTS-FM) (PA) debuting with a 1.2, WKQB (A) 5.8-5.0 in its last AOR book, WMAK (PA) 1.5-2.7, WSIX (PA) 4.2-3.4, WSM (C) 7.8-8.5, WSM-FM (PA) 6.0-6.5, and WWGM (RL) 7-1.2.

Rochester

WEZO Rebounds To Top Spot, WHAM Slides

Beautiful Music WEZO rebounded strongly, 12.8-17.4, and again leads the Rochester metro. WHAM (PA), the previous pacesetter, slid 14.1-8.9. WCMF (A) climbed 4.9-6.6, while AOR competitor WMJQ slipped 8.4-6.4. WVOR (PA) gained 7.4-9.1.

The remaining stations with a one share or better include WBBF (R) 7.6-8.1, WDKX (B) 4.3-3.5, WFLC (PA) 1.0-2.1, WHFM (R) 6.0-4.5, WNYR (C) 5.0-5.1, WPXN (N) 4.0-4.6, WPXY (BM) 4.3-5.4, WSAY (C) 5-2.8, WBEN-FM (R), located outside the metro, advanced 1.0-1.5.

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

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

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

Greensboro- Winston-Salem- High Point

WTQR Slips, Remains In Lead

Country fixture WTQR slipped 12.6-11.2, but the station kept its hold on the lead. Moving into double digits was WKZL (A), 9.3-10.4. WRQK (R) also posted a healthy advance, 6.2-8.1. Stations showing erosion included WGLD (BM) 10.1-7.4 and WSEZ (R), which dropped 7.3-3.3.

Other stations with a one share or higher were WAAA (B) 3.4-5.2, WAIR (B) 2.7-2.3, WBIG (PA) 3.7-3.6, WBUY (O) 1.7-1.3, WCOG (R) 2.0-3.0, WEAL (B) 1.7-1.0, WGWR (R) 9-1.2, WHPE (RL) 3.4-3.0, WMFR (PA) 2.7-1.9, WQMG (B) stable at 5.7, WSJS (PA) stable at 8.0, and WTOB (PA) 1.5-1.4. Located outside the metro but scoring a one share or more were WQDR (A) 5-2.7, and WRAL (R) 1.2-1.0.

Salt Lake City

KSL Returns To Double Digits, Leads Market

KSL (PA) continued its pattern of strong fall books by rising 8.5-11.1. KCPX-FM (A), which was tied for the 12+ lead in the A/M '80 survey, slipped 8.5-6.3. KSFI (BM) became the new number two, up 6.0-8.9. Another Beautiful Music station, KLUB, also prospered, 6.6-8.0. Other major movement was noted at KALL (PA), which dropped 7.7-4.5, and KCPX (R), which rose 5.8-8.1.

Other stations with a one share or better in the fall numbers were KALL-FM (PA) 6.1-4.3, KDAB (PA) 4.3-3.6, KISN (BM) 2.9-3.5, KJQN (R) 1.4-1.1, KLO (R) 1.1-1.7, KPRQ (PA) 2.5-1.2, KRGO (C) 4.4-3.6, KRSP (PA) 2.7-1.9, KRSP-FM (R) stable at 4.9, KSOP (C) 1.3-1.9, KSOP-FM (C) 6.6-5.9, KSXX (N/T) 3.8-4.1, KWHO-FM (BB) 1.3-1.0, KWMS (N) 1.6-1.5, and KZAN (C) 2.8-3.3. KAYK-FM (PA), located outside the metro, moved 1.5-2.0.

BOLSTERING "BROADCAST BUREAU"

Anthony Heads Gannett Radio News Service

Mike Anthony, News Director at KSD/St. Louis, will become Radio News Director of Gannett News Service in Washington, DC February 1. GNS President John Quinn announced that Anthony will begin developing daily audio news reports for the six AM and seven FM stations in the Gannett Radio Division as part of an expansion of the service. Anthony's transfer from St. Louis follows the recent switch of KSD from News/Talk to Country (R&R 1-23).

Quinn said Anthony's appointment is "the first and important step towards building a full-service GNS broadcast bureau to serve the local needs of all 13 radio stations" now owned by Gannett.

Anthony is a veteran of 14 years in radio news, serving as News Director at KHOW, KLAK, and KIMN/Denver; WOAI/San Antonio; KXYZ/Houston; and KOMA/Oklahoma City. He also served as news consultant for NBC's News and Information Service.

McKay

Continued from Page 3

doing an airshift in addition to his PD role.

"Needless to say, I am extremely excited about the move," McKay told R&R. "The thought of working and living in San Diego is marvelous, but far beyond that is the commitment that Charter has made toward making KCBQ a winning Country station. To be working with such competent professionals is not only an honor, but indeed a real pleasure. They have given me all the tools." McKay will join KCBQ on February 3.

Steve Golden, most recently PD at WMKE (WBCS's AM sister) has been appointed PD in the wake of McKay's departure. No replacement for Golden has yet been named.

Meyer

Continued from Page 3

in her programming skills, along with station relations and future affiliate acquisitions." Clarifying her responsibilities, he added, "She will be responsible for all non-news programming, including our upcoming 'Silver Eagle Concert Series,' acting to maintain quality control on all of our programming."

Meyer's extensive programming background includes a lengthy stint as PD of WMCA/New York and a later tenure as PD of WHN in the same city.

PETER ALLEN

"FLY AWAY" IS TAKING OFF...



WHEREVER AND WHENEVER
IT GETS PLAYED
"FLY AWAY" AM 2288 IS A HIT...

"FLY AWAY"
THE FIRST SINGLE FROM
BI-COASTAL SP 4825 ... PETER ALLEN
ON A&M RECORDS & TAPES



PRODUCED BY DAVID FOSTER
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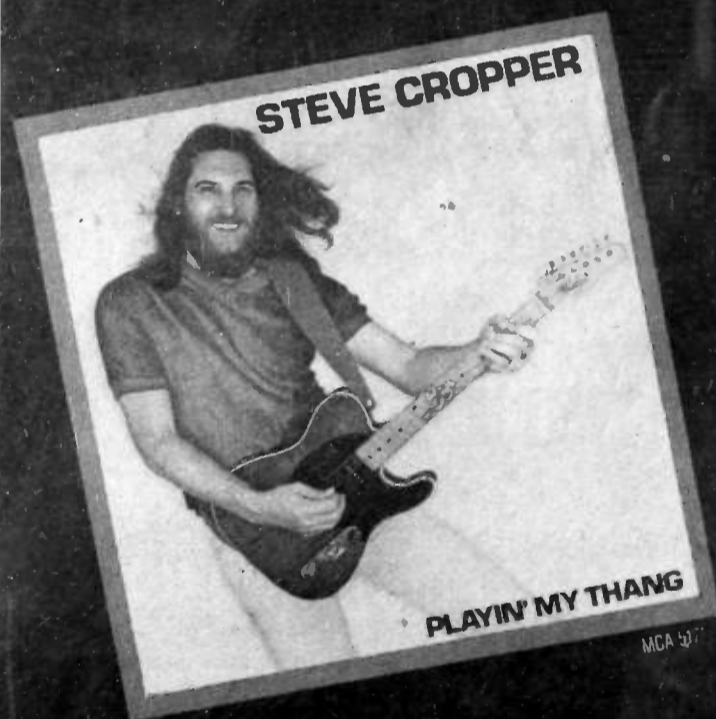
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WABC on
WXLO deb 23
WFIL on
WCAO 15-11
WROR 12
WXKS 7
KJR add
KPLZ on
WFBR 22-18
WTIX on
WLCY add 30

BJ105 on
WHEB 27-25
B100 on
WPST on
WPRO-FM-AM on
WHYN on
FM97 on
WIP on
WHIO on
WNAB on
WSM-FM on

CONTAGIOUS CROPPER

An infectious new album from the lead guitarist of both The Blues Brothers and Booker T. & The MGs. Feverish new music from the man who wrote "Dock of the Bay" and "In the Midnight Hour." Catch the bug. **Playin' My Thang.**



Produced by Steve Cropper and Bruce Robb

ON MCA RECORDS
© 1981 MCA Records, Inc.



STREET TALK

Strong talk out of the South that WAPE/Jacksonville, a Top 40 legend in the region for decades, is going to join the crowd and go Country. We hear that new owners Eastman are ready to take the plunge in early February. The Greaseman, a DJ legend in his own right, plans to remain at the station.

Hollywood sources say Diana Ross is definitely headed in a CBS direction, with a signing announcement due shortly.

Here's an update on that WLUP-WMET mystery riff contest battle in Chicago: WLUP has had three \$100,000 winners in two weeks (with two winners to go), and WMET deciphered and aired the mystery song sequence each time just before WLUP got a winner. But the Loop isn't exactly tied up in knots about it. GM Les Elias told Chicago Sun-Times columnist Gary Deeb that WMET GM Bruce Holberg "is trying to make war with us, but we're not responding. It's an unethical thing to do and not very smart. One of the toughest things to do with a contest is attract some of the hardcore listeners of another station. In this case WMET has saved me that trouble. Now if I could just get WLS to promote it too, I'd be in clover."

The big rumor around Detroit is that long-time CKLW personality Tom Shannon will leave the "Big 8" and take over the morning show at WTWR.

Two of Dallas-Ft. Worth's biggest Country stations, WBAP and KSCS, have new PD's: Hal Jay moves across town from KPLX-FM to WBAP, and R.T. Simpson takes the KSCS job from KLZ/Denver, where Bill Bradley was promoted to replace him.

From our They All Grew Up To Be Cowboys Dept: Hot and heavy reports out of Cleveland and Pittsburgh say a long-established station in each market is ready for the Country.

Joe Patrick, subject of a recent R&R Country interview (1-23), has resigned as PD of WQYK-FM/Tampa, with no replacement named and no future plans yet announced.

We hear Jim Elliott is back as Music Director at WPGC/Washington, in addition to his morning shift. Don Geronimo retains his Assistant PD position.



THE HARD CELL METHOD OF GIVING UP SMOKING
— When WLBZ/Bangor, ME got ready to stage its "Great American Smokeout," the station decided the promotion, which measures a smoker's health after a heavy smoking period and a nonsmoking stint, needed some extra drama to sell it. So when PD Mark Laurence agreed to take the test, he was locked in the local Bangor PD detention cell. Wire services and local papers gave the promotion heavy publicity, and even Mark was pleased with the results of his lung-term sentence: his reaction time, heartbeat rate, and carbon monoxide levels all checked out a lot healthier during his non-smoking period.

**ELECTRIC
WEENIE**

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

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

RON MORGAN/KSD . . . "I'll be working with Jay Cook, doing 6-10am, so keep the funny stuff coming."

Jocks... write today for free samples.

DALLAS IN NEW HAMPSHIRE

Police Break Up J.R.'s Radio Shooting

Folks take their "Dallas" seriously in Berlin, New Hampshire. WMOU/Berlin morning man Charlie Michaels, who runs a comedy service on the side, thought it would be a humorous idea to stage a parody of the "Who Shot J.R.?" controversy. One of his regular comic characters, a fellow named Ludlow, went and inherited an oil well in Texas and started putting on airs, calling himself "J.R. Ludlow" and alienating people. He received a threatening letter, and the station gave out clues for a contest in which the listener who identified the mystery gunperson would win a free trip to Dallas.

The contest progressed and Berlin listeners suddenly heard two shots ring out over the air, after which Michaels cut directly to the news. 400 highly distressed phone calls to the station later, not to mention a number of phone messages to the police urging them to investigate immediately, the local officers of the law dropped by and politely asked the station to call off the contest and explain what had happened.

Michaels commented, "It's strange that back in the 30's when radio was the only medium some people believed everything they heard; but now, even with so many kinds of media, radio can still have such a major effect on people." He added that the mysterious figure who shot J.R. Ludlow in the contest was to be . . . Dolly Parton.

KOGO On The Go: Reid Reker, ex-Operations Manager for WROK & WZOK/Rockford, is KOGO/San Diego's new PD. Sandi Banister is the new MD; she was Southwestern (owner of KOGO) National PD Jesse Bullet's assistant. Sandi replaces Jesse Summers, who's been named PD at KENO/Las Vegas. And KOGO air personality Ken Copper is joining K101/San Francisco in the morning slot.

Stork raving with delight this week are proud parents Mark Schulman (VP/Advertising for Atlantic) and wife Debra, with an 8lb 4oz daughter named Dana Anne, born January 10; and Michael and Cindy Alhadeff (he's West Coast Associate Director of Promotion for E/P/A), with a daughter, Ashley Marie, born January 22 and weighing in at 7lb 15oz. Congratulations to all!

More PD changes: Ron Shaw is promoted from MD to PD at KITY/San Antonio, with Mike Roberts, MD at KONO in the same town, moving to the KITY MD position. Ron Hill also moves from MD to PD, at WCIR/Beckley, WV, replacing Jay Quesenberry, who's off to Florida with plans to be announced later.

**The Outlaws.
They've taken off with
the gold before, but now
they're making the biggest score
of their career.**

"GHOST RIDERS"



**THE OUTLAWS
GHOST RIDERS**



*They've been mainstays on rock radio since
"Green Grass And High Tides."
They're one of the top touring bands in the nation.
There are gold albums on their wall.
And now,
They've got a hit that's really making them
America's most wanted band:
"(Ghost) Riders In The Sky" AS 0582*

*The deepest notch in The Outlaws' belt.
From their smash LP Ghost Riders. AL 9542*

The album: BB:42/RW:42*/CB:34*
R&R:8***

The single: BB:48*/RW:64*/CB:59*

ARISTA



First, congratulations to George Burns on his 85th birthday! I chatted with God at the Bob Hope 30th TV Anniversary special, and he's still going strong (as is Bob, of course, at 76!). Perhaps their secret of being eternally young is that they've never stopped working. Brooke Shields had a funny line written for her by Bob's writers for the special. Appearing in the round with Hope and Robert Urich (of "Vega\$"), the Calvin Klein girl was asked if she was bored by so many people wallowing in nostalgia, she said, "No, I loved it. I've always had a great admiration for older performers . . . like Marie Osmond and Debby Boone!"

The line going around Hollywood is that in Sun City, Helen Hayes does the Calvin Klein commercials.

Virginia Mayo told me Bob was the only leading man she ever asked for an autograph or a picture! They were together in her first picture, "The Prince And The Pauper." I've had a crush on Virginia since I saw her in "The Secret Life of Walter Mitty." So naturally I had to grab her and hold her in my semi-hirsute arms when Martha Raye and Jo Ann Worley yelled at me to "hold the Mayo" at the dinner table.

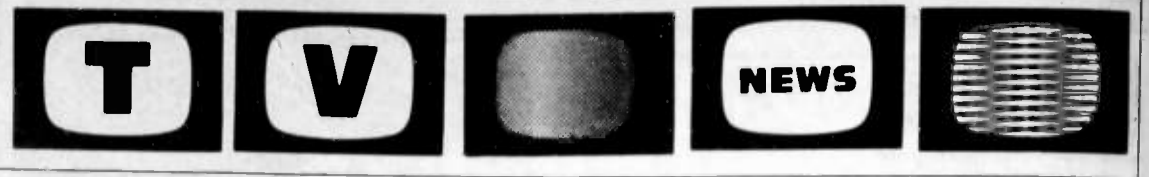
Jo Ann's mouth is the illegitimate daughter of Martha's mouth . . . or so it is rumored.

* * * * *

Bruce Belland, formerly of the Four Preps and Belland & Somerville and more recently a Vice President of Ralph Edwards Productions, is taking a respite to write a musical comedy. It's some-

thing the very funny and talented rascal has always wanted to do. (As Sir Edmund Hillary said to Susan Anton . . . "I climbed it because it was there." At least I think that's what he said . . .)

Speaking of Broadway musicals, I chatted with Rod McKuen last week and he's collaborating with 81-year-old Julie Stein on two monster productions: "Phantom of the Opera" and "Arsenic and Old Lace." (Hey, just because he's got a bunch of talent!! . . . Boy, the GO column has been trying to peddle its Broadway musicals for years now . . . Of course, all we've written so far are the titles: "Stop The Girl, I Want To Get Off" and "My Fair Lardy" (a salute to *la femme chubbers* everywhere . . .)).



Music Pilot To Use Radio Correspondents

Former KRBE/Houston PD Clay Gish, now affiliated with TV production firm JR Productions of Ft. Lauderdale, announced an extensive roster of radio programmers set to serve as music correspondents for the company's "The World Of Music" TV pilot. The correspondents include Y100/Miami's Bill Tanner, WCFL/Chicago's Dave Martin, WRKO/Boston's Charlie Van Dyke, Q105/Tampa's Scott Shannon, consultant John Sebastian, Z93/Atlanta's John Young, KJR/Seattle's Tracy Mitchell, Z97/Dallas's Jim White, the Gavin Report's Dave Sholln, and R&R's newly-appointed CHR Editor Joel Denver.

Music On TV

Hosts, performers, and presenters have been set for the "American Music Awards" January 30 on ABC. Hosting the eighth annual special are Mac Davis, Crystal Gayle, and Teddy Pendergrass, with performances by Rod Stewart, John Cougar, Mickey Gilley, Stephanie Mills, the O'Jays, and Tierra, not to mention the three hosts. The presenter list includes Susan Anton, Barbi Benton, the Captain & Tennille, Lacy J. Dalton, Andy Gibb, Larry Graham, Jermaine Jackson, LaToya Jackson, Chaka Khan, B.B. King, Johnny Lee, Kenny Loggins, Barbara Mandrell, Ted Nugent, Johnny Paycheck, Charley Pride, and Lou Rawls. And a tribute to the "Distinguished Merit" award winner features Dick Clark, Michael Jackson, Keith Richards, Brian Wilson, Mike Love, and Grace Slick . . . Melissa Manchester guests on the "Muppet Show" the week of February 6 . . . Susan Anton & Fred Knoblock are on "American Bandstand" January 31, as is George Burns, who also appears on "Solid Gold" January 30 . . . Diana Ross has a one-hour CBS special coming up, directed by Steve Binder.

(Note: Owing to Nielsen computer breakdowns, this week's TV ratings were not available by presstime and will appear next week.)

VIDEOSCOPE:

BOWIE VIDEO COPS TOP SPOT AT MIDEM: RCA's David Bowie won the Grand Prize for Best Video Clip at the 15th annual MIDEM's newly-created Video Awards. Bowie directed the award-winning clip, which promoted "Ashes To Ashes," a track on the "Scary Monsters" LP. EMI's Kate Bush walked off with two awards: the clip promoting "Babooshka" scoring Best International Production, and Bush herself taking Best Performance By An International Artist. Best Directing award was shared by Gary Gutierrez for his work on WB artist Hilly Michaels's "Calling All Girls" clip and John Roseman for his efforts on Island artists the Buggles's "Elstree" clip. Elektra/Asylum's B.A. Robertson and his collaborator Bryan Grant won the Best Scenario award for their work on Robertson's "Flight 19" clip . . . 3 VIDEO PRODUCTION FIRMS PURCHASE APHEX UNITS: Burbank, CA-based Compact Video, Washington, DC-based Rodel Audio, Edmonton, Canada-based ITV Ltd. have all recently acquired Aphex "Aural Exciters" to enhance audio sound in their video productions. ITV will be using its unit for sound mixdown for MCA/Philips "DiscoVision" videodiscs . . . MATSUSHITA PREDICTS GLOBAL VCR SALES TO REACH SIX MILLION: The Matsushita Electric Industrial Co. recently announced that it expects global VCR sales to double to six million units this year, with approximately 1.6 million of those units to be sold in the U.S. Blank videotape sales, Matsushita estimates, hit the 60 million mark (worldwide) last year and the firm predicts this figure will reach 110 million by the end of '81 . . . SIMULTANEOUSLY SEPARATE SATELLITE SIGNALS: "Split transponder" service — telecasting two different video signals simultaneously from a single satellite — is the goal of a \$100,000 research and development project at Southern Satellite Systems (SSS). The firm, a common carrier currently distributing Ted Turner's WTBS and Cable News Network, is aiming to have the "split transponder" service ready to go when RCA launches its Satcom IV next year . . . "CABLE TV" MAGAZINE TO DEBUT IN APRIL: "Cable TV" magazine, which will provide individual listeners with complete cable TV listings for their area, will launch its first of three preview issues in April. Claiming a guaranteed circulation of over two million, the full-color monthly publication will cover pay services, satellite services and local originations. These listings will be augmented by film reviews, sports articles, interviews, commentaries, and service features. For further information contact Cable TV at 24 West 40th St., New York, NY 10018, (212) 719-4500.

5
YEARS AGO
TODAY

Radio & Records

- ★ PAT SHAUGHNESSY PROMOTED TO VP/GM OF KIQQ/LOS ANGELES
- ★ JERRY CLIFTON RESIGNS AS BARTELL NATIONAL PD — Will program chain's 96X/Miami.
- ★ STEVE WAX NAMED EXECUTIVE VP AT ELEKTRA/ASYLUM — moves up from VP/Promotion position.
- ★ STAX RECORDS CLOSED BY BANKRUPTCY COURT
- ★ NUMBER ONE FIVE YEARS AGO: "50 Ways To Leave Your Lover" — Paul Simon (Columbia)
- ★ NUMBER ONE COUNTRY: "This Time I've Hurt Her" — Conway Twitty (MCA)
- ★ NUMBER ONE LP: "Desire" — Bob Dylan (Columbia)

BRAD MESSER



Choose A Battle You Can Win

Murphy's Law dictates that anything that can go wrong will, and we spend great amounts of mental computer time scrambling for the way out of the current mess, a way around the sudden roadblock. If there were one Right way to run a radio station or a news department, we'd all go take the course and things would smoothly hum along. But no-o-o. As Ambrose Bierce said, discovery of Truth is the sole purpose of philosophy, and philosophy has a fair prospect of existing to the end of time.

Knowing what to get into and what to stay away from is an inexact guessing game at best. Even the most innocent tiny decisions can bring on the most unexpected results.

I'm not kidding. You want to know what insignificant matter has us in a lather now? Mike flags. Those dumb little pieces of plastic with our call letters, which we thought would be so hot to have on our hand-held mikes. You know why we wanted them. When TV covers the same story our call letters show up on the tube during the evening news.

We got 'em and fastened them on and sure enough, there we were on TV two or three times a week. Free publicity! Then the people across the street joined the battle we had initiated. Their mike flags were bigger, had better visual contrast, and showed up on the TV news much better. Then several more stations contributed to a minor boom in the local mike flag-making business.

What could go wrong? When we were too short-handed to cover something our call letters were missing from the mike cluster on TV, and our big news competitor seemed always to be there. More and more it developed that a home television viewer could easily see whether our station had been at such-and-such a story. And pretty often we weren't there, because an outside reporter had quit, and vacations were ruining the coverage schedule. Now what do we do? Ask everyone to forget we started the mike flag competition and go back to Square One? Ho ho. Fat chance. We started a battle without enough advance planning, and doomed ourselves to eventually losing it.

No small decision is without its potential for being wrong. This business of the call letters being plastered on the reporters' mikes is not to be compared to forgetting to mail in license renewal forms, but in the overall mix of station image it plays a part, and now we're faced with a scramble to cut our losses.

The lesson is pounded in yet another time. Don't casually make a decision to compete in a certain area, without assessing the realistic potential for winning that battle.

In other areas, more important ones, we have chosen better. We promote the daylight hours of our weather coverage because we can beat anyone, any time of the day or night or on weekends. We deemphasize sports because of a lack of backup, while our competitor occupies that battlefield equipped with a special wire and perhaps soon that new sports network hookup.

Planning to fight only winnable battles is part of skillful management. As department heads take on additional levels of authority, ol' Murphy must be remembered: whatever can go wrong will. No matter how small the issue, the decision will have an effect and some unexpected effects. What can they be? What will we do then? How will we get out of it and force competition to an arena in which we can surely be victorious?

Why are the questions so much easier than the answers?

Anyone wanna buy some used mike flag brackets?

CALENDAR

Groundhog Day

MONDAY, FEBRUARY 2: A time-saving decision made twenty-two years ago tonight cost Charles Hardin Holley his life. He decided there wasn't enough time to get to the next concert riding the bus, so he chartered a small plane and invited his fellow touring musicians to fly. Waylon Jennings gave up his claim to a seat so someone else could have the pleasure of fast travel. That left Buddy Holly, Ritchie Valens, and the Big Bopper to take the flight the next morning . . . and to die in the crash of February 3, 1959, in a field near Clearlake, Iowa.

One year ago inmates seized the New Mexico state prison near Santa Fe, taking eleven guards hostage. In the 36-hour rampage that followed, thirty-five people died and the prison facility was heavily damaged. Farrah Fawcett is 34. Graham Nash is 39. Tommy Smothers is 44.

Abscam Anniversary

TUESDAY, FEBRUARY 3: A year ago today the FBI's two-year "Arab Scam" undercover investigation was revealed. On the heels of Abscam came Brilab and Miporn, for bribery-labor and Miami pornography.

Buddy Holly died today in 1959. Fran Tarkenton is 41. Melanie is 34. Lynn Anderson's gold record for "Rose Garden" is ten years old today.

Educational Radio Premieres

WEDNESDAY, FEBRUARY 4: Today in 1980 the first educational radio program was broadcast to an audience of 1 1/2 million school children. Ten years ago today the Rolls-Royce company declared bankruptcy (the airplane company, not the carmaker). Seven years ago Patty Hearst was kidnapped.

What was called "a work of art" was presented to the Queen of England today in 1877. It was a dress carefully constructed from the webs of some 700,000 spiders, a gift from the Empress of Brazil. I mean the dress was the gift, not the spiders. If someone had unleashed three-quarters of a million spiders in Buckingham Palace you would surely have heard about it.

Ida Lupino is 62. Alice Cooper is 33. Cheryl Miller is 38.

Blindfolded Basketball

THURSDAY, FEBRUARY 5: Some days it just doesn't pay to get up. When an earthquake hit Scylla, Italy today in 1783, about 3000 people ran to the beach to escape falling buildings, and died in a tidal wave.

The world record for blindfolded free-throw shooting is three years old today. Fred L. Newman sank 88 in a row at the San Jose, CA YMCA gym.

Craig Morton is 38. Roger Staubach is 39. Hank Aaron is 47. Bob Marley is 35. Al Kooper is 37.

Fire Extinguisher, Please

FRIDAY, FEBRUARY 6: That faint glow on the horizon may not be the atomic flash after all, but merely the Presidential Cake. Our new leader isn't exactly new. He's eligible for seventy candles.

The highest wave was measured 48 years ago this evening in the Pacific Ocean, as the USS Ramapo rode out a hurricane. It's in the record book at 112 feet, from trough to crest.

Natalie Cole is 31. Fabian is 38. Zsa Zsa Gabor is 58.

PURE POP ON THE ROCKS

PHIL SEYMOUR

"PRECIOUS TO ME"

WSB-5703

From the Boardwalk Records album

PHIL SEYMOUR

By J. J. J.

Produced by RICHARD PODOLOR

For Richard Podolor Productions, Inc.

- | | | |
|---|---|---|
| <p>94Q add
WIFI on
WCAO on
WGCL on
KIIS-FM on
WOLF 31-25
WHFM on
WTRY 26-24
WPST add
WHYN 26
14Q on
WKEE deb 39
KSRR add 40
KRBE add
KINT 26-21
KHFI on
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WTIX deb 39
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Y103 deb 38</p> | <p>WAPE deb 27
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92Q add
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WOKI add
WRJZ add
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WCIR on
WFEA on
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WROV add 29
FM99 deb 31
KILE 35-33
KQIZ-FM add
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KVOL on
KKRC add
WSPT add
KWVL on
KENI on
KATI 34-31
KBOZ on
KOOK add
KRLC 25-21</p> |
|---|---|---|

THIS WEEK
Various Guests

NEXT WEEK
The Police

Call Jim Brown (213) 399-4949

131 Ocean Park Boulevard Santa Monica, CA 90405





**John
Leader**

THE BEGINNING OF THE END

Playing It Safe

In last week's R&R, Lee Abrams, who was interviewed by AOR Editor Jeff Gelb, said something that deserves some amplification. Lee said, "Sometimes people think of a great idea and then blow it off because they think, 'Well, this probably just sounds good to me.' There's the tendency to just play it safe. Well, once a Program Director really knows the basics, that's the time to start getting creative."

It's a fact that contemporary stations within the broad spectrum from CHR to P/A are sounding more and more alike. The music, news, promotions, and personalities that are so obviously different to radio professionals are not nearly so separate and distinct to the radio-listening public. It's a problem we've all discussed before, but it does not begin to resolve itself without some action.

Standing Pat

There is a real tendency among radio programmers who have just achieved a winning ARB to lock the "winning format" into place for an extended run. The thought is if it worked once, let's not mess with it because it will work again.

Well, it might — but then again, it might not. Contemporary radio listeners may not be as fickle as when the audience core was 12-17, but they will shift stations when given a better alternative. In the major and medium markets new alternatives come along nearly every three months, so how can your product that was so "right" last fall, hope to build even more audience without adjustment?

Most new stations innovate their way to success — they "knock off" the current champion by becoming a better alternative. The new outlet offers listeners something they weren't getting from their old favorite. It happens when the programmer of the new station spots a weakness in the established station and exploits it.

Let's say for a minute that you are the programmer of the established, successful station. Are you

standing pat? Are you satisfied that your format and station sound are so secure that any new challenge to your audience would meet with certain failure?

As Lee Abrams said, "... Once a Program Director really knows the basics, that's the time to start getting creative." That's not to say your station should sound totally different for each ratings sweep, but product improvement should be an ongoing part of your programming effort. Lee's right when he says that great ideas are sometimes shelved because a programmer feels insecure about trying them. The important thing is to keep coming up with new ideas. Some of them will be outlandish, but others will be worth trying.

A good rule of thumb for any new ideas you get would be to examine them in light of your entire radio market. Is your idea going to offer your listeners something they aren't getting elsewhere? Are they going to like it, or perhaps, have they already expressed a desire to hear it? The testing of a new idea can be as formal as a focus group or as informal as soliciting opinions from people you trust to give you an honest appraisal.

Fine-Tuning

We've all heard the term "fine-tuning," and what it really means, when applied to radio programming, is product improvement. Most of the successful programmers I know are constantly going over their formats, making adjustments here and changes there. It helps keep the product fresh and the presentation interesting.

Things like quarterly review of your oldies library and rotations, commercial load and placement, and personality deployment are healthy exercises for any programmer. Take a look at the contests and promotions you've run recently with an eye toward the listeners they appealed to. Is there a segment of your audience you've ignored in your promotional stance?

Current music is another area where old ideas need

constant review. Do adults really dislike uptempo music all the time? Is your music getting too mellow overall? Are your current rotations in need of an overhaul? A lot of the so-called "givens" we've grown up with in radio may no longer have the universal applications we assumed they did.

The 80/20 Syndrome

Look at the entire programming picture like this: 80% of what your successful station is doing can be thought of as the "core" of what makes your station work. The other 20% should be viewed as flexible and open to change. That way, no matter what items you

"In the major and medium markets new alternatives come along nearly every three months, so how can your product that was so 'right' last fall, hope to build even more audience without adjustment?"

place within that 20%, the overall continuity of your station will not be drastically changed by any adjustments you make. That core 80% is worth retaining because it accounts for the familiarity your station has built up with the listeners. However, just as people change, so must your station. New ideas as drastic as something never done before or as simple as a new way of doing something old will make your station harder to beat. It's vitally important that you, as a programmer, keep trying to improve your product. Innovation is just one of the paths to continued growth, and we all should know that once you stop growing as a radio station or as a person, the end is near.

It's A Dirty Job, But . . .

You think Jello Jumps are outrageous? Well, put that giant tub of congealed glop on the back burner for a second and listen to what KUHL/Santa Maria, CA is up to.

I received a letter from KUHL personality Jeff Randall recently that outlined a promotion the station participated in and had great response . . . but let him tell the story:

"Week after week after week I read about crazy promotions and innovative ideas at radio stations across the country, but I think we at the 'Supercool' (KUHL) have come up with the clincher. You no doubt have heard about the female mud wrestling craze now sweeping the country. Well, about two months ago a group of these female wrestlers known as the 'Sweet Li'l Mudpies' came to the Central Coast from San Francisco with their show. Since we at KUHL shy away from conventional, safe radio, we not only sent our craziest jock, yours truly, to challenge these young women, but we also broadcast the match live.

"I am convinced that this is not only a radio first but a second as well. You see, I lost the match but immediately challenged the ladies to a rematch. Three weeks later, after heavy on-air promotion, a rigorous training schedule, and incredible listener response, we once again gathered at Sea Street South in Shell Beach for the muddy encounter. Again the entire match was broadcast live on KUHL and was even sponsored. This time however, as I battled 'Superstar Slim' and 'Bomba The Blonde Bomber,' there was a standing-room-only crowd . . . the biggest night the club ever had. And, yes, this time I won the match.

"Of course Mud Match #3 is on the way since there is a tie to be broken. The excitement we have been able to generate is incredible. The entire coast is talking about KUHL and Mud Wrestling.

"Not only has this been a tremendous promotion for us but it has shown me that the magic of radio lives on. Lately I was beginning to wonder whether the fun had been completely taken out of radio. I am happy to say that at the 'Supercool' it has not. Live mud wrestling is just one of the many 'chances' we at KUHL have taken and they have all paid off in listener response, staff morale, and that special excitement that only radio can make happen. The 'Supercool' is putting fun back into radio. I just wonder how it ever got lost in the first place?"



CHAPINS GET THEIR KIX IN RALEIGH — Harry Chapin and his brother Tom Chapin recently appeared in concert in Raleigh, NC and took the opportunity to visit WKIX. Pictured in the WKIX studio are (l-r): WKIX personality Captain Bill Flynn, Boardwalk's Jim Francis, Harry, Tom, and WKIX Music Director Ron McKay.

WINTER HEATWAVE!

ABBA

"The Winner Takes It All" 3776

from Super Trouper SD 16023

THE BACK PAGE

BREAKERS

ABBA

The Winner Takes It All (Atlantic)

60% of our reporters on it. Moves: Up 94, Same 17, Down 8, Adds 12, WRKO, WXKS, KC101, Q106, V100, BJ105, WGRD, KYSN, K98, WXLK, KQIZ-FM, KPUR. See Parallels, debuts at number 25.

AC/DC

"Back In Black" 3787

from Back In Black SD 16018

WIFI deb 30
JB105 31-27
Q107 on
WDRQ 14-12
WGCL 18-12
Q102 18-17
KFRC 32-29
13K deb 27
KJR on

KUPD 6-6
WOLF 39-33
WHFM on
WKEE 24-23
KRBE 5
KINT on
KHFI deb 14
KBFM 24-17
KWIC on

B97 26-23
WFMF 28-21
KQ94 28-24
KXX106 31
G100 on
WAAY 25-21
96X on
FM100 on
WSKZ on

WOKI 26-25
KJ100 24
WGRD 24-14
WVIC 29-28
WAKX deb 27
KSTT on
KWEN deb 27
Z104 deb 27
WIKS 29-24

92X on
WDJX 14-13
KKXX 12-5
KYNO-FM 15-10
KIDD 17-15
KJRB on
KNBQ deb 28
KYSN deb 29
FM103 25-18

K96 24-19
KMJK deb 22
KTKT on
WFBG 21-16
95SGF on
WCGQ 12-10
WANS-FM 29-25
KILE on
KQIZ-FM on

KVOL on
WSPT 10-6
KENI on
KCBN 30-18
KDZA 24-20
KYVA 24
KOOK on
KRLC add

FIREFALL

"Staying With It" 3791

from Clouds Across The Sun SD 16024

96KX 29-22
CHUM add
94Q on
WDRQ on
KBEQ 14-13
KPLZ deb 30
KIMN on
KOPA add
WFBR 27-25
WOLF 37-32
WFLY on
WPST deb 33
K104 31-28

WHYN deb 24
14Q on
WKEE deb 38
V100 deb 30
KINT 29-25
KHFI add
KWIC 28-28
WTIX add
KQ94 29-25
KXX106 26
WAAY on
96X on

Y103 40-37
WAPE deb 25
92Q add
WOKI add
WSEZ 35-33
WCSC deb 29
WQRK 33-28
WAKY 30-27
KJ100 on
WVLK add
WVIC on
WAKX 32-30

KSTT on
KIOA on
KWEN deb 29
KEYN-FM 19-17
KZ93 add
WNAM on
WIKS add
WMEE add
WOW add 27
WOHO 21-18
KEZR 24-20
KKXX 30-28

KIDD add
KROY deb 17
KNBQ add
KXPZ 11-7
KYSN deb 30
FM103 28-24
K96 add 30
KENO add
WGUY on
WIGY on
WFBG add
WCIR 28-23

95XIL 35-33
95SGF on
WFOX on
WCGQ on
WANS-FM on
WROV 31-27
FM99 on
WKXY on
KILE add 40
KQIZ-FM on
KPUR deb 30
KKXL deb 23

KFYR on
KKLS on
WRKR add
KWWL on
KENI add
KSLY add
KCBN add
KDZA on
KATI 35-32
KBOZ add
KOOK add
KFXD add
KRLC add

ON ATLANTIC RECORDS.



Give the gift
of music.



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ATTENTION RADIO!!

"Love On The Airwaves"
P.47921

THE NEW SINGLE BY
Flight

- | | |
|----------------|--------------|
| WBEN-FM add 37 | KEZR deb 28 |
| KUPD on | KIDD on |
| WOLF 40-34 | KNBQ on |
| WBBF add | KYSN 22-18 |
| WHFM deb 33 | FM103 deb 27 |
| WFLY on | WFBG add |
| KSET-FM add | WCIR 30-26 |
| KINT 34-33 | KILE 38-35 |
| KHFI on | KIST add |
| KBFM add | WCRO deb 28 |
| KQ94 on | KKLS on |
| WOKI on | KWWL deb 29 |
| WVLK add | KENI on |
| WVIC on | KCBN 34-27 |
| KEYN-FM add | KDZA deb 30 |
| Z104 on | KATI add |
| FM102 add | KOOK add |
| 13Q add | |

DEBUTS IN R&R'S ALBUM AIRPLAY/40 CHART 36!!

LONG DISTANCE



Produced by Tim Friese-Green
From their album "Long Distance"
Management: Robert Raymond
Booking: Monterey Artists

P.10

Pussilano Appointed WBBM-FM VP/GM

Brian Pussilano has been named VP/GM at CBS-owned WBBM-FM/Chicago. The move follows four years as Manager of CBS Television Stations National Sales, based in Atlanta. Pussilano's previous background includes several years' experience in TV sales; he was a CBS account executive in New York for a year, following two years as an ABC-TV Spot Sales account executive and two years in a similar position at Metro TV Sales in Chicago.



Brian Pussilano

Teller Named CBS VP

Al Teller has been appointed VP/Operations, Staff of the Deputy President for the CBS/Records Group. He will report directly to Deputy President Dick Asher on technical, manufacturing, and logistical operations in the U.S. and outside.



Al Teller

Teller was most recently President of Windsong, and was President of UA Records from 1974 to 1976. He spent several years at CBS, becoming VP/Merchandising just prior to his tenure at UA.

Torbet

Continued from Page 1

the wedding of the promotion winner. Affidavits verify that spots have run and stations are reimbursed directly by "After Six," bypassing the local dealers.

Evidence of the co-op approach's appeal for radio was seen when Torbet began receiving orders last November from clients such as Henckel Cutlery, even though billing wasn't expected to begin until February.

In addition to training seminars around the country, Torbet will run two-hour seminars twice daily on how to develop station co-op programs at the NAB Convention in Las Vegas in April.



Goff Lebhar

Lebhar

Continued from Page 1

pany, and that is exciting. WWDC-AM and DC101 (the FM) are locally-owned and they will be doing things to become a part of the Washington community in a big way." He continued, "No changes will take place until I have had a chance to analyze the station's engineering, programming, execution, promotion, and sales, in that order."

GM Eddie Sacks told R&R, "My role when Goff joins us is undecided. What I do know is that Goff and the owners have asked me to stay on. I was well aware of all the events leading up to this change."

Lebhar is a 23-year veteran of the industry, starting out with WEAT-AM-FM-TV/West Palm Beach. Over the years he held posts with WDCA-TV/Washington, WGMS-AM-FM/Washington, and WOR-FM/New York.

Scott

Continued from Page 1

excited me. I am equally pleased that our company's program of personnel development has provided someone of Gary Kines's talent to succeed me."

Kines commented, "Craig Scott prepared me for this job, and I am thankful for the trust he's put in me to follow in his footsteps. The company is known for promoting from within, and this is further evidence of that. I'm pleased as hell, and I'm still in shock." No replacement has been named for Kines at WSUN.



"IT'S STILL R&R TO ME" - KDZA/Pueblo, CO received a gold record from Columbia for Billy Joel's "It's Still Rock & Roll To Me" single. Pictured (l-r): KDZA PD Frank Provenza, MD Rip Avine, and owner/GM Tony Spicole.

Knight-Adams

Continued from Page 1



Bob Knight-Adams

ager Dave Croninger, commenting upon Knight-Adams's appointment, told R&R: "We talked with many, many people who were interested in the job and of all those people to whom we talked, Bob seemed to be the guy who had the background, the experience, and the interest in coming here to work with WHDH. We're just delighted to have him."

"It's a tremendous radio station and a tremendous opportunity to take something that's already great and make it even better," said Knight-Adams. "I really feel like it's the move of a lifetime for me, because it's such a fantastic station. The people there are great people. They have a lot of professionals working there and I'm just glad to be part of that team."

"I'd also like to say that (WGAN General Manager) Chuck Sanford is the best GM I've ever worked with," Knight-Adams continued, describing his former position as "the kind of situation that you just hate to leave."

Check-Ins At 'Heartbreak Hotel' Break All Records!

WABC add 20	WGCL 23	WKEE 14-13	Y103 20-17	WMEE add	WFBG 10-9
WXLO 2	KEARTH 6-5	V100 25-22	BJ105 16-13	WOW on	WCIR 10
WKBW 12	KRLA 16-9	KFMK 26-22	CK101 16-13	WNCI on	WSGA 17-15
WIFI 24	KFI 26-21	KTSA on	WBBO 17-14	WDJX deb 38	95SGF 24-23
WROR 25-22	KIIS-FM 11	KELP 15	FM100 20-17	WHOT 19-12	WFOX on
WXKS 2	KFRC 19-17	KINT 6-5	WHBQ 19-16	KERN 30-27	WFLB deb 28
PRO-FM 21-18	KJR 15-11	KHFI 10-7	KX104 18-15	KYNO-FM 8-8	WANS-FM 16-12
JB105 22-18	KOPA 24-21	KBFM 7	92Q 25-20	KIDD 8-3	FM99 8-8
WPGC 8	WFBR 7	WTIX 12-10	WNOX 29	FM102 11	KSEL 9-7
CKGM 12	WOLF 8	B97 11-10	WAYS 23	KNBQ 13-7	KQIZ-FM add
KVIL on	WHFM 16	KEEL 8-6	WSEZ 10-8	KTAC 19-11	KPUR 15
KRLY 19	WTRY on	WFMF 8-7	WCSC 21	KCPX 39	KWWL 19
Z93 add	WBLI on	WJDX 9	WTMA 23	KENO 5-2	KSLY on
Q105 14-5	KC101 29-25	KXX106 5-5	WVLK 6-4	KHYT 17-14	KDZA on
WCKX 13-11	WAEB 12-10	WERC 5	WTWR add 27	WGUY 3-3	KATI 18
Y100 11-10	Q106 19-17	G100 24-23	WVIC 24-16	WLBZ 8-8	KODI add
WDRO 18-15	WAQY add	WAAY 23-19	KSTT on	WLAM deb 29	KRLC 19-14
CKLW 13	WHYN 24-19	96X 8	WIKS 12-10	WTSN add	
	14Q 23-22	WAXY 17	WNAP 16-12		



THE JACKSONS "Heartbreak Hotel"

Management: Weisner-Demann Entertainment and Joe Jackson

On  Records

PARALLELS.

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

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

Regional Reach 100/25
National Summary 65%

E 33%
M 21%
S 58%
W 19%

Up 51
Same 24
Down 0
Adds 28

EXAMPLE
100/25 — 100 R&R reporting stations on it this week, 25 of those 100 added it this week.
65% — Percentage of this week's reporting stations playing it.

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

National Summary
Up 51 — Number of stations moving it UP on their charts.
Same 24 — Number of stations holding it STATIONARY on their charts (on to add, 31-31, etc.).
Down 0 — Number of stations moving it DOWN on their charts.

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

ABBA
The Winner Takes... (Atlantic)
LP: Super Trouper

Regional Reach 131/12
National Summary 80%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

BLONDIE
Rapture (Chrysalis)
LP: Autoamerican

Regional Reach 129/48
National Summary 58%

E 100%
M 100%
S 100%
W 100%

UP 16
SAME 0
DOWN 0
ADD 66

AC/DC
Back In Black (Atlantic)
LP: Back In Black

Regional Reach 63/1
National Summary 28%

E 100%
M 100%
S 100%
W 100%

UP 16
SAME 0
DOWN 0
ADD 66

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

219 REPORTS
221 LAST WEEK

(AC/DC continued)

Station	Report	Station	Report
WABC 31-28	WABC 31-28	WABC 31-28	WABC 31-28
WABC 31-28	WABC 31-28	WABC 31-28	WABC 31-28

PAT BENATAR
Treat Me Right (Chrysalis)
LP: Crimes Of Passion

Regional Reach 170/5
National Summary 78%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

BLUES BROTHERS
Who's Making Love (Atlantic)
LP: Made In America

Regional Reach 80/0
National Summary 27%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

BLONDIE
Rapture (Chrysalis)
LP: Autoamerican

Regional Reach 129/48
National Summary 58%

E 100%
M 100%
S 100%
W 100%

UP 16
SAME 0
DOWN 0
ADD 66

CON FUNK SHUN
Too Tight (Mercury/PolyGram)
LP: Touch

Regional Reach 67/24
National Summary 31%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

D

NEIL DIAMOND
Hello Again (Capitol)
LP: The Jazz Singer

Regional Reach 172/30
National Summary 78%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

BLUES BROTHERS
Who's Making Love (Atlantic)
LP: Made In America

Regional Reach 80/0
National Summary 27%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

CON FUNK SHUN
Too Tight (Mercury/PolyGram)
LP: Touch

Regional Reach 67/24
National Summary 31%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

BLONDIE
Rapture (Chrysalis)
LP: Autoamerican

Regional Reach 129/48
National Summary 58%

E 100%
M 100%
S 100%
W 100%

UP 16
SAME 0
DOWN 0
ADD 66

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

F

FIREBALL
Slaying With It (Atlantic)
LP: Clouds Across The Sun

Regional Reach 86/26
National Summary 39%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

DAN FOGELBERG
Same Old Lang Syne (Full Moon/Epic)
LP: The Innocent Age

Regional Reach 174/1
National Summary 78%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

EAGLES
Seven Bridges Road (Asylum)
LP: Eagles Live

Regional Reach 163/2
National Summary 70%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

CON FUNK SHUN
Too Tight (Mercury/PolyGram)
LP: Touch

Regional Reach 67/24
National Summary 31%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

H

D. HALL & J. OATES
Kiss On My List (RCA)
LP: Voices

Regional Reach 138/48
National Summary 62%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 66

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

DONNIE IRIS
Ain't No Love In The Streets (MCA)
LP: Back On The Streets

Regional Reach 74/9
National Summary 34%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

JACKSONS
Heartbreak Hotel (Epic)
LP: Triumph

Regional Reach 112/8
National Summary 51%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 66

TERRI GIBBS
Somebody's Knockin' (MCA)
LP: Somebody's Knockin'

Regional Reach 56/24
National Summary 25%

E 100%
M 100%
S 100%
W 100%

UP 14
SAME 0
DOWN 0
ADD 12

P1	P2	P3
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28
WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28	WABC 31-28 WABC 31-28 WABC 31-28

Look How Hot Leo Sayer Got:

THE BACK PAGE

BREAKERS

LEO SAYER

Living In A Fantasy (WB)

58% of our reporters on it. Moves: Up 40, Same 28, Down 0,
Adds 60 including WFIL, WCAO, JB105, Q107, CFTR, KS95-
FM, KSLQ, KBEQ, KPLZ, KIMN, WKBO, WERC, WZOK. See
Parallels, debuts at number 30.

“LIVING IN A FANTASY”

LEO SAYER

Produced by Alan Tarney

“Outside” Is Making Its Way Inside!



WCKX deb 28

KPLZ add

KSRR deb 35

KRBE 27-23

Y103 deb 39

KEYN-FM 18-16

KEZR on

KROY add

WFLB add

WKXY add

KKXL on

KQDI on

“OUTSIDE” AMBROSIA

The hit single
from the
soundtrack
“Inside Moves”

Produced by: David Pack & Ambrosia
ON FULL MOON RECORDS



Distributed by Warner Bros. Records

On Warner  Bros. Records

THE PICTURE PAGE

Debbie Enraptures L.A. Radio



Blondie's Deborah Harry, in town to guest-host the "Sold Gold" TV episode for January 31, met with L.A. radio notables and Chrysalis executives at the taping. Pictured (l-r) are Chrysalis President Sal Licata, KEARTH PD Bob Hamilton, KMET air personality Mary Turner, Harry, Blondie's Chris Stein, KIIS-FM MD Danny Lemos, and Chrysalis Sr. VP Billy Bass.

Rabbitt Growth Of Gold



Elektra's Eddie Rabbitt and his producer David Malloy were awarded gold LP plaques at a recent L.A. luncheon. Pictured (l-r) are Tony Scotti of Scotti Bros. (Rabbitt's management), Malloy, E/A Chairman Joe Smith, Rabbitt, E/A Vice Chairman Mel Posner, Scotti Bros.' Ben Scotti and Stan Moress, E/A VP Vic Faraci, and Scotti Bros.' Tina Robinson.

Springfield Works Like Dog On Tour



Rick Springfield underwent a grueling promotional tour in support of his debut RCA album "Working Class Dog." He began by visiting RCA's New York offices, at which location are pictured (l-r) RCA VP's Don Burkheimer and Ed DeJoy, Springfield, RCA's Bob Beranato, label VP Larry Gallagher, and RCA's Mike Shalett and Tony Montgomery.

Moon Shines On Capitol



Capitol has signed Eve Moon, with a debut LP set for February. Pictured after the signing are (l-r, front) Capitol VP's Bob Young and Rupert Perry, Moon, Capitol/EMIA/Liberty President Don Zimmermann, and Moon's lawyer Jay Berger; (l-r, rear) Capitol's Bruce Garfield, label VP Bobby Colomby, and Capitol's Mitchell Schoenbaum.

MCA's Promotion Winners Honored At Convention



The MCA Records Group held its annual convention for three days in mid-January, with personnel from MCA Distributing and MCA Records flown in from all over the U.S. and Canada. Meetings, awards presentations, and live performances were featured, along with keynote addresses from MCA Inc. President Sid Sheinberg, MCA Distributing President Al Bergamo, and MCA Records President Bob Siner. Minneapolis Regional Promotion Director Sam Calle and Atlanta Regional Promotion Director Jay McDaniel were named Promotion Men of the Year. Pictured at the presentation are (l-r) Siner, MCA VP/Promotion Pat Pipolo, Calle, McDaniel, and MCA Records Group head Gene Froelich.

ASCAP Shows Smokey Good Time



ASCAP Western Regional Director of Business Affairs Todd Brabec (left) presented Tamla recording artist (and ASCAP member) Smokey Robinson with a unique floral arrangement inspired by Robinson's "Let Me Be The Clock" single. The presentation took place during Robinson's recent Roxy engagement in Los Angeles.

Bus Boys Bombard Burkhardt-Abrams



Arista's Bus Boys played before a large radio audience at the Burkhardt-Abrams-Michaels-Douglas & Assoc. Superstars Convention in San Diego. Pictured (l-r) are BAMD's Dwight Douglas, group's Kevin O'Neal, Gus Loundermon, and Brian O'Neal, Arista's Jeff Cook, group's Steve Felix and Michael Jones, BAMD's Jon Sinton, and Arista's Dave Loncaio.

Ohio Players Go Directly To Boardwalk



Boardwalk Entertainment has signed the Ohio Players, with a single and album due out shortly. Pictured at the signing ceremonies are (l-r) group's Marvin Pierce, David Johnson, and L. "Sugar" Bonner, Boardwalk President Neil Bogart, and Ohio Players rep Bill Traut.



Jeff Gelb AOR

JOHN SEBASTIAN SPEAKS

WCOZ Success Spawns Consultation Service

Want some impressive numbers? How about these, from WCOZ/Boston's latest Arbitron results: the station is #1 18-49 men, #2 18-49 women, #1 18-49 adults, and #1 in teens. Additionally, PD John Sebastian has researched the station's 12+ figure of 9.1, and claims it is the highest top ten market AOR share in America's history.

Not surprisingly, John has followed this great news with some news of his own: this weekend, he changes locations from Boston to Phoenix, as he sets up shop with his own consultation service. John Sebastian & Associates will concentrate, though not exclusively, on AOR radio.

In this week's interview, John discusses the phenomenal success of WCOZ, the ideas behind his consultancy, and the shape of AOR radio to come.

R&R: First, congratulations on the great book. All of AOR can share in your pride of this accomplishment, but only you know what made it happen. What can you share with us about how you made WCOZ such a winner?

JS: First, I came in and researched the market through means other than my usual research techniques. I went out and talked to people, spent a couple of weeks getting a feel for the market, finding out what people liked and didn't like about the market, both radio and otherwise. I imme-

"Too many consultants live off telling their clients which songs to add or delete from their lists."

diately tried to put into place changes that those street findings, along with my own experience over the last twelve years, told me were right to do.

I went through the library. I had a basic idea of what this station and most AOR's should sound like, so I came in and added and subtracted cuts. The first month was basically done by gut instinct, my own experiences, and basic street research. After that, the fuller research methods and philosophies were put into effect.

Eventually, I changed every aspect of the radio station.

R&R: It impressed me that you made all these changes without changing a single airstaff member.

JS: I'm quite proud of the way that worked out. That was a great learning experience for me; I learned more than ever before that you have to treat each individual differently. And it didn't hurt when the first Mediastat came out and showed that what we were doing was working.

R&R: Did you increase the station's promotional activities?

JS: We didn't dramatically increase the promotional budget. In fact, we spent less money than many of our competitors. We had by no means the money I would like for a promotional budget. But it was spotlighted in the exact areas where it was needed. We used TV, but not dramatically more than before. We just bought it smarter; we were very successful in putting our spots in all the right shows. Plus we were everywhere at events that didn't cost anything: concerts and local scenes.



John Sebastian

R&R: What was the competitive situation like?

JS: When I came in, WBCN had a 6.2 share, and huge numbers of 18-24 men. They were a very strong radio station with a great reputation and image, and a better signal than ours in downtown Boston. They were a very difficult station to beat.

On top of that, there was WAAF, a very strong Abrams station in Worcester whose signal, in some parts of Boston, is better than WCOZ's. According to our research when I got here, WAAF was on the verge of beating both WBCN and WCOZ in the July-August book. For six straight books in a row they'd increased their Boston numbers. They were a significant factor. They aren't any more because of what we've accomplished here.

R&R: And now you're going to parlay those accomplishments into a consultancy?

JS: Right. I'm going to go out and prove that my philosophy will work all across America. My consultancy will be an all-encompassing sharing of the secrets that caused our growth at WCOZ. Too many consultants live off telling their clients which songs to add or delete from their lists. Other than that they don't do a lot. My consultancy will be all-encompassing, covering engineering, sales presentations, promotional activities, TV spot buys, DJ presentation, setting up a music research system, etc.

R&R: Will a programmer working within the framework of your consultancy still be able to program his own station?

JS: A John Sebastian client PD would have to be philosophically aligned with my ideas. As long as he was, he would be perfectly entitled to and capable of programming his station. I would only be the consultant. That means they take my opinions, utilize what they like and not use what they don't agree with. I plan to share my philosophy with them; naturally, I'd hope they would use a large portion of it because I think they'd be more successful because of it. But they don't have to take all of it. I'm working for them, they're not working for me.

I'm not looking for yes men; I'm looking for people who have their own minds, their own ideas, their own levels of expertise.

R&R: How many stations do you plan to consult?

JS: By myself, not more than ten. But I plan on hiring associates; I already have several people waiting in the wings. I do want to stress that I'll be dealing in quality, not quantity. I won't be taking on clients who can't give me the support I need to win for both of our purposes. They'll need to promise me promotional support, and money for a research system, one which doesn't need to be as extensive as WCOZ's, but extensive enough to do the job.

R&R: How small a market can afford to take on a John Sebastian music research system?

JS: Any market can. The smaller the market and population, the less you need. With the technology of computers, you can really get into it quite reasonably. There's not a lot of expenditure. You don't even really need the computer; you can do everything by hand.

R&R: Success stories like WCOZ's suggest that research really helps. Why don't all PD's use it?

JS: To some degree it's laziness. And research sounds complicated. Plus many people have tried research and when the results weren't what they expected, they rejected the results, because it would have caused too big a change at the radio station and they didn't think that was right.

R&R: Yet your accomplishments at WCOZ reflected, in part, some gut-level decisions.

JS: What I do is instinctual; it is gut-level. It's all of those things with the added benefits of research.

We have many of the same traditions at WCOZ that have been with AOR all along. In fact, in many ways some of our most important philosophies deal with some of the things progressive stations first had success with in the late sixties. We're going back to some of the basics of AOR and adding on some of the nuances of technology.

R&R: WCOZ did really well with women, not traditionally an AOR stronghold.

JS: It can be done through promotion, jock presentation, and through the right mix of music. I now have a mix that gives you the opportunity to do huge numbers of women as well as dominate men and at the same time get huge teens! We're talking about a different type of female; we've

"AOR is on the verge of becoming the mass appeal format."

found the "AOR female," just like we've found the AOR male and the AOR teen, and this mix satisfies them.

R&R: You also kept older listeners.

JS: Once again, it involves presentation, mix and ability to research these people and know who you're appealing to. With that combination, I think you can do much better with the older demos than we ever thought possible. And one thing you have to remember is that the AOR listeners are getting older every year; they're already spreading into that 35-44 demo.

At WCOZ, we're finding a strange phenomenon that used to happen when I first started in Top 40, and when Top 40 was the mass appeal format: the 49-year-old housewife who has kids around 21, who's calling or writing in saying, "The kids have it on all the time. I didn't like it at first, but I've been listening, and now I love it and listen to it all the time."

Jeff Gelb

WCOZ Success

R&R: In last week's interview with Lee Abrams, he said the Superstars stations would be paring down the number of new albums they expose, though playing the chosen few more often. How does your approach compare with Lee's in regards to exposure of new product?

JS: My idea is not to be tighter, it's just to play the right records. In some cases that causes tightness, and in other cases, it causes us to be looser than the Abrams stations. I'm much quicker to add records than WAAF, for instance.

I do look for new product. I think it's an integral part of the AOR image, going all the way back to the progressive era. I do look for new, unestablished artists. If they fit the sound, I don't care if it's Styx or the Rubber Duckie Band. I'll consider the record and research it and give it a shot, because I think that's the kind of thing that makes AOR more exciting than some of the other formats. I don't want to lose that by just waiting around for the major artists to release their albums.

R&R: Once you set up shop, will you be available for record reps to listen to their new product?

JS: I want very much to be in tune with new music, and be on top of new music before some of

EVOLUTION

Bernie Kimble has resigned as PD at WMJQ/Rochester, but retains his afternoon drive air shift. No replacement has been named yet... Craig Mustard has exited as PD at WLSQ/Montgomery. Joanne Peterson has been named Acting PD during the replacement search... Bernie Bernard has been appointed MD at WNEW-FM/New York... Lots of changes at WMAD/Madison: Debbie Schwartz has been named Asst. PD, while MD Derek Ryan has exited and has been replaced by morning man Frisco Bob. Joining WMAD as Production Director is WTUE/Dayton MD Sean Scott... Also exiting WTUE are Sue Erinson for the new QMF/Louisville, and midday air personality Jim Tobin... Steve Forrest has rejoined WRXL/Richmond as MD... Joining KLAQ/El Paso as MD is Rob Roman from KRST/Albuquerque... Bill Grant is WTPA/Harrisburg's new MD... David Bavido has joined WDEK/DeKalb for nights... New to afternoons at WQFM/Milwaukee is Terry Gibson from production at WMAD. New to the WQFM News Director post is Gene Mueller from WSPT/Stevens Point... Former KSAN/San Francisco air personality Dan Carlisle has joined KLOS/Los Angeles for part-time and fill-in airwork. He replaced departing John Leslie... Tim Jeffries has been upped to full-time nights at KIILO/Colorado Springs... Tony Colter has been upped to full-time overnights at WIYY/Baltimore. Marla Milheim is WIYY's new Promotion Director, while Bob Davis has joined the station's part-time airstaff from WRXL/Richmond... Jim Farrell has joined LOVE 94/Miami from Z-93/Amarillo for weekends... Marilyn Tallman has joined Jeff Pollack Communications from Watermark as Operations Coordinator.



MUG SHOT — Dreamland's Michael Das Barros (right) dropped by KCAL/San Bernardino to discuss his LP, "I'm Only Human," with station MD Pete Harmon (left).

the other consultants. I'll definitely be needing service as soon as I relocate, and when I'm settled, I'll be inviting the record companies to come around.

R&R: What information can a record company rep provide you with that will be important to you as a consultant?

JS: All their information matters to me. I'm going to be listening for a certain sound. Any information they can give me where they already have a base of support is going to be very interesting to me. I'll want hard facts, though, not subjective opinions.

R&R: Why do you think AOR has become a format of so many consultants?

JS: I never thought about that before, so I'll just take a stab at it.

First, I believe AOR is the best format now; I believe that it is the format of the future. Whether that future is two years from now or ten I don't know. But I do believe that right now it is the most powerful format and in many ways the most competitive format. AOR is on the verge of becoming the mass appeal format. Therefore, in many markets in competitive situations they might say, "Let's get a little help with it; we've got a lot of competition on our hands." That may be a part of it.

R&R: How would you differentiate what you'll be doing in comparison to your consulting peers?

JS: I'm going to stress quality, not quantity. I'm going to restrict my growth so I don't get too big to be able to handle all the stations I have. I'm going to research markets locally, not nationally. And I'm going to provide an all-encompassing consultancy, not a music consultancy.

I think my consultancy can change the face of AOR radio forever. Part of the reason I want to do this is because I want to be involved in taking radio in general to a higher level. I want that to be my legacy.

UPDATE

It'll be all over by the time you read this: WIOQ/Philadelphia morning man Harvey has bet KYUU/San Francisco air personality Don Bleu that Philadelphia will win in the Super Bowl over their opponents from Oakland. If Philadelphia won, KYUU and Bleu will have to throw a party for transplanted Philly listeners living in the Bay area, complete with traditional Philadelphia foods. And if Oakland was victorious, it's going to be WIOQ's turn to do the same for Bay area residents who've moved to Philadelphia... Speaking of Philly, WMMR gave out special screening passes for "The First Family," and drew one winner from the group who was flown, expenses-paid, to the President's inaugural ball... Energy-conscious KSJO/San Jose is paying listeners' monthly gas and electric bills in a current promotion... WQFM/Milwaukee raised \$651 for cerebral palsy research in a "rockathon" of six local bands playing for listeners at a local nightclub... WXUS/LaFayette cosponsored "Extravaganza '81," a bridal fair. The station helped give away loads of related merchandise, including tuxedos, bridal gowns, wedding photography, and microwave ovens... Q102(KTXQ)/Dallas sent along its new sales kit, which includes photos and mini-bios of real KTXQ listeners, whose professions and interests belie the outdated stereotype of an AOR listener... A happy ending: WRIF/Detroit has recovered its lost mynah bird mascot, stolen last week from a local pet shop... Meanwhile, WECM/Claremont's mascot, the M106 Moose, is missing its head. Seems someone stole it from the studios and has yet to either call the station with a "ransom demand" or return it... To commemorate its 12th year of AOR, WHCN/Hartford asked listeners to phone and write in suggestions for a monument to the music. When a photo of a big boulder arrived, WHCN decided to proclaim 1981 "the year of the rock." The station has imported a boulder for appropriate lawn decoration in front of its offices



MAMA SAID THERE'D BE DAYS LIKE THIS — When Blackheart's Joan Jett heard that WLIR/Long Island morning man John DiBella was making lewd comments about her album cover on the air, Jett decided to give him a call. DiBella dared her to come up to the station to pull off his pants while he was on the air. Pictured are the victorious Jett and an amused (if embarrassed) DiBella.



DETROIT'S FEELING ROMANTIC — Nempor's Romantics dropped by the WABX/Detroit studios to premiere their latest album. Pictured (l-r) are group's C. Candler and Jimmy Marinos, WABX MD Steve Kostan, group's Rich Cole and Wally Palmer.

WMET/Chicago distributed more than 100,000 "Listener's Choice" rock poll ballots throughout the Windy City. Listeners who submitted ballots were eligible for a grand prize drawing of a \$1500 stereo system and a record album each week during 1981, with 100 other listeners receiving special edition WMET "Listener's Choice" T-shirts... AOR KLG/T/Breckenridge, CO needs record service from all labels. Contact PD Mike Jones at (303) 453-2234... KOZZ/Reno has installed a new transmitter and upped its power dramatically to 75,000 watts... Also signing on a new transmitter this past weekend was WWWK-FM/St. Louis, which moved its transmitter 30 miles closer to St. Louis and on top of one of the city's tallest buildings for highly-increased population coverage... WPYX/Albany is hard at work on the "PYX 106 Album," a homegrown collection culled from some 250 musical entries. It should be available by late February.

CONCERTS & CONVERSATIONS

BROADCASTS: Bus Boys on WQDR/Raleigh... Cindy Bullens on WOUR/Utica... Brian Auger on KTIM/San Rafael.

GUEST DJ'S: REO Speedwagon on KLOL/Houston.

CONVERSATIONS: Steve Winwood on WNEW-FM/New York, WCCC/Hartford... Asleep At The Wheel on KSPN/Aspen... 38-Special on KWFM/Tucson, KDKB/Phoenix... Allman Brothers on WZZO/Allentown... Joan Jett on WIMZ/Knoxville... Sector 27 on KTIM/San Rafael... Aerosmith, Styx on WMET/Chicago... New England, Any Trouble, Gregg Allman on M106/Claremont... Savoy Brown, Outlaws on KAZY/Denver... Tod Hobin on WAAL/Binghamton... Blondie, Firesign Theatre on KNAC/Long Beach... Steve Winwood, Roy Buchanan on WPLR/New Haven... Steve Winwood, Joan Jett on WMMR/Philadelphia.



The Most Talked About Album On The Streets . . .

KID LEO — WMMS/Cleveland: "The Clash — Epic has shown wisdom by putting out the sampler album set for radio. It is the best of the album and makes it easier for jocks to find these cuts. And without a doubt, the 'Train In Vain' on this LP is 'Hitsville U.K.'"

JIM KINNEY — WYDD/Pittsburgh: "'Police On My Back' is a smash here! Starting to get phones already!"

JIMMY MACK — WBCN/Boston: "For the first time in four years, an import album made our sales top 30. Top 5 airplay at WBCN and we're 10 cuts deep. There isn't a self-respecting rock station in the country with an excuse to ignore this album."

DAVE EINSTEIN — WHFS/Washington, DC: "A phenomenal record. If you're not programming this record, too bad for you."

SPECIALLY-PRICED

3-RECORD SET

THE CLASH SANDINISTA!



TED HABECK — KWST/Los Angeles: "Some people say the Clash have sold out. I believe the Clash are selling and selling stronger with each new release."

CAROLYN BERMAN — WBRU/Providence: "Clash record is doing extremely well here; it's even giving Springsteen and Talking Heads a run for their money. There's a ton of material to digest, and because there are so many great cuts, the album is going to be around for a long time."

KEY CUTS:
 "Police On My Back"
 "Somebody Got Murdered"
 "Magnificent Seven"
 "Hitsville U.K."



. . . is quickly becoming one of the most added and most played albums in radio.

WPLJ
 KMET
 WNEW
 KLOS
 KKSJ
 WMMR
 KWST
 WYSP

WXRT
 KILT
 WMMS
 WYDD
 WDVE
 KSHE
 KLBJ

RADIO & RECORDS
ALBUM AIRPLAY/40 #35
FMQB AIRPLAY
INDEX debut 41
ALBUM NETWORK
HOT CHART debut 30

KOME
 KSJO
 KZOK
 KQFM
 KTXQ
 WBCN
 WBRU

WHCN
 WGRQ
 WRNO
 WKLS
 WAVA
 WHFS
 WLAV
 KISW

. . . AND MANY MANY MORE.



GARY MYRICK AND THE FIGURES "LIVE"

A special, radio only live/studio reservice.

From Seattle to Los Angeles to Phoenix to Houston and Denver, Gary Myrick is in the mainstream live on stage as well as in the studio.

Hot live versions of the four most played tracks: "She Talks In Stereo"; "The Party"; "She's So Teenage"; and "Ever Since The World Began."

On *Epic* Records

Available from your E/P/A promotion person

January 30, 1981

156 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (1/29 to 1/30) and album titles/artists. Includes entries for John Lennon & Yoko Ono, Bruce Springsteen, Steely Dan, etc.

LENNON-ONO held the lead in total reports to keep the top airplay position for a second week. SPRINGSTEEN remained very strong in hot reports. STEELY and REO held rock steady. STYX hit top five as early adds converted to hits. OUTLAWS inched up as STRAITS maintained. WINWOOD and MANN had good weeks of increased reports. WINE jumped as last week's odds converted nicely. BENATAR resurged strongly in total reports, as AOR's keyed in on the new single release, "Right," along with the other album tracks. AC/DC rebounded as ZEVON moved up. BLONDIE inched up as LOVERBOY climbed. STANLEY rose while DELBERT held his own and UFO soared. TOTO and JOURNEY (EP) debuted with strong adds and early rotation conversions. FIREFALL inched up as CLASH, NIGHT and NICOLETTE all debuted. ANY TROUBLE came close to charting this week.

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

MOST ADDED

Table of Most Added albums with columns for week numbers and album titles/artists.

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

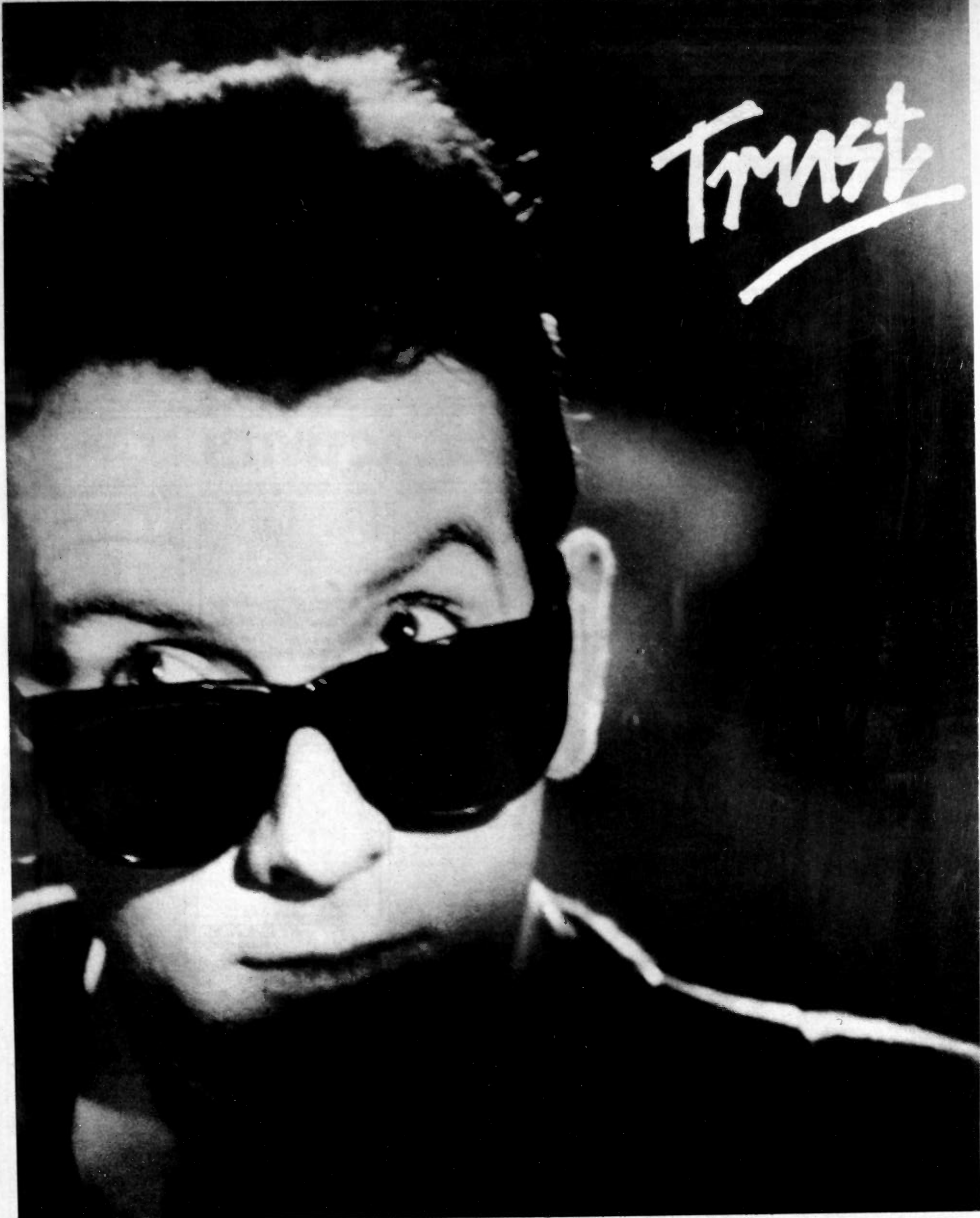
Table of Medium albums with columns for week numbers and album titles/artists.

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

Table of The Hottest albums with columns for week numbers and album titles/artists.

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.



Trust



On Columbia Records

AOR BREAKERS

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

JOURNEY

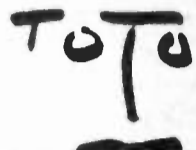
Captured EP (Columbia)
"Party's" "Fire" "Lovin'" "Wheat"
54% of our reporters on it. Total album reports: 85. A-76, M-7, H-2. Debuted this week at number 28.

JOURNEY CAPTURED



TOTO
Turn Back (Columbia)
"Elenore" "GHT" "Live" "Eyes."
54% of our reporters on it. Total album reports: 84. A-65, M-17, H-2. Debuted this week at number 28.

TOTO TURN BACK



SINGLES

- DAN FOGELBERG... "Same Old, Hearts..." (Full Moon/Epic)
- ANY TROUBLE... "Second Choice" (Stiff)
- DOOBIE BROTHERS... "One Step Closer" (WB)
- NEIL YOUNG... "Union Man" (WB/Reprise)
- TALKING HEADS... "Once In A Lifetime" (Sire)
- JON ANDERSON... "Some Are Born" (Atlantic)
- XTC... "Generals And Majors" (Virgin)
- ALVIN LEE BAND... "Ridin' Truckin'" (Atlantic)
- MAX WEBSTER... "Battle Scar" (Mercury/PolyGram)
- STINGRAY... "The Men In My Shoes" (Carrere/Atco)
- BILLY THORPE... "In My Room" (Elektra)
- PHIL SEYMOUR... "Precious To Me" (Boardwalk)
- BOZ SCAGGS... "Miss Sun" (Columbia)
- CARS... "Gimme Some Slack" (Elektra)
- CLIMAX BLUES BAND... "I Love You" (WB)

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

- DAN SIEGEL... The Hot Shot (Inner City) Title "Talk"
- SPYRO GYRA... Cernalva (MCA) "Cafe" "Awakening"
- JOE SAMPLE... Voices In The Rain (MCA) "Grass" "Hurricane"
- GROVER WASHINGTON JR... Winlight (Elektra) "Memory"
- KILIMANJARO... Killmanjaro (Philo) "Flame"
- WEATHER REPORT... Night Passage (ARC/Columbia) "Rockin'" Title
- NATIVE SON... Savanna Hot-Line (MCA) Title
- JEAN-LUC PONTY... Taste Of Passion (Atlantic) "Demagomania" "Robots"
- HIROSHIMA... Odori (Arista) "Winds"
- GENE DUNLAP... Just The Way I Feel (Capitol) "Should"

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

REGIONAL AOR ACTIVITY

EAST

Q104 WABK FM Albany 518-462-5555

NO. 1 ALLEN WALKER
NO. 1 THE BREAKER

Added:
A QUT OF 3 DOCTORS (Temperance)
UP (Chrysalis)
DUMBO (J & R Inc.)
JOE "MICK" CARRANZA (Mercury/PolyGram)

Hot:
ALVIN LEE BAND (Pacific)
JAN DURY & COMPANY (Epic)
TOTO (Columbia)
COZY POWELL (Polygram)
PHIL SPECTOR (Mercury/PolyGram)

Medium:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
BLUETO (Blues)
STEVE STRAITTS (WB)

Hot:
STEVE STRAITTS (WB)
STEVE WINWOOD (Epic)
STEVE WINWOOD (Epic)

Hot:
JAN DURY & COMPANY (Epic)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

WMAZ Binghamton 607-772-8850

NO. 1 ROBERTA HANER

Added:
STEVE WINWOOD (Epic)
POLICE (A&M)
POLICE (A&M)
POLICE (A&M)

Hot:
STEVE WINWOOD (Epic)
POLICE (A&M)
POLICE (A&M)

Hot:
STEVE WINWOOD (Epic)
POLICE (A&M)
POLICE (A&M)

Hot:
STEVE WINWOOD (Epic)
POLICE (A&M)
POLICE (A&M)

104FM WBCN Boston 617-288-1111

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

104FM WBCN Albany 518-785-9800

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

98Rock WZZO Allentown 215-894-0511

NO. 1 TOTO (Columbia)

Added:
TOTO (Columbia)
JAN DURY & COMPANY (Epic)
TOTO (Columbia)

Hot:
TOTO (Columbia)
JAN DURY & COMPANY (Epic)

Hot:
TOTO (Columbia)
JAN DURY & COMPANY (Epic)

Hot:
TOTO (Columbia)
JAN DURY & COMPANY (Epic)

104FM WBCN Boston 617-267-9090

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

MOST ADDED

TOTO Turn Back (Columbia) 18/16
JOURNEY Captured EP (Columbia) 15/15
CLASH Sandinista! (Epic) 23/13
STEVE WINWOOD Arc Of A Diver (Island) 36/11
PHIL SEYMOUR Phil Seymour (Boardwalk) 11/11

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

95fm Bridgeport 203-579-9995

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

MEDIUM

JIM CARROLL BAND Catholic Boy (Atco) 25/18
APRIL WINE Nature Of The... (Capitol) 22/15
LOVERBOY Loverboy (Columbia) 20/15
STEVE WINWOOD Arc Of A Diver (Island) 36/13
MANFRED MANN'S EARTH BAND Chance (WB) 27/13
ANY TROUBLE Where Are All... (Stiff) 17/13

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

Harrisburg 717-238-1402

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

THE HOTTEST

BRUCE SPRINGSTEEN The River (Columbia) 40/39
J. LENNON & Y. ONO Double Fantasy (Geffen) 39/35
REO SPEEDWAGON Hi Infidelity (Epic) 37/32
STEELY DAN Gaucho (MCA) 37/31
ROD STEWART Foolish Behaviour (WB) 36/30
POLICE Zenyatta Mondatta (A&M) 33/30

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

WBLM 100 Lewiston-Portland 207-783-2085

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

WCCC Hartford 203-549-3456

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

WBAB 102.3 Long Island 516-587-1023

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

WHCH 102FM Hartford 203-247-1060

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

97Rock Buffalo 716-881-4555

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

WECM Clearmont 603-542-7735

NO. 1 DELBERT MCCLINTON (Capitol)

Added:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)
DELBERT MCCLINTON (Capitol)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

Hot:
DELBERT MCCLINTON (Capitol)
JAN DURY & COMPANY (Epic)

EAST logo

Long Island WLIB 516-485-9200 PD: CHRIS DEANARDI

Long Island WYON 516-727-1570 PD: PAUL HARRIS

Manchester 603-625-6915 PD: JOE SIBERTSON

Morgantown 304-298-0029 ON: SCOTT RAGER

New Haven 203-777-6617 PD: GORDON WILSON

New York 212-986-7000 PD: SCOT RAGER

New York 212-986-7000 PD: SCOT RAGER

New York WPLJ 95.5 212-887-7777 PD: LARRY DEGER

North Jersey 201-328-1055 PD: BOB LINDER

Ottawa 613-563-1919 PD: STEVE COLLILL

Philadelphia 215-867-8100 PD: ALEX DENERS

Philadelphia 215-561-0933 PD: CHARLIE KENDALL

Philadelphia 215-868-9480 PD: DIOR HURGATE

Pittsburgh 412-582-5900 PD: DAVE LANE

Pittsburgh 412-582-5900 PD: DAVE LANE

Pittsburgh 412-382-2144 PD: MIKE PERKINS

Providence 401-272-9550 PD: NANCY ABRAMSON

Rochester 716-288-3200 PD: TRIP REED

Rochester 716-232-7550 PD: WHITNEY

Rochester 716-232-7550 PD: WHITNEY

Rochester 716-232-7550 PD: WHITNEY

Rochester 716-232-7550 PD: WHITNEY

Rochester 716-232-7550 PD: WHITNEY

Scranton 717-981-1842 PD: CHRIS WORTH

Syracuse 315-882-9538 PD: ED LEVINE

Syracuse 315-472-9787 PD: RONNIE CASTLE

Toronto 416-967-3445 PD: GARY SLAUGHT

Toronto 416-967-3445 PD: GARY SLAUGHT

Toronto 416-967-3445 PD: GARY SLAUGHT

Toronto 416-967-3445 PD: GARY SLAUGHT

Toronto 416-967-3445 PD: GARY SLAUGHT

Utica 315-797-0803 PD: DALE EDWARDS

Washington, D.C. 202-828-9932 PD: DAVE ORSHAN

West Virginia 304-722-3308 PD: DAVID GIER

Worcester 817-752-5811 PD: BILLY RYAN

Worcester 817-752-5811 PD: BILLY RYAN

Worcester 817-752-5811 PD: BILLY RYAN

Worcester 817-752-5811 PD: BILLY RYAN

Worcester 817-752-5811 PD: BILLY RYAN



BIRTHDAY BASH — Helping Source Director of Programming John McGhan (left), celebrate the network's first birthday in New York are WCCV/Hartford's PD Paul Payton (right) and his wife Wendy (center).

MIDWEST

101
Minneapolis
612-739-4000

STY (AM)
FM: DAVE HAMILTON
FM: PAUL HENNING

Added
NIGHT (Planet)
JOURNEY (Columbia)

Medium
HEAVY HATCHET (Epic)
HONEY (Epic)
RYAN OHYON (Columbia)
PAT BENATAR (Chrysalis)
STONEY BIRD (MCA)
CUTY HAS (Arista)
J. LENNON & Y. ONO (Geffen)
MURPHY'S BROTHERS (Arista)

Hot
None

Singles
None

KFMH
Muscatine
319-283-2512

FM: STEVE HARRIS
FM: LISA GAYLOR

Added
JAZZ (AMCA)
STEVE CHOPPER (MCA)
WARR ZEVON (Arista)
WARR ZEVON (Arista)
JAN POLYGRAM
707 (Casablanca/PolyGram)
DOUGLAS (MCA)
EDIO & BIANCHI
(Sire/Novel)
SHES (Epic)
APRIL WINE (Capitol)
QUEEN (Epic)

Medium
CLARENCE LAURENCE (Epic)
DAVID BOBBE (MCA)
DORIS (Epic)
SUNDAYS (Parade)
EAGLES (Asylum)
ALVIN LEE BAND (Arista)
TALKING HEADS (Sire)
STEPHEN BISHOP (MCA)
BLUES DELUGE (Arista)

Hot
None

Singles
None

72
Omaha
402-592-5300

FM: BOB LINCH

Added
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Medium
BRUCE SPRINGSTEEN (Columbia)
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
"Smoking Break"

Hot
None

Singles
None

KQ92
Minneapolis
612-545-5601

FM: TAC NUMBER

Added
JOURNEY (Columbia)
MURPHY'S BROTHERS (Arista)
UFO (Chrysalis)

Medium
POLICE (AM)
STEELY DAN (MCA)
ROY BUCHANAN (Waterhouse)
WARR ZEVON (Arista)
MURPHY'S BROTHERS (Arista)
APRIL WINE (Capitol)

Hot
None

Singles
None

X
Oklahoma City
405-528-5543

FM: ANDY LOCKIDGE

Added
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Medium
BRUCE SPRINGSTEEN (Columbia)
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
"Smoking Break"

Hot
None

Singles
None

Z92
Omaha
402-592-5300

FM: BOB LINCH

Added
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Medium
BRUCE SPRINGSTEEN (Columbia)
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
J. LENNON & Y. ONO (Geffen)
"Smoking Break"
"Smoking Break"
"Smoking Break"
"Smoking Break"

Hot
None

Singles
None

106
Peoria
309-674-2000

FM: RICH PETERSON
FM: BENOY RICE

Added
JAN POLYGRAM
707 (Casablanca/PolyGram)
JOURNEY (Columbia)
STY (AM)

Medium
PAT BENATAR (Chrysalis)
LOVERBOY (Columbia)
MURPHY'S BROTHERS (Arista)
ALAN PARSONS PROJ. (Arista)
STY (AM)

Hot
None

Singles
None

Wanna
Saginaw
517-892-9528
517-894-2998

FM: DAVE HENNER
FM: JOE DEANIS

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

106
St. Louis
314-842-1111

FM: RICH DAVIS
FM: JOHN GLETT

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KLYX93
Sioux Falls
605-339-1520

FM: HILL RICHARDS

Added
JAN POLYGRAM
707 (Casablanca/PolyGram)
JOURNEY (Columbia)
STY (AM)

Medium
PAT BENATAR (Chrysalis)
LOVERBOY (Columbia)
MURPHY'S BROTHERS (Arista)
ALAN PARSONS PROJ. (Arista)
STY (AM)

Hot
None

Singles
None

PFR
Terre Haute
812-238-2557

FM: R. J. COFFERT
FM: CHUCK GATLIF

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

PFR
Terre Haute
812-238-2557

FM: R. J. COFFERT
FM: CHUCK GATLIF

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

FM 104
Toledo
419-248-3377

FM: TERRY SULLIVAN
FM: LEE RANDALL

Added
JAN POLYGRAM
707 (Casablanca/PolyGram)
JOURNEY (Columbia)
STY (AM)

Medium
PAT BENATAR (Chrysalis)
LOVERBOY (Columbia)
MURPHY'S BROTHERS (Arista)
ALAN PARSONS PROJ. (Arista)
STY (AM)

Hot
None

Singles
None

WXEZ
Toledo
419-255-1470

FM: CARY PALL
FM: ANNE CARLINE

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

T-95
Wichita
316-722-8123

FM: BOB LAURENCE

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

WEST

KFMG
Albuquerque
505-265-8811

FM: JOHN FLORENCE
FM: CRAIG MARTIN

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KSN
Aspen
303-925-5776

FM: FRANK ERICSEN
FM: TOM CAREY

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

Most Added

JOURNEY
Captured EP (Columbia) 23/18

TOTO
Turn Back (Columbia) 24/17

707
The Second Album (Casablanca/PolyGram) 15/11

PHIL SEYMOUR
Phil Seymour (Boardwalk) 8/8

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

Medium

MANFRED MANN'S
EARTH BAND
Chance (WB) 29/20

LOVERBOY
Loverboy (Columbia) 23/19

BLUES BROTHERS
Made In America (Atlantic) 25/17

OUTLAWS
Ghost Riders (Arista) 32/16

WARREN ZEVON
Stand In The Fire (Asylum) 25/16

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

The Hottest

J. LENNON & Y. ONO
Double Fantasy (Geffen) 41/36

ROD STEWART
Foolish Behaviour (WB) 40/33

STEELY DAN
Gaucho (MCA) 38/33

BRUCE SPRINGSTEEN
The River (Columbia) 38/32

POLICE
Zenyatta Mondatta (A&M) 35/31

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

KWXL
Albuquerque
505-765-5400

FM: PETER BENSON

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

98
Bakersfield
805-832-1410

FM: DAVE LAURENCE
FM: DICK SHEPPARD

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KFM
Chico
916-343-8461

FM: RON HODGSON

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

103 KBPI
Denver
303-938-2313

FM: FRANK COOP
FM: PHIL STRIDER

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

FLORIN
Eugene
503-484-4304

FM: CHRIS ROYAN
FM: PEYTON MAIR

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KEZY
Anheim
714-776-3698

FM: DAVE FORDMAN
FM: LARRY DE SILVA

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

98
Bakersfield
805-832-1410

FM: DAVE LAURENCE
FM: DICK SHEPPARD

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KILO 94
Colorado Springs
303-634-4898

FM: RICH HARR
FM: PAUL PHILLIPS

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

K97
Edmont
403-428-8597

FM: NEIL EDWARDS
FM: BRUCE KEVINSON

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KMCL
Fort Collins
303-571-1232

FM: TOM WHEELER
FM: RICK LOFGREN

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KRKN
Anchorage
907-277-2855

FM: LARRY BATH
FM: KAPLA NICHOLS

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KBOO
Boulder
303-444-5600

FM: DENNIS CONSTANTINE
FM: BRUCE MCCALL

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KATY
Denver
303-758-5800

FM: DAVE VAN DYKE
FM: GREG GILLSPIE

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

K97
Edmont
403-428-8597

FM: NEIL EDWARDS
FM: BRUCE KEVINSON

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KMCL
Fort Collins
303-571-1232

FM: TOM WHEELER
FM: RICK LOFGREN

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KRKN
Anchorage
907-277-2855

FM: LARRY BATH
FM: KAPLA NICHOLS

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KBOO
Boulder
303-444-5600

FM: DENNIS CONSTANTINE
FM: BRUCE MCCALL

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KATY
Denver
303-758-5800

FM: DAVE VAN DYKE
FM: GREG GILLSPIE

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

K97
Edmont
403-428-8597

FM: NEIL EDWARDS
FM: BRUCE KEVINSON

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None

KMCL
Fort Collins
303-571-1232

FM: TOM WHEELER
FM: RICK LOFGREN

Added
NIGHT (Planet)
UFO (Chrysalis)
JOURNEY (Columbia)

Medium
DEBBY NECLINTON (Capitol)
MURPHY'S BROTHERS (Arista)
STEVE WINWOOD (Island)
"White...Chanc"
JOURNEY (Columbia)
"Party's Over"
MURPHY'S BROTHERS (Arista)
"This (FM)"
PHIL SEYMOUR (Boardwalk)
"Smoking Break"
YOTO (Columbia)
"Teleman"

Hot
None

Singles
None



Phoenix 602-833-8888



San Bernardino 714-825-8020



PLAYBOY'S DREAM — KPRI's Adrian Bolt (right) was joined by Playboy's Terri Welles (left) to pick the grand prize winner for the annual Playboy Music Poll giveaway...

Fresno 209-226-5991. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Phoenix 602-833-8888. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Bernardino 714-825-8020. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Rafael 415-458-1510. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Seattle 206-223-3913. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Long Beach 213-437-0366. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Portland 503-226-5000. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Diego 714-585-6006. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Francisco 415-391-9400. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Spokane 509-448-2000. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Los Angeles 213-663-3311. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Reno 702-329-9261. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Jose 408-246-6811. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Santa Maria 805-922-2156. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Tri-Cities 509-588-0459. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Los Angeles 213-469-1212. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Sacramento 916-446-4965. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Jose 408-288-5400. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Seattle 206-624-4305. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Tucson 602-624-5588. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Pasadena 213-578-0830. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Sacramento 916-444-2806. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

San Jose 408-288-5400. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

FM106.7 Pasadena 213-578-0830. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Salt Lake City 801-972-3030. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Santa Barbara 805-963-1975. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Seattle 206-454-1540. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

Seattle 206-454-1540. Station logo and list of songs including 'I Wanna Dance With Somebody' by George Benson.

SOUTH

Ky99
the album station
806-359-8581

Address: 2100 Dallas St., Dallas, TX 75219
Phone: (214) 767-1100

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

KZEW Dallas
214-748-9898
(Polyvox/Polystar)

Address: 1177 W. Exchange Blvd., Dallas, TX 75214
Phone: (214) 748-9898

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

MOST ADDED
JOURNEY
Captured EP (Columbia) 20/20
TOTO
Turn Back (Columbia) 23/19
UFO
The Wild The... (Chrysalis) 14/10
CLASH
Sandinista (Epic) 7/7
707
The Second Album (Casablanca/PolyGram) 7/7

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

MEDIUM
STEVE WINWOOD
Arc Of A Diver (Island) 23/15
MANFRED MANN'S
EARTH BAND
Chance (WB) 19/14
OUTLAWS
Ghost Riders (Arista) 27/13
APRIL WINE
Nature Of The... (Capitol) 19/13

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

THE HOTTEST
STEELY DAN
Gaucho (MCA) 30/27
J. LENNON & Y. ONO
Double Fantasy (Geffen) 29/27
REO SPEEDWAGON
Hi Infidelity (Epic) 29/27
BRUCE SPRINGSTEEN
The River (Columbia) 29/27
STYX
Paradise Theater (A&M) 28/22

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

Wrock Atlanta
404-325-0860

Address: 200 W. Peachtree St., Atlanta, GA 30333
Phone: (404) 325-0860

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

KLAW El Paso
915-533-8211
95.5/fm

Address: 600 N. El Paso St., El Paso, TX 79901
Phone: (915) 533-8211

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WOUT Johnson City
615-477-3127

Address: 1000 N. Broadway, Johnson City, TN 37601
Phone: (615) 477-3127

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

Love 4 Miami
306-872-2500

Address: 1000 Biscayne Blvd., Miami, FL 33132
Phone: (305) 872-2500

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

Z97 Orlando
305-298-5510

Address: 1000 S. Orange Ave., Orlando, FL 32809
Phone: (305) 298-5510

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WYMX Augusta
404-722-1302
ROCK 104

Address: 100 N. Broad St., Augusta, GA 30901
Phone: (404) 722-1302

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

The Q El Paso
915-544-8864
95.5/fm

Address: 600 N. El Paso St., El Paso, TX 79901
Phone: (915) 544-8864

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

Rock 104 Knoxville
615-525-6000

Address: 100 N. Main St., Knoxville, TN 37902
Phone: (615) 525-6000

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

Y102 Montgomery
205-264-2288
THE FM

Address: 100 N. Main St., Montgomery, AL 36102
Phone: (205) 264-2288

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WQDR Raleigh
919-832-8311

Address: 100 N. Salisbury St., Raleigh, NC 27601
Phone: (919) 832-8311

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

TEXAS ROCK Beaumont
713-727-0229

Address: 100 N. Broadway, Beaumont, TX 77701
Phone: (713) 727-0229

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

101 Houston
713-526-4591

Address: 100 N. Main St., Houston, TX 77002
Phone: (713) 526-4591

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

101 Louisville
502-245-6601

Address: 100 N. Main St., Louisville, KY 40202
Phone: (502) 245-6601

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

95 Rock Montgomery
205-832-4295

Address: 100 N. Main St., Montgomery, AL 36102
Phone: (205) 832-4295

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

AL102 Richmond
804-282-9731

Address: 100 N. Main St., Richmond, VA 23219
Phone: (804) 282-9731

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WYXX Birmingham
205-870-9900

Address: 100 N. Main St., Birmingham, AL 35202
Phone: (205) 870-9900

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

ZZS102 Jackson
801-982-1062

Address: 100 N. Main St., Jackson, MS 39201
Phone: (601) 982-1062

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

94FMX Lubbock
806-745-4125

Address: 100 N. Main St., Lubbock, TX 79401
Phone: (806) 745-4125

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

103 Nashville
615-244-9532

Address: 100 N. Main St., Nashville, TN 37203
Phone: (615) 244-9532

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

KISS-FM San Antonio
512-223-6211

Address: 100 N. Main St., San Antonio, TX 78201
Phone: (512) 223-6211

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

101 Corpus Christi
512-855-4641

Address: 100 N. Main St., Corpus Christi, TX 78401
Phone: (512) 855-4641

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

ROCK 105 Jacksonville
904-642-1055

Address: 100 N. Main St., Jacksonville, FL 32202
Phone: (904) 642-1055

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

wsh Miami
305-581-1580

Address: 100 N. Main St., Miami, FL 33101
Phone: (305) 581-1580

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

fm99 Norfolk
804-623-9667

Address: 100 N. Main St., Norfolk, VA 23501
Phone: (804) 623-9667

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

98ROCK Tampa
813-224-0742

Address: 100 N. Main St., Tampa, FL 33601
Phone: (813) 224-0742

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WYXX Birmingham
205-870-9900

Address: 100 N. Main St., Birmingham, AL 35202
Phone: (205) 870-9900

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

WYXX Birmingham
205-870-9900

Address: 100 N. Main St., Birmingham, AL 35202
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Top Artists:
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STEVE WINWOOD (Island)
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THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
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wsh Miami
305-581-1580

Address: 100 N. Main St., Miami, FL 33101
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Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

FM100 Oklahoma City
405-631-8881

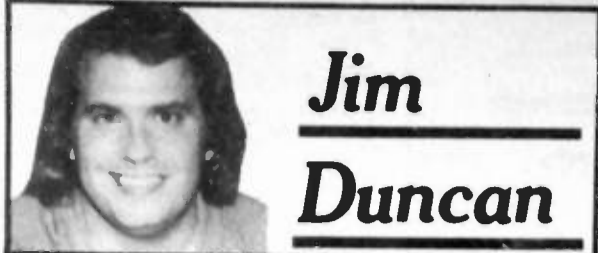
Address: 100 N. Main St., Oklahoma City, OK 73101
Phone: (405) 631-8881

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)

KMOD Tulsa
918-664-2810

Address: 100 N. Main St., Tulsa, OK 74101
Phone: (918) 664-2810

Top Artists:
J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)
THE J. LEMON & Y. ONO (Capitol)
STEVE WINWOOD (Island)
ALAN PARSONS PROJ. (Arista)
QUEEN (EMI)
BLUES BROTHERS (Arista)



**Jim
Duncan**



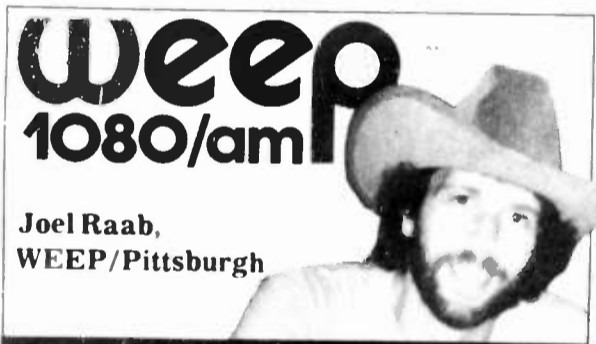
WEEP, WAMZ-FM RATING WINNERS

Community Involvement — In Touch With The People

Last week R&R took a close listen and look at two successful FM operations (KIKK-FM/Houston and WQYK-FM/Tampa-St. Petersburg), which both claimed "consistency" was the key to their success. This week we talked with Joel Raab, PD at 50,000-watt daytimer WEEP/Pittsburgh, and Coyote Calhoun, PD of WAMZ-FM/Louisville, about their recent rating success stories. In Pittsburgh, WEEP recorded its biggest gains in recent history with the October/November '80 Arbitron, showing a 3.6 to 6.1 reading in the 12+ category and even stronger gains in adults. At WAMZ-FM, the ratings in October/November '80 were an amazing 11.7 12+, up from an 8.8. WAMZ-FM is now the number one station in Louisville. Although consistency in their on-air sounds was a part of their explanations for the gains, both Raab and Calhoun said they felt "community involvement" was the overall reason for the major gains. Our conversations with the two Program Directors are recorded here. First, R&R talked with Joel Raab:

R&R: Did you do anything different or unique? We're obviously looking for why you were successful.

JR: I would say that we continued to do the things that made us respectable before, only we continued to do them better. We became more of a full-service radio station; we added two news people, one full-time sports man, and within the last year we became affiliated with



**Joel Raab,
WEEP/Pittsburgh**

"There are a lot of programming people and general managers who talk about outside promotion and pay lip service to it, but when you actually execute it to its fullest, it does have benefits."

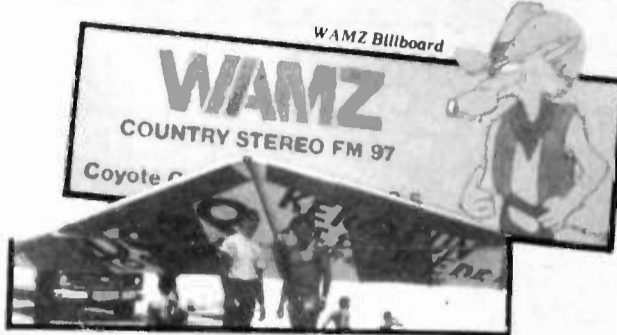
the NBC Network. We use no features, only the newscast. We run news at 6 minutes to the hour and 24 past in drivetimes. In middays and weekends we just run one newscast at 6 minutes till the hour. This gives us a competitive advantage in that most of the other stations on the AM dial are running news on the hour, so we can be into music when they're into news.

R&R: So you obviously believe in some form of counterprogramming?

JR: Absolutely. And our music is programmed accordingly against the news. For example, I would program songs that you might hear on those (other-format) radio stations against their news, so that if someone is flipping across the dial he might hear something he likes whether or not he (or she) were necessarily a Country listener.

R&R: Was there anything special you did for on-air promotions?

JR: We had one contest promotion called "the Good Word About Pittsburgh," which we feel did an excellent job in recycling listeners. We saw a nice increase in the quarter-hour. The way the contest was executed, it did enable us to recycle listeners in different parts of the day. A listener had to know the word in a certain hour and in another hour they would have to know that word to win a prize. For example, as we were signing off at the end of the day, we might give the good word about Pittsburgh as the "Duquesne Incline," which is an histor-



WEEP Hang Glider

ical site in Pittsburgh. In order to win a pair of Levi's boots, valued at \$100, listeners had to know that word the following morning to be a call-in winner, so it forced them to listen to another daypart. And we made the prizes substantial enough so that some people apparently did do that, because in the book we saw recycling into different dayparts. Our prizes were all Western-related... Levi's boots, Western wear and cowboy hats, and a grand prize trip to Houston or \$2000 cash, which was a tie-in with Levi.

R&R: Did you use any form of outside advertising?

JR: The outside promotion was, I think, probably more a key to the success than the on-air promotion. The on-air promotion did succeed as an image-builder because we were able to talk about Pittsburgh, so if you weren't necessarily interested in the contest, you would still be able to listen and perhaps enjoy it. During Country Music Month we celebrated 10-80, which happened to be October '80, coinciding with our position on the dial. It's the only time we'll get to do that! One of the things that we did, relating to the music, was three outdoor concerts at lunchtime in downtown Pittsburgh with the best local bands that we could find. This attracted a crowd and also TV coverage. It was kind of nice that KDKA-TV, which seldom covers events other than those of its own radio station, did cover our event.

As far as other promotions (this was both an outside and on-air promotion), we had a WEEP train to Cleveland where we sent a thousand people to the Steelers/Browns game in Cleveland. We gave away about 40 tickets and the rest were sold, and it enabled us to be the only Pittsburgh radio station to give away tickets to any Steelers game. It also got television coverage, so we got outside promotion on an on-air promotion at the same time. The best publicity we got was the free publicity... being on TV twice during the book certainly was helpful. And the way we got on TV was by creating newsworthy events.

We didn't do any billboards, but we did a modest endorsement campaign consisting of 10-second spots with endorsements from Waylon Jennings and Barbara Mandrell.

To sum up my feeling on outside promotion, I think there are a lot of programming people and general managers who talk about it and pay lip service to it, but when you actually execute it to its fullest, it does have benefits, and I think we did that.

R&R: How would you perceive your sound if you could analyze it in a nutshell?

JR: I'm asked that question a lot... People say, "Are you more pop?" "Are you more Country?" "Are you more traditional?" And the answer is yes, yes, and yes. We play whatever the hit records are, whether they be traditional, country, or pop and we try to find a balance to all of that kind of music. We are as mass-appeal Country as we can be. We will play Hank Williams, we will play Ernest Tubb, we will play Kitty Wells in a limited fashion, but we'll also play (on the other end of the spectrum) Air Supply, Dan Fogelberg, etc.

There's a point that I want to make in that what we have tried to do is balance all the types of music that we play by tempo and music type to maximize the listeners that we have. Especially on a daytimer where you're never going to have an immense come just because you're only there ten to fourteen hours a day, you've got to keep hanging on as long as possible. We're balancing the music in all aspects... traditional vs. pop and current vs. non-current as well as tempo.

R&R: I know you do the afternoon drive show. Do you tell yourself and the other people there to make the radio station a personality or do they each have individual things that they do?

JR: The most individual thing that we have is the morning show. We have the city's only husband and wife team on the radio, Jonathan and Terry Rhodes. It's almost done like a magazine where every day they will hit on different subjects from Better Business Bureau complaints to finding out what dogs and cats are available for adoption to allowing the audience to rate new records. In other words, they have a different "schtick" every morning. And we will promo throughout the day what their "schtick" is going to be for the following morning. The rest of us, including myself, tend to fall into a similar pattern; we become more part of the personality of WEEP. Although we do have some of our unique qualities, they are definitely overshadowed by the overall personality of the radio station.

R&R: Finally, what do you do to motivate your personalities?

JR: When we have staff meetings, when you get people together, we really do use the ideas our staff comes up with. I probably listen more than I dictate. Many of the ideas that have been executed here were not necessarily my ideas... they were ideas from the staff. Being able to recognize those ideas and being able to execute them is what I think has been the biggest part of our success. That makes people feel as if they're really part of the team.



**Coyote Calhoun
WAMZ-FM/Louisville**

"I'm not trying to steal listeners from other formats; I'm trying to get people from other Country stations. And if some of those other people come on over, that's fine, but I'm not going to try and make the station something that it's not."

Now the thoughts of WAMZ's PD Coyote Calhoun:

R&R: Tell us why you feel WAMZ was so successful in the last book?

CC: It's kind of hard to say. We didn't really spend a lot of money on promotion for the book but we had stuff on that I thought was a lot of fun for our listeners. Our big promotion for the book was a trip to the world's greatest honky-tonks... The Lone Star Cafe, Gilley's, and the Palomino Club. Our fourth trip was the world's greatest outdoor honky-tonky... a music festival held outside of Orlando.

We played around 35 records, we constantly promoted it, we cut a live LP at a club with all the local musicians in town, and we got great response out of that. The LP is going to be out in February. I think it's the consistency of the station plus constantly promoting. We did a lot of free concerts in the park, even up till the end of October. They were very successful. The main thing was we were out in the public doing a lot.

R&R: You were playing 35 records... that's 35 currents and approximately how many records were you adding in a week?

CC: It depended. Usually four.

PROGRAM DIRECTORS OF RADIO STATIONS IN . . .
TEXAS . . . ARKANSAS . . . NEW MEXICO . . .
OKLAHOMA . . . AND TENNESSEE.

YOU'RE INVITED TO HARD PARTY

with



"**HARD COUNTRY**" is a rowdy, rollicking love story, set against the excitement of the colorful cowboy bars where today's hottest music is made, played and sung. And where hardly anyone ever goes home alone.

It was conceived by **Michael Martin Murphey**, composer-performer of "Cosmic Cowboy" and "Cowboy Cadillac."

It marks the acting debut of **Tanya Tucker** . . . who gives a powerful dramatic performance and sings such hits as "Somebody Must Have Loved You Right Last Night," "Texas (When I Die)" and "I'm Gonna Love You Anyway."

It stars Jan-Michael Vincent and luscious Kim Basinger. And features soundtrack performances by Jerry Lee Lewis, Linda Ronstadt, Katy Moffatt and many more.

It opens Friday, March 13th in a major five-state premiere . . . backed by a massive merchandising/promotion/screening campaign . . . from AFD, distributors of "The Muppet Movie" and "The Jazz Singer."

You are invited to join the party . . . and take part in an on-air/on-screen effort that will turn on listeners, delight advertisers and jam theatres. We welcome your proposals and creative ideas for tie-ins directly and excitingly linked to the opening of "**HARD COUNTRY**" in your area.

Contact:
DON BARRETT
ASSOCIATED FILM DISTRIBUTION
12711 Ventura Blvd.
Studio City, California 91604
(213) 760-1028


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Film Distribution



BREAKERS

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

JOHN CONLEE

What I Had With You (MCA)

On 73% of reporting stations. National Summary: Up 22, Same 20, Down 0, Debuts 29, Adds 17. R&R Chart: 47-40.

JACKY WARD

Somethin' On The Radio (Mercury/PolyGram)

On 81% of reporting stations. National Summary: Up 18, Same 19, Down 0, Debuts 21, Adds 18. R&R Chart: Debut 42.

JOE STAMPLEY

I'm Gonna Love You Back... (Epic)

On 59% of reporting stations. National Summary: Up 22, Same 17, Down 1, Debuts 19, Adds 13. R&R Chart: Debut 43.

BILLIE JO SPEARS

Your Good Girl's Gonna Go Bad (Liberty)

On 80% of reporting stations. National Summary: Up 38, Same 17, Down 0, Debuts 5, Adds 15. R&R Chart: 45-41.

Most Added:

- HANK WILLIAMS JR.
Texas Women (Elektra)
- CRYSTAL GAYLE
Take It Easy (Columbia)
- BARBARA MANDRELL
Love Is Fair (MCA)
- CONWAY TWITTY & LORETTA LYNN
Lovin' What Your Lovin' Does... (MCA)
- DEBBY BOONE
Perfect Fool (WB/Curb)

Hottest:

- DOLLY PARTON
9 To 5 (RCA)
- T.G. SHEPPARD
I Feel Like Loving You Again (WB/Curb)
- WILLIE NELSON
Angel Flying Too Close (Columbia)
- JOHN ANDERSON
1959 (WB)
- MEL TILLIS
Southern Rains (Elektra)

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 on, 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.

- ✓ **CONWAY TWITTY & LORETTA LYNN "Lovin' What Your Lovin' Does..." (MCA) 68/27**
National Summary: Up 6, Same 17, Down 1, Debuts 17, Adds 27 including WEEP, WPOR, WBAP, WSM, WCMS-FM, WTQR-FM, WMNI, WAXX, KWMT, WDAF, WXCL, KFH, KEED, KVEG, KSON-AM-FM, WIXL-FM 44-24, WQYK-FM 36-30, WJEZ-FM d-27, WCXI d-34, WFMS-FM d-32.
- ✓ **HANK WILLIAMS JR. "Texas Women" (Elektra) 64/53**
National Summary: Up 1, Same 7, Down 0, Debuts 3, Adds 53 including WYDE, KENR, WBHP, WBAM, KRMD-AM-FM, WIRK-FM, WSAI, WHK, WIRE, WXCL, KFEQ, WIL-AM-FM, KVOC, KNIX-FM, KONE, KGA, WWCS-FM, WNYR, WTOS d-37, WCAW 49-41.
- DAVID FRIZZELL & SHELLY WEST "You're The Reason God Made Oklahoma" (WB) 59/13**
National Summary: Up 18, Same 12, Down 0, Debuts 16, Adds 13, WM3Q, WUBE-FM, WHBF, KKAL, KRDR, KNEW, KCUB, KVET, WYDE, WBAP, WSM, KKYX, WIRK-FM, KFDI-AM 38-28, KUZZ 50-40, KUUY 49-37, WIXL-FM 30-20, KRMD-AM-FM 41-30.
- CRISTY LANE "I Have A Dream" (Liberty) 55/11**
National Summary: Up 16, Same 12, Down 0, Debuts 16, Adds 11, KRDR, KEEN, KOKE-FM, WINN, WQYK-FM, WKLM, WJEZ-FM, WJZQ-FM, WAXX, WTHI, KFH, KEED 29-20, WGTO 39-29, KRMD-AM-FM 37-28, WHK 32-20.
- JIM STAFFORD "Cow Patti" (WB) 53/5**
National Summary: Up 29, Same 9, Down 3, Debuts 7, Adds 5, WNRS, WCUZ, WBOS-FM, KGFX, KKAL, KBUF, 40-26, KONE 38-31, KRYS 9-6, WPOC-FM 30-16, WIXL-FM 42-27, WKYQ 33-22, WVMI d-18, WINN 31-13, WIRK-FM 21-13, KBMR 10-8.
- JOE SUN "Ready For The Times To Get Better" (Ovation) 47/9**
National Summary: Up 22, Same 10, Down 0, Debuts 6, Adds 9, KIXZ, KOKE-FM, KHEY, WCMS-FM, WKLM, WHK, KBMY, WVAM, WPOR, KNOE 47-41, KFEQ 28-21, KVOO 48-42, KVOC 49-44, WBAX 39-34.
- EAGLES "Seven Bridges Road" (Asylum) 48/11**
National Summary: Up 15, Same 14, Down 0, Debuts 6, Adds 11, WGNA-FM, WKXA, WNOW, KHEY, WBAP, WKLM, WFMS-FM, KUUY, KEED, KLAC, KTRB, WHN 12-11, WBHP 40-33, WHK 28-17, KRYS 34-27, KCKC 10-9.
- EDDY RAVEN "Peace Of Mind" (Dimension) 43/14**
National Summary: Up 7, Same 11, Down 0, Debuts 11, Adds 14 including WMAQ, WSAI, KWMT, KSON-AM-FM, KGA, WMZQ-FM, KOKE-FM, WOKK, WKLM, WKKN 37-32, KUUY 39-33, KHEY 50-45, KRMD-AM-FM 48-42.
- ✓ **CRYSTAL GAYLE "Take It Easy" (Columbia) 42/48**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 48 including KIKK-FM, WBAM, WSM, WSUN, WUBE-FM, KSO, WCXI, KFGO, WFMS-FM, WIL-AM-FM, KUZZ, KLZ, KWJJ, KMPS-AM-FM, WIXL-FM, WNYR, WMZQ-FM.
- ✓ **DON McLEAN "Crying" (Millennium) 42/17**
National Summary: Up 9, Same 9, Down 0, Debuts 7, Adds 17 including WIRE, WXCL, KUZZ, KVOC, WPOC-FM, WPOR, WPLO, KVET, KENR, WSUN, KCKC 29-20, WWCS-FM 28-18, KIKK-FM 47-40, WSIX-FM 25-19.
- VERN GOSDIN "Too Long Gone" (Ovation) 42/9**
National Summary: Up 9, Same 17, Down 0, Debuts 7, Adds 9, WCXI, KBUF, WHBF, KICD-FM, KCUB, WVAM, KLVI, KLRA, WOKK, KFGO 36-30, WWCS-FM d-28, WGTO 43-34, KRMD-AM-FM 50-43.
- BRENDA LEE "Every Now And Then" (MCA) 39/14**
National Summary: Up 2, Same 12, Down 0, Debuts 11, Adds 14 including WOKK, WSIX-FM, WCMS-FM, KBUF, WXCL, WTHI, KEED, KGA, WVAM, KENR d-38, WCXI d-38, WIXL-FM 47-28.
- RANDY BARLOW "Dixie Man" (Paid) 38/11**
National Summary: Up 6, Same 14, Down 0, Debuts 5, Adds 11, WHK, WMNI, WAXX, WHBF, KICD-FM, KTOM, WVAM, KVET, KLRA, KKYX, WTQR-FM, WIXL-FM 50-36, KRMD-AM-FM 49-40.
- ✓ **DEBBY BOONE "Perfect Fool" (WB/Curb) 34/28**
National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 26 including KNIX-FM, KRYS, KMPS-AM-FM, KGA, WSEN, WKXA, WWCS-FM, KVET, WYDE, WQAM, KRMD-AM-FM, KSO, KFGO, KFEQ.

Others Getting Significant Action

- FATS DOMINO "Whiskey Heaven" (WB) 32/2**
National Summary: Up 18, Same 7, Down 1, Debuts 4, Adds 2, WMUS-AM-FM, KIXZ, WMAQ 23-13, WHBF 45-36, KVOC 41-25, KYTE 12-11, KEEN 11-10, WVMI 17-15, WGTO 27-20, WOKK 31-18.
- ✓ **BARBARA MANDRELL "Love Is Fair" (MCA) 29/29**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 29 including KLAC, KNIX-FM, KMPS-AM-FM, WNYR, WYDE, KIKK-FM, WSIX-FM, WNRS, WUBE-FM, WKMF, WIRE, WIL-AM-FM.

Radio & Records NATIONAL AIRPLAY/50

January 30, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK	
3	1	1	1 DOLLY PARTON/9 To 5 (RCA)
8	4	3	2 T.G. SHEPPARD/I Feel Like Loving You Again (WB/Curb)
14	6	6	3 JOHN ANDERSON/1959 (WB)
15	7	4	4 GAIL DAVIES/I'll Be There (WB)
21	14	9	5 MEL TILLIS/Southern Rains (Elektra)
18	12	7	6 CHARLY McCLAIN/Who's Cheatin' Who (Epic)
1	2	2	7 OAK RIDGE BOYS/Beautiful You (MCA)
13	13	10	8 STEVE WARINER/Your Memory (RCA)
25	22	15	9 GLEN CAMPBELL/Any Which Way You Can (WB)
23	18	12	10 WILLIE NELSON & RAY PRICE/Don't You Ever Get Tired... (Columbia)
9	10	11	11 RAZZY BAILEY/I Keep Coming Back (RCA)
29	23	16	12 LACY J. DALTON/Hillbilly Girl With The Blues (Columbia)
24	17	13	13 MOE BANDY w/JUDY BAILEY/Following The Feeling (Columbia)
33	24	18	14 DOTTIE WEST/Are You Happy Baby? (Liberty)
38	26	21	15 TANYA TUCKER/Can I See You Tonight (MCA)
5	5	5	16 JANIE FRICKE/Down To My Last Broken Heart (Columbia)
11	8	14	17 ED BRUCE/Girls, Women, Ladies (MCA)
32	25	22	18 EDDY ARNOLD/Don't Look Now (RCA)
2	3	8	19 EDDIE RABBITT/I Love A Rainy Night (Elektra)
31	28	24	20 EARL THOMAS CONLEY/Silent Treatment (Sunbird)
—	38	29	21 WILLIE NELSON/Angel Flying Too Close (Columbia)
40	36	27	22 REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB)
43	33	28	23 GEORGE JONES & JOHNNY PAYCHECK/You Better Move On (Epic)
36	30	26	24 MEL McDANIEL/Countrified (Capitol)
—	43	33	25 TERRI GIBBS/Somebody's Knockin' (MCA)
44	41	32	26 CON HUNLEY/What's New With You (WB)
—	46	37	27 BOBBY BARE/Willie Jones (Columbia)
4	9	20	28 BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb)
48	40	34	29 MERLE HAGGARD/Think I'll Just Stay Here... (MCA)
45	42	35	30 FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
—	45	39	31 RONNIE McDOWELL/Wandering Eyes (Epic)
7	11	19	32 ELVIS PRESLEY/Guitar Man (RCA)
46	44	36	33 STATLER BROTHERS/Don't Forget Yourself (Mercury/PolyGram)
—	47	40	34 DEBORAH ALLEN/Nobody's Fool (Capitol)
—	—	44	35 GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
47	49	42	36 SYLVIA/Drifter (RCA)
—	—	43	37 STEPHANIE WINSLOW/Anything But Yes Is Still A No (WB/Curb)
50	48	46	38 JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
—	—	47	39 ROGER BOWLING/Yellow Pages (Mercury/PolyGram)
—	—	45	40 JOHN CONLEE/What I Had With You (MCA)
—	—	45	41 BILLIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty)
—	—	45	42 JACKY WARD/Somethin' On The Radio (Mercury/PolyGram)
—	—	45	43 JOE STAMPLEY/I'm Gonna Love You Back... (Epic)
—	—	49	44 CHARLIE DANIELS BAND/Carolina (I Remember You) (Epic)
—	—	48	45 SAMMI SMITH/I Just Want To Be With You (Sound Factory)
17	19	25	46 JOHNNY DUNCAN/Acapulco (Columbia)
6	15	23	47 PORTER WAGONER & DOLLY PARTON/If You Go, I'll Follow You (RCA)
42	39	41	48 KENNY DALE/When It's Just You And Me (Capitol)
10	20	31	49 JOHNNY LEE/One In A Million (Asylum)
—	—	50	50 DANNY WOOD/It Took Us All Night Long To Say Goodbye (RCA)

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.

- GENE WATSON "Any Way You Want Me" (WB) 27/18**
National Summary: Up 3, Same 1, Down 3, Debuts 2, Adds 18 including KVET, WYDE, WBAM, WSLR, WXCL, KTOM, KMPS-AM-FM, KGA, KCUB, WWCS-FM, KLVI 10-5, WPOC-FM 10-8, WBGW-FM 41-27.
- ✓ **DAVE & SUGAR "It's A Heartache" (RCA) 23/22**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 22 including KNIX-FM, KWJJ, KRYS, KGA, WGNA-FM, WVAM, KVET, WESC-AM-FM, KNOE, KBMR, KFGO, KFEQ.
- JOHNNY CASH "Without Love" (Columbia) 22/4**
National Summary: Up 7, Same 6, Down 1, Debuts 4, Adds 4, WESC-AM-FM, KLRA, WHBF, KICD-FM, KRMD-AM-FM 42-38, WCXI d-38, KBUF 45-41, KUZZ 40-34, KTRB d-35, WIXL-FM 26-18.
- ✓ **BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 21/20**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 20 including KLZ, KFTN, WBGW-FM, WMZQ-FM, WBAM, WSM, WIRK-FM, WSLR, KSO, WAXX, KFGO.
- MARTY ROBBINS "Completely Out Of Love" (Columbia) 21/7**
National Summary: Up 3, Same 7, Down 0, Debuts 4, Adds 7, KNIX-FM, KRYS, KCKC, KLVI, WGTO, WESC-AM-FM, KVOC, WIXL-FM 43-39, KVET 47-42, KFGO 40-35.
- RITA COOLIDGE "Fool That I Am" (A&M) 19/6**
National Summary: Up 5, Same 6, Down 1, Debuts 1, Adds 6, WHK, WIRE, KVOC, KEED, WKSJ-FM, WCMS-FM, WMAQ 39-31, WTOS 30-28, WMUS-AM-FM 20-17, KNIX-FM d-37, KVET 44-40.
- SLIM WHITMAN "I Remember You" (Epic/Cleveland International) 18/18**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 18 including WAXX, WXCL, KFDI-AM, KUUY, KNIX-FM, KCKC, KMPS-AM-FM, WVAM, KHEY, WESC-AM-FM, WSIX-FM, WIRK-FM.
- JOHNNY LEE "Pickin' Up Strangers" (Full Moon/Asylum) 18/14**
National Summary: Up 1, Same 1, Down 0, Debuts 2, Adds 14 including WNYR, WMZQ-FM, WSIX-FM, WIRE, KFEQ, KMAK, KNIX-FM, KTOM, KEEN, KENR d-29, KIKK-FM 8-7.
- DONNA HAZARD "My Turn" (Excelsior) 17/5**
National Summary: Up 1, Same 7, Down 0, Debuts 4, Adds 6, KOKE-FM, KENR, WCMS-FM, KICD-FM, KUUY, WSIX-FM 19-17, On WQYK-FM, WIRK-FM, WKMF, WHBF.
- BILLY LARKIN "20/20 Hindsight" (Sunbird) 17/4**
National Summary: Up 4, Same 6, Down 0, Debuts 3, Adds 4, KUUY, KMPS-AM-FM, KOKE-FM, WGTO, KVOC 34-28, WCMS-FM 36-31, KRMD-AM-FM 38-33, WKKN 38-35.
- BILLY "CRASH" CRADDOCK "It Was You" (Capitol) 14/14**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14 including KSO, WFMS-FM, KFDI-AM, KMAK, KCKC, KVET, WGTO, KENR, KIKK-FM.
- JOHNNY CARVER "S.O.S." (Tanglewood) 14/5**
National Summary: Up 4, Same 4, Down 0, Debuts 1, Adds 5, WGTO, KKYX, KBUF, WKKN, KICD-FM, WCMS-FM 37-32, WHBF 44-37, KVOC 44-32.
- BURRITO BROTHERS "She's A Friend Of A Friend" (Curb) 14/4**
National Summary: Up 6, Same 3, Down 1, Debuts 0, Adds 4, WHK, KICD-FM, KHEY, WCMS-FM, KVOC 40-29, KOKE-FM 37-24, WGTO 24-19, WBHP 50-45.
- GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 14/4**
National Summary: Up 2, Same 6, Down 0, Debuts 2, Adds 4, WKSJ-FM, KNOE, KICD-FM, KTRB, KRMD-AM-FM 46-36, KCKC 25-18.
- MUNDO EARWOOD "Blue Collar Blue" (Excelsior) 12/11**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 11, KVET, KENR, KIKK-FM, KKYX, WCXI, KFGO, KWMT, KBUF, KFEQ, KFDI-AM, KMPS-AM-FM.

Country Pictures

Community Involvement — In Touch With The People

Continued from Page 42

R&R: In terms of oldie product, how far back were you going?

CC: That really depended on the song. I play "El Paso" by Marty Robbins to death but I wouldn't play "Jailhouse" by Webb Pierce. The ratio of oldies to current is probably almost 50/50. Probably more like 60% current. Not much album product outside of some cuts from "Urban Cowboy," which I felt were mass appeal songs because everybody and their mother bought the LP.

R&R: What sort of other media did you use for your promotions? Did you use billboards?

CC: We used billboards and TV, more billboard than TV. On New Year's Eve we broadcast live from a local club from 9:30pm till a little after midnight. We thought it was a good bit just showing our listeners that there was actually something going on in Louisville. We had the best local band around. People at their homes and other bars were calling up and requesting songs. It worked out just tremendous.

R&R: Did you fluctuate your programming during the day at all as compared to night, or would you say your station was consistent around the clock?

CC: I'd say it was pretty consistent. If a song was too hard, like "Kaw-Liga" by Hank Williams Jr., I'd keep that out of morning drive to midday.

R&R: I'm talking about your personalities too.

CC: Everything was pretty consistent.

R&R: What would you think would be the number one reason why you went up?

CC: Community involvement and doing things that are fun. We never forgot we're a Country station. I'm not trying to steal listeners from other formats; I'm trying to get people from other Country stations. And if some of those other people come on over, that's fine, but I'm not going to try and make the station something

that it's not. Like a real chic, uptown Country station that's afraid to call itself Country.

R&R: How many Country stations are there in Louisville?

CC: Four. The new one is an AM, the old KJ100, which used to simulcast on the FM and AM. The AM is now doing Country (WC11). There's WINN and another station, WTMT-AM. Three AM's and one FM.

R&R: A trend we're noticing is that the FM Country stations are really starting to jump. Obviously the country music audience is getting into quality sound, stereo, and that sort of thing.

CC: I also attribute it to being on the wide band and having a 100,000-watt signal. That doesn't hurt any.

R&R: Would you be programming your station any differently if you were on AM?

CC: Again, it all depends. What we're doing right now is kind of programming against what WINN is doing, because WINN has a lot of talk and phone involvement and a lot of jingles. I just had to see what the competition was doing. I thought that the approach Bill Figenshu used when he was with KICK was just tremendous... the jocks really sounded warm and friendly with a whole lot of talk, but everything just sounded super-clean. That's basically what I'm trying to do right here. Since WINN does have a lot of talk, if we cut down on our talk and we have our segues at :15, :30, and :45, evidently the counterprogramming must be working. I'm not complaining.

The success of the four stations we have talked with in the past couple of weeks seems to be built on consistency and community involvement. Next time around, we'll be taking a look at two AM-FM operations which made excellent gains in both cases on their FM sides. They'll outline their marketing plans and philosophies. As always, your comments are welcomed.



LUCKY LORETTA — MCA recording artist Loretta Lynn was presented with an official WCMS/Norfolk T-shirt during her meeting with WCMS radio personalities Joe Hoppel (left), Doug Moreland (right) and unidentified onlooker.



WCAW'S MILSAP MESSAGE — WCAW/Charleston, WV wanted to do something special for recently hospitalized Ronnie Milsap. The result was a six-foot tall get-well card for the entertainer signed by station staffers, listeners, and even the Secretary of State and Governor of West Virginia! WCAW PD Rick Johnson (left) and morning man K.C. Cash (right) are shown with the giant message which included a Braille inscription for Milsap.



WAXX PRESENTS BILL — WAXX/Eau Claire, WI recently presented Bill Anderson in concert. Shown flanking the popular entertainer are (l-r) station staffers Jim Adams, Bert O'Brien, Tim Wilson (PD), and Rusty Rogers (MD).

Biff Collie

Inside Nashville



HOWDY NEIGHBOR — A Personal Opinion: More and more talk in American Country radio every week about "back to the basics" radio. Some call it "oldtime radio," others "down-home," "small-town," "howdy-neighbor," "traditional," but all are saying the same thing. Without

losing professional quality and approach, it's time the human element returns to radio, even in the major market... "And especially in the major market," said one station owner whose market has FIVE Country stations. "It's ridiculous for five stations in the same market to be using the same 'music mix,' format approach, tight pace, 'time-and-temperature' jocks, and chart sources." Another GM in a three-station market said: "As of the first of the year, we're going to a more traditional Country music format. It's ridiculous to ignore a lot of great music just because it doesn't have 20 strings, horns, synthesizers, superstars, and choirs. We're programming great COUNTRY music, and don't predicate the performers on what their last record did on the charts. Sure, we have hit records on our playlist, but we're mixing in more and more real kickin' music, good music with traditional sounds and instrumentation." Still another multiple Country station market operator is shooting at his Country competition with oldies, even reaching back to giants of the 30's and 40's if they were big enough, in spite of the "inferior" quality.

There are, in every major radio market today, at least two Country stations — in most, three or more. It makes good sense to consider an alternative programming sound (and a strong sales staff who can sell something besides a ratings book).

Nostalgia has reigned for years in America. Even in 1981, the "cowboy" image is back. Though few on the scene today look like Hopalong Cassidy or Gene Autry, the "Cowboy" thing is cool, camp, crazy. Now, instead of the cowboy never being kissed, the hero is never missed. Now, instead of taking the girl to the local soda fountain, it's stylish to sample the local motel accommodations. Social changes, intellectual acceptance of simplicity and public honesty, keener competition on the Country radio level than ever before, coupled with the current economy pinch, have Country radio operators finally thinking hard about new ways of programming a Country station to compete for the local market's advertising dollar and "Our Share of the Audience." Is it wrong to concede the "blue ribbon" audience share and concentrate on "hittin' 'em where they ain't" in a multiple Country station market? More and more practical radio people are starting to specialize in "Being the Best of Whatever We Are," and proud of it.

THINK TANK: Some of the same people to whom I've referred here are asking: "Where do I get 'traditional' radio ideas?" It has, in fact, been a generation since people did whatever people did on the air, and only the "oldtimers" remember even some of them. I've promised to share all the ideas submitted. Have you got one? Or "a million of 'em?" Please send me a list of features, tricks, show concepts, contests, audience participation, promotions — anything you remember having been effective "in the old days," but not necessarily being used today. Any ideas will be great, but please send them to Biff, Box 213, Brentwood, TN 37027.

NEWSLINE: Ronnie Milsap has been commuting weekly to Duke University Eye Center during recuperation from that surgery to be fitted with an artificial eye. He opens (for the first time) at the Aladdin Hotel in Las Vegas in February for three weeks... Tom T. Hall taping a series of "Pop! Goes The Country" TV shows this week, with Charley Pride, Mickey Gilley, Johnny Lee, Theresa Brewer, Janie Fricke, and Juice Newton guesting... Prayers for King Edward IV of WSLC/Roanoke, recovering from a "mild" heart attack... Merle Haggard and Leona Williams's divorce, insiders say, will be "messy"... Rock-country-gospel singer/writer/producer Gary Paxton's lawyer received a threatening phone call the day after Gary was shot and beaten by two men, one of whom says they were "paid to kill him." Gary's afraid to come out of seclusion since the shooting-assault, afraid for his life... "Nashville On The Road" star Wendy Holcombe will film a series pilot next month for NBC, produced by Aaron Ruben, whose credits include "Sanford & Son," the "Andy Griffith Show," and "Gomer Pyle"... Alex Harvey will dramatic-debut in a movie spinoff of his Tanya Tucker hit, "Delta Dawn," filming in Mississippi this summer... Jim Reeves-John Conlee record producer Bud Logan is head of the new Tree Music Productions. Don Gant, formerly Executive VP at Tree, formed his own Old Friends Music and Golden Bridge Music... Master fiddler Benny Martin and Shel Silverstein "read the vows" at the marriage of John Hartford and his new wife Marie.

P.S.: "... And Mr. Collie, what is your final destination?" I answered the stewardess, "Heaven!" And she said, without looking up from her notebook, "Well I hope you don't make it this trip!"



TILLIS TALKS TRACKS — Elektra artist Mel Tillis recently hit the phones at the label's Nashville office, contacting DJs around the country to "talk tracks": his current single, "Southern Rain," and upcoming NBC TV pilot, "Short Trackers." Mel is seen with EIA-Nashville staffers Bruce Adelman (left) and Nick Hunter (right).



Regional Adds & Hots

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST
Crystal Gayle (Columbia)		Dolly Parton (RCA)	Hank Williams Jr. (Elektra)		Dolly Parton (RCA)	Hank Williams Jr. (Elektra)		Dolly Parton (RCA)	Hank Williams Jr. (Elektra)		Dolly Parton (RCA)
			Crystal Gayle (Columbia)		John Anderson (WB)	Crystal Gayle (Columbia)		Willie Nelson (Columbia)		Barbara Mandrell (MCA)	Dolly Parton (RCA)
					T.G. Sheppard (WB/Curb)						Charly McClain (Epic)

EAST

WJLA FM Arlington, VA DAVE & SUGAR ELVIS PRESLEY RICKS IN THE SKY EAGLES ROBERT SMITH HOTTEST	WJZR Morgantown, WV JERRY LEE LEWIS TAMU THOMAS CONLEY JOHN CUNIFF BILLYE JO SPEARS BARBARA MANDELL HOTTEST	WNYR Rochester, NY CHRISTAL GAYLE JIMMYE LEE ALABAMA BARBARA MANDELL HOTTEST
WYAM Albany, PA DEBBY BOONE LEAH LEAN SLIM WHITMAN DAVE & SUGAR JIMMYE LEE HOTTEST	WYNY New York, NY ANBUQUO & ANTON TANTA TUCKER EDDY RAYEN DEBORAH ALLEN STEPHANIE WINSLON HOTTEST	WYOB Buffalo, NY JERRY LEE LEWIS TAMU THOMAS CONLEY JOHN CUNIFF BILLYE JO SPEARS BARBARA MANDELL HOTTEST
WYCN Cincinnati, OH HANK WILLIAMS JR. EDDY RAYEN JACK WARD JACK WARD HOTTEST	WYQZ Washington DC BARBARA MANDELL RENTY DALE BILLYE JO SPEARS CHRISTAL GAYLE HOTTEST	WYOB Buffalo, NY JERRY LEE LEWIS TAMU THOMAS CONLEY JOHN CUNIFF BILLYE JO SPEARS BARBARA MANDELL HOTTEST

MIDWEST

WLSR Aurora, OH GENE WATSON "CRASH" CRADDOCK JOHN CUNIFF BILLYE JO SPEARS BARBARA MANDELL HOTTEST	WUOE-FM Cincinnati, OH HANK WILLIAMS JR. FRIZZELL & WEST HANK WILLIAMS JR. HOTTEST	WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST
WWSA Cincinnati, OH HANK WILLIAMS JR. EDDY RAYEN JACK WARD JACK WARD HOTTEST	WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST	WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST
WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST	WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST	WUOL Detroit, MI HANK WILLIAMS JR. BARBARA MANDELL SLIM WHITMAN HOTTEST

SOUTH

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NUMBER OF REPORTING STATIONS THIS WEEK: 121

Hottest Tracks:
 "Object of My Affection" - GAIL DAVIES (WB)
 "Wish We Were Back in Missouri" - EMMYLOU HARRIS (A&M)
 "MAC DAVIS - Texas In My Rear View Mirror - (Casablanca) "Hooked On Music"
 "JOHNNY DUNCAN - You're On My Mind - (Columbia) "An Interesting Fire"
 "CRYSTAL GAYLE - These Days - (Columbia) "Too Many Lovers"
 "TERRI GIBBS - Somebody's Knockin' - (MCA) "Wishing Well" "Wasted Love"
 "MERLE HAGGARD - Back To The Barrooms - (MCA) "Make-Up And Faded Blue Jeans"
 "JOHNNY LEE - Lookin' For Love - (Asylum) "Dreams Die Hard"
 "THE LEGEND OF JESSE JAMES" - Soundtrack - (A&M) "Wish We Were Back in Missouri" "Riding With Jesse James" "Heaven Ain't Ready For You Yet" "Have You Heard The News?" "Hunt Them Down"
 "MEL MCDANIEL - I'm Countryfied - (Capitol) "Louisiana Saturday Night"
 "DOLLY PARTON - 9 To 5 And Odd Jobs (RCA) "The House Of The Rising Sun" "Sing For The Common Man" "But You Know I Love You"
 "MEL TILLIS - Southern Rains - (Elektra) "Forgive Me For Giving You The Blues" "Louisiana Lonely"
 "CONWAY TWITTY - Rest Your Love On Me - (MCA) "Rest Your Love On Me"
 "DON WILLIAMS - I Believe In You - (MCA) "Simple Song" "Just Enough Love (For One Woman)"
 "HANK WILLIAMS JR. - Rowdy - (Elektra) "Dixie On My Mind" "I Got A Right To Be Wrong"

Most Requested:
 "DOLLY PARTON "9 To 5" (RCA)
 "JIM STAFFORD "Cow Part" (WB)
 "TERRI GIBBS "Somebody's Knockin'" (MCA)
 "JOHN ANDERSON "1959" (WB)
 "WILLIE NELSON "Angel Flying Too Close" (Columbia)
 "EDDIE RABBITT "I Love A Rainy Night" (Elektra)



P/A

POP/ADULT®

Mike Kasabo

Impressive Debut For KSD-FM

About a year ago, veteran programmer Jay Cook made a proposal to reposition Gannett's FM facility in St. Louis. After months of research, he submitted his idea to company officers, who gave the go-ahead to his plans — the result: KSD-FM's first book shows an impressive overall (12+ Mon-Sun, 6am-12mid) 5.1. More impressive are the debut numbers for what Cook called his "first book target" — in women 25-49 the station soared into the number one position with an eye-catching 13.3! And in adults 25-49, it is number three with a 6.0.

R&R: Congratulations! You've got to be happy you took the Pop/Adult road to ratings success.

JC: As you know, I'm a great believer in Pop/Adult radio. I think its the musical format of the future. The demos it attracts when it is well-executed offer no waste, there's no real high end, like with a Talk format, and there tends to be no real lower end with teens. It's rare at this point in time to find a market the size of St. Louis that does not have a highly professional, well-executed Pop/Adult station on the FM band.

R&R: Did you take the station from a Beautiful Music operation (calls were KCFM) to a P/A design because of poor rating performance?

JC: Since it had been doing only a 1 or 2 share, with a major supplier of programming, obviously we needed to do something, and it seemed quite clear to me that there was a hole in the market.

Transition

Dale Gauding is WTM/Norfolk's new News Director, coming from WTVA/Richmond, where he served as morning co-anchor. He was previously the ND at WFIR/Roanoke... Nellie King has joined KDKA/Pittsburgh to do daily sports reports — the station's VP/GM, Jonathan Klein, stated, "Sports are very important to Pittsburgh, and we're glad to bring Nellie's knowledge and expertise to our listeners".

Gary Daniels has joined the air staff of KING/Seattle as the new midday personality, coming from KJRB/Spokane where he was a top-rated midday kind of guy... Clark Race has joined the air staff of KYXY/San Diego as afternoon drive personality, and commented, "My type of radio has always focused on a one-on-one relationship with my audience... the KYXY format is perfect for my style"... Amy Landsmen, a familiar name in radio news in Springfield, MA, will join the news department of WHYN/Springfield on February 2... New 7-12mid personality at WCFR/Springfield, VT is Rick Joyce from the Production Director position at KZ104/Orleans, MA... Greg Picciano is the new Program Director for WLW/Cincinnati from Assistant Production and weekend air talent — he replaces Lee Gillette, who moves back into full-time production plus his regular 12noon-3pm air-shift... Tom Mandel is the nighttime air personality at WFUN/Ashtabula, OH, coming from WKWS/Cleveland... WRNL/Richmond, VA announces two new staffers, Donna Baske — who will handle the 8pm-12mid shift as well as Programming and Promotions Assistant — and Bruce Gyger, who will assume duties of Production Director and 10am-2pm personality, replacing Peter Brooks who has gone to WSAI/Cincinnati.

R&R: What was the hole?

JC: There were several. First, KADI had been rather inconsistent (as a P/A station) with its music over the past couple of years. (Note: KADI-AM-FM showed a total 12+ rating of 2.0 in the Oct/Nov Arbitron.) Next, KXOK has suffered the same problems that all former Top 40 AM stations suffer.

R&R: What are some of those problems CHR's have been struggling with — you've gone through that at WFIL.

JC: I think the primary problems that AM music stations suffer from is the basic fact that music sounds better on FM. But much more important than that is the quality of AM receivers! You can put out a sound that is as clean as country water; a good clean mono AM sound, sounds damn good. But you'll be hard-pressed to find a receiver to deliver that quality of sound. Whether it's your car radio or your stereo tuner at home, whatever percentage of dollars was put into that tuner, you can bet a very small amount went into the AM side. And that was the single most frustrating thing that bothered me in my final years at WFIL — the fact that nobody was picking up the quality of signal that we were putting out.

R&R: Any other points in St. Louis?

JC: Yes. Back to KXOK: its success in recent books, which has been fair, was due in large part to the defection of KSD-AM from a P/A station to a News/Talk operation.

R&R: What about KMOX-FM? How did you view its strength?

JC: It was vulnerable because it has such heavy CBS network commitments: it takes spillover from the AM when there's a sports conflict, so it was not consistently presenting a music product.

R&R: So you used music as a primary factor against existing P/A outlets?

JC: Yes, and based on that, I felt we could put a station on the air that would score rather quickly.

R&R: Beyond the music, what did you do that has paid off so quickly?

JC: Personalities! First, we positioned Ron Morgan as Operations Manager and put him in as morning man — this was a valuable opener because Ron has very high visibility in the market, especially with a Pop/Adult audience. I then imported Gerry DeFrancesco as Music Director, then went after and hired proven, professional and entertaining air personalities. Mike Dineen came from Columbia, South Carolina and had been with WFIL, WXLO, KULF; Gary Ross is from KULF.

R&R: You sought out key major league talent.

JC: And we are paying them more than what would be normal for an FM station in St. Louis to pay.

R&R: Was the call letter change back to KSD-FM significant in any way?

JC: Not really. You see the main reason for the change was so that they appear next to each other in the Arbitron, making it easier for people to add the shares and total them up for a combo buy.

R&R: Did Gannett provide sufficient promotion dollars?

JC: The bucks we secured were not gigantic, but were sufficient to please me.

R&R: How did you employ the money?

JC: We immediately instituted a continuing on-air promotion, "Double Cash-Call," which is a normal cash-call, except in certain hours the jackpot is simply doubled and is never less than \$1000.

R&R: What about outside or TV campaigns?

JC: We had a TV campaign about 30 days prior to the book.

R&R: Whose spot did you use?

JC: We produced one locally.

R&R: What did you emphasize in the spot?

JC: We asked, "What is KS94?" Then we had different characters whom we felt represented the makeup

of our audience responding with different things like, "Number one with adults, stereo music." Others would say, "Double Cash-Call," or name the big artists like Kenny Rogers, Barbra Streisand, and things like that. We also had 13 spectacular billboards that simply stated the logo and the line, "Number One Adult Stereo Music."

R&R: Was there any point, before you saw these rating numbers, at which you said to yourself privately, "Yes the damn thing is going to fly"?

JC: I've been involved in a few start-ups and repositionings before, and based upon the phone response, street talk and reaction in almost any kind of retail establishment you could think of, I felt very early on that we had a strong combination.

R&R: What do you see for KS94's future growth?

JC: Based upon what we've been able to do in the market this book, and what Gary Stevens has done here with his stations before that, we would begin to maximize our efficiency so sooner or later we could even whittle a bit from KMOX's monster shares.

R&R: That's a big bite. Robert Hyland is one of the greatest broadcasters alive and he won't give in without a war.

JC: KMOX has deserved every rating share it's had. But as more options become available to adults and as demographics start to evolve, people will begin to look around, sort of shop for other things, and I hope they'll find us to their liking.

R&R: Anything in closing?

JC: Just that we plan, on every emotional holiday like Christmas, Thanksgiving, Mother's Day and so on, to bring people from wherever they are to be with their loved ones here in St. Louis — as opposed to sending people away from St. Louis to other parts of the country. And so far, the quality of the comments on the "KS94 Family Reunion" has been the one thing that has endeared us to great numbers of listeners. They like the idea that we are bringing people home to spend time with their families.

Update

AT YOUR SERVICE: For years (actually forever) smaller market radio stations have had to deal with poor record service. Record companies say they care, but they have to be careful — they can't, especially in this economy, send product to every Tim, Rick, and Larry.

Radio stations, no matter how small, argue that it's unfair to have to go and buy (or trade) for product that even in small amounts financially benefits companies that are unwilling to service them. This has been going on without resolution for a long time.

Ross Hunter, Operations Manager of WJMA/Orange, VA, wrote us with a suggested answer (finally) to this ongoing dilemma. Said he: "Facts are facts. We are not a reporting station. We don't serve a large market. There are not thousands of record buyers in our service area; we just don't sell that many records. So I can understand the reluctance to service us. But, on the other hand, when we do get service; it's confusing and costly to the record companies.

"The reason: small packages will arrive only a few days apart, each containing a few singles, many of which cannot fit our format. We wind up with boxes of records we'll never play. Here's my plan: Once a week, twice a month, or whenever releases demand it, record companies would send a list of new and recent releases that the station (each making note of their format) can mark and return for service or reservice. That way we'll get what we need, without the record companies wasting product and postage. And those patient receptionists who always say 'he's in a meeting now' can have some relief from MD's calling for service." What do you think? ... Gil Santos, WBZ/Boston sportscaster, has been named 1980 Massachusetts Sportscaster of the Year, making him the first WBZ 'caster to be so honored... WSGW/Saginaw will play patriotic music and remote bell-ringing from the Clarion & Bay City clock tower when the hostages finally return to American soil,

P/A

POP/ADULT®

BREAKERS

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

NEIL DIAMOND

Hello Again (Capitol)

59% of our stations are on it. Also captures this week's Most Added honors — including KMBZ, WLW, WGAR, WWWE, KEX, KHOW, WDAE, WBT, WLTA, WGY, 3WS, KDKA, WIP, WBZ, WRIE, WGIR, WACI, WABZ, WFTL, WMAZ, WFIR, KRZI, KUGN, KMED, KBLF, KLMS, KRMG, WIBW, WJON. Added into Heavy rotation: WSBA, WEIM. Added into Medium rotation: KFMB, KMJJ, KBAI, WELI, WOOD. Well tested from the album — now creating big play as a single. Debuts at No. 25 on P/A chart.

NEW & ACTIVE

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

SPYRO GYRA "Cafe Amour" (MCA) 41/20 add WTMJ, WCCO-FM, KFMB, WDAE, WBT, WHEN, WNAB, WHAG, WSBA, WSLI, WYMC, WPTF, KFQD, KMED, KRKK, WBOW, WSGW, WHOK, WDFD, KGGF. Heavy rotation: WLVA. Medium rotation: KSL, KEX, WLTA, WHAM, WBEN, WABZ, WDEF, WNDB, WMAZ, WORG, WQUA, KRMG, WJON, KLTE, WOWO, WHBY. Consistency has been the key here — strongest in Midwest and South.

BARBRA STREISAND & BARRY GIBB "What Kind Of Fool" (Columbia) 40/35 — Second Most Added this week — including WBEN, WGR, WIP, WCBM, WHAS, WLTA, KPPL, KEX, WGAR, WWWE, WHIO, KMBZ, WTMJ, WCCO-FM, KLO, KRZI, WDBO, WORG, WSLI, WGIR, WEIM, WSBA, WHBY, WEBC, KWOS, WDIF, WSGW, KRMG. Heavy rotation: KLMS, WPTF. By popular demand from the album, looks very strong in all regions.

STEPHEN BISHOP "Send A Little Love My Way (Like Always)" (WB) 40/3 add WDAE, WCCO-FM, KAAV. Heavy rotation: KEX, KBLF, KLO, KMED, WCFR, WHAG, WHBY, WJON, WHBC, WEIM. Strongest action in the Midwest and West.

STEVIE WONDER "I Ain't Gonna Stand For It" (Tamla) 37/7 add WCCO-FM, WGAR, KPPL, WDAE, WSTV, WDFD, KMRJ. Heavy rotation: WIP, WASH, KLMS, WOWO. Medium rotation: KOLO, KRKK, WBT, WCBM, WEIM, WCBM, WGAN, WCFR, WABZ, WCHV, WMAZ, WORG, WHBC. Strongest in Midwest.

TERRI GIBBS "Somebody's Knockin'" (MCA) 36/15 add WHIO, KSFO, WCBM, WGIR, WACI, WNEU, WSBA, WCHV, WSLI, WLVA, KFQD, KUGN, KMED, WSTV, KMRJ. Heavy rotation: KLTE, KRMG, WMAZ, KAAV, WSB. Medium rotation: KEX, WBT, WTAR, WFIR, KLO, WJON, KXIC, WHBY. Strongest in the South, picking up in the East.

PHIL EVERLY "Dare To Dream Again" (Curb/CBS) 34/13 add KLOK, KPPL, WIOD, WIS, WLVA, WRVA, WHBC, WAKR, WHIZ, WIBW, WHOK, KGGF, KXIC. Heavy rotation: KMBZ, KLO, WFTL. Medium rotation: WJON, KMRJ, WOOD, WHBY, KRKK, KOB, WQUA, WNDB, WDEF, KSL, WLTA. Big in Midwest, spreading in South.

HEART "Tell It Like It Is" (Epic) 33/1 add WLW. Heavy rotation: WGY, WSIX, WORG, WCFR, WEIM, WEBC, WHIZ. Medium rotation: KFQD, WQUA, WMAZ, WCHV, WGAN, WBZ, WHEN, 3WS, WTVN, WISN, WCCO-FM, WAKR, KWOS, KXIC.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 31/12 add WLW, KSL, WNAB, WABZ, WDEF, WNDB, WYMC, KRKK, KFQD, KMED, KBAI, KLTE. Heavy rotation: KLMS. Medium rotation: WELI, WBT, KPPL, KEX, WCCO-FM, WSLI, WQUA, WSBA, WEIM, WJON.

DELBERT McCLINTON "Giving It Up For Your Love" (Capitol) 30/5 add KNBR, KRZI, KFQD, WHOK, KMRJ. Heavy rotation: WCCO-FM, WABZ, WCHV, KAAV, WFIR. Medium rotation: WHBC, WBOW, WOWO, WORG, WMAZ, WNEU, WGIR, WCBM, WEIM, WTVN, WGAR, WASH, WHEN, WGY. Heavy action in East and South.

ELVIS PRESLEY "Guitar Man" (RCA) 29/21 add WCCO-FM, WGY, WIP, WCBM, WNAB, WCBM, WCFR, WNEU, WCHV, WSLI, WYMC, WORG, WFIR, KBLF, KRKK, WHIZ, WIBW, WSTV, WDIF, WKHM, WHBY. Big play in South, spreading Midwest.

MANHATTAN TRANSFER "Trickle, Trickle" (Atlantic) 29/2 add WLVA, KOB. Heavy rotation: WLTA, WDEF, WRVA, WOWO. Medium rotation: WCCO-FM, WBT, WCBM, WNAB, WEIM, WGIR, WSBA, WJBO, WNDB, KUGN, KMED, KOLO, KRKK, WHBC, WJON.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 28/4 WTMJ, WHAG, WIS, KXIC. Heavy rotation: WKHM, WFTL, WRVA. Medium rotation: KSL, KEX, KPPL, KRKK, KLO, KFQD, WCHV, WSBA, WDFD, WDIF, WJON, WIBW.

EARTH, WIND & FIRE "You" (ARC/Columbia) 28/2 add KSFO, WDAE. Heavy rotation: WTMJ, WHAG, WJBO, WDIF. Medium rotation: WHBC, WJON, KMRJ, KXIC, KGGF, KRKK, KFQD, KOB, WELI, WQUA, KPPL, KEX, WCCO-FM.

ROBBIE DUPREE "Nobody Else" (Elektra) 27/3 add WDAE, WGIR, WNDB. Heavy rotation: WQUA. Medium rotation: WHIO, KEX, KPPL, WLTA, WEIM, WSBA, KFQD, KBLF, KRKK, WHBC, WJON.

STYX "Best Of Times" (A&M) 26/15 add WWWE, WGAR, WFYR, KNBR, WHEN, WTAE, KDKA, WIP, WGR, WCBM, WABZ, WFIR, WHIZ, WOWO, WEBC. Heavy rotation: WNEU, WMAZ. Medium rotation: WCCO-FM, WCHV, WSLI, KBAI.

KOOL AND THE GANG "Celebration" (De-Lite/PolyGram) 26/3 add WBT, 3WS, KFQD (dp). Heavy rotation: WKHM, WOWO, WABZ, WNEU,

Radio & Records POP/ADULT AIRPLAY / 30

Three Weeks	Two Weeks	Last Week	This Week	
5	4	3	1	BLONDIE/The Tide Is High (Chrysalis)
6	5	2	2	EDDIE RABBITT/I Love A Rainy Night (Elektra)
1	1	1	3	BARRY MANILOW/I Made It Through The Rain (Arista)
14	9	7	4	DOLLY PARTON/9 To 5 (RCA)
12	8	6	5	ABBA/The Winner Takes It All (Atlantic)
2	2	4	6	AIR SUPPLY/Every Woman In The World (Arista)
4	3	5	7	NEIL DIAMOND/Love On The Rocks (Capitol)
13	11	9	8	STEELY DAN/Hey Nineteen (MCA)
19	13	11	9	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
25	20	14	10	RONNIE MILSAP/Smoky Mountain Rain (RCA)
15	14	13	11	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
—	—	22	12	JOHN LENNON/Woman (Geffen)
3	6	8	13	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
20	19	16	14	BOZ SCAGGS/Miss Sun (Columbia)
22	18	15	15	BETTE MIDLER/My Mother's Eyes (Atlantic)
7	7	10	16	DIANA ROSS/It's My Turn (Motown)
11	10	12	17	JOHN LENNON/(Just Like) Starting Over (Geffen)
—	29	23	18	CLIFF RICHARD/A Little In Love (EMI America)
—	—	30	19	DON McLEAN/Crying (Millennium)
26	24	21	20	RITA COOLIDGE/Fool That I Am (A&M)
—	30	27	21	EAGLES/Seven Bridges Road (Asylum)
27	25	25	22	ANDY GIBB/Time Is Time (RSO)
24	21	20	23	CHARLES FOX/Seasons (Handshake)
16	16	18	24	DOOBIE BROTHERS/One Step Closer (WB)
—	—	25	25	NEIL DIAMOND/Hello Again (Capitol)
30	27	29	26	TIERRA/Together (Boardwalk)
8	12	17	27	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
9	15	19	28	LEO SAYER/More Than I Can Say (WB)
—	—	23	28	SPYRO GYRA/Cafe Amour (MCA)
—	—	30	29	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)

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

WBZ, WSIX, WFYR, WCCO-FM. Medium rotation: WWWE, WLW, WTAE, WEIM, WCBM, WCHV, KOB, WBOW, WJON, KWOS.

Others Getting Significant Action

BRUCE SPRINGSTEEN "Hungry Heart" (Columbia) 25/0. Heavy rotation: WLW, WBT, WTAE, KDKA, WCHV, WORG, WHIZ, WOWO. Medium rotation: WEBC, KXIC, KWOS, WSGW, KBAI, KFQD, WTVN, WCCO-FM, WSIX, KNBR, WHEN. Best action in Midwest.

BOBBY HART "Lovers For The Night" (Arista) 21/1 add WIS. Heavy rotation: WTMJ, WDEF, KLMS. Medium rotation: WHBY, KGGF, WHBC, KRKK, KBLF, KLO, WNDB, WABZ, WSBA.

FRANK MILLS "Happy Song" (Polydor/PolyGram) 20/3 add WHAM, WIBW, KXIC. Heavy rotation: WNDB, WSB. Medium rotation: KSL, KEX, WIOD, WSBA, WPTF, KRKK, WOOD, WDFD.

PETER ALLEN "Fly Away" (A&M) 19/6 add WQUA, WCBM, WAKR, WSTV, KLTE, WHOK. Heavy rotation: WNAB. Medium rotation: KLO, WBT, WHAG, WIS.

DEBBY BOONE "Perfect Fool" (WB/Curb) 16/10 add KSFO, KNBR, WLTA, WHAG, WSBA, WTAR, KMED, KLO, KBLF, KGGF. Medium rotation: WJON, WRVA, WNDB, WNAB.

HALL & OATES "Kiss On My List" (RCA) 16/10 add WIP, WCBM, WABZ, WSLI, WMAZ, WTAR, KOLO, KRKK, WHBC, WHIZ.

ASSOCIATION "Dreamer" (Elektra) 16/8 add KEX, WEIM, WNEU, WSBA, WIS, WORG, WJON, WKHM. Heavy rotation: WFTL. Medium rotation: WFIR.

FIREFALL "Staying With It" (Atlantic) 16/7 add WCCO-FM, KEX, WGY, WYMC, WORG, WHBC, WKHM. Heavy rotation: KXIC, WDAE. Medium rotation: WABZ.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 13/9 add WRIE, WCBM, WCHV, WLVA, KUGN, KLO, WHBC, WDIF, KWOS. Medium rotation: WSBA, WORG.

GEORGE BENSON "Turn Out The Lamplight" (WB) 13/2 add KPPL, WDFD. Heavy rotation: WHAG. Medium rotation: WSBA, WDEF, WNDB, WORG.

ROD STEWART "Passion" (WB) 13/0. Heavy rotation: WCBM, WEBC, WOWO, KAKZ, WFIR, WABZ, WGAR. Medium rotation: WCHV, WBOW.

LEO SAYER "Living In A Fantasy" (WB) 12/10 add KLO, WFIR, WMAZ, WIS, WDEF, WCHV, WABZ, WHBY, KWOS, WSTV. Taking off in South.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off)" (20th) 12/8 add KMBZ, KSL, WRIE, WCHV, WIS, WHIZ, KGGF, WHBY.

RANDY MEISNER "Hearts On Fire" (Epic) 12/7 add WLW, WGAR, WABZ, WCHV, WMAZ, WYMC, WBOW.

REO SPEEDWAGON "Keep On Loving You" (Epic) 9/1 add WSIX. Heavy rotation: KAKZ, WNEU.

LOBO "Fight Fire With Fire" (Elektra/Curb) 8/4 add KFQD, KUGN, KMED, KRKK. Heavy rotation: WKHM.

CONNIE FRANCIS "I'm Me Again" (MGM/PolyGram) 8/3 add WHOK, WSTV, WHIZ.

A TASTE OF HONEY "Sukiyaki" (Capitol) 8/3 add KNBR, WEIM, WNDB.

ALAN PARSONS PROJECT "Games People Play" (Arista) 8/1 add WHEN. Heavy rotation: WCCO-FM.

EARTH, WIND & FIRE "And The Love Goes On" (ARC/Columbia) 7/7 add KNBR, KLO, WORG, WCBM, WEIM, WRIE, KWOS.

AMBROSIA "Outside" (WB) 7/3 add WFIR, WCHV, WNEU.

JIM STAFFORD "Cow Patti" (WB) 7/3 add KMED, KLO, WORG. Heavy rotation: KRMG.

DAN PEEK "Divine Lady" (MCA/Songbird) 7/2 add WLVA, WACI.

Most Added:

- NEIL DIAMOND**
Hello Again (Capitol)
Added at 42% of our reporting stations.
- BARBRA STREISAND & BARRY GIBB**
What Kind Of Fool (Columbia)
Added at 33% of our reporting stations.
- DON McLEAN**
Crying (Millennium)
Added at 27% of our reporting stations.
- JOHN LENNON**
Woman (Geffen)
Added at 21% of our reporting stations.
- ELVIS PRESLEY**
Guitar Man (RCA)
Added at 20% of our reporting stations.
- SPYRO GYRA**
Cafe Amour (MCA)
Added at 19% of our reporting stations.

Hottest:

- BLONDIE**
The Tide Is High (Chrysalis)
Reported hot at 52% of our stations.
- DOLLY PARTON**
9 To 5 (RCA)
Reported hot at 50% of our stations.
- EDDIE RABBITT**
I Love A Rainy Night (Elektra)
Reported hot at 33% of our stations.
- BARRY MANILOW**
I Made It Through The Rain (Arista)
Reported hot at 32% of our stations.
- STEELY DAN**
Hey Nineteen (MCA)
Reported hot at 31% of our stations.
- DAN FOGELBERG**
Same Old Lang Syne (Full Moon/Epic)
Reported hot at 25% of our stations.



Black Radio

Bill Speed

FIRST BLACK ADVISORY COUNCIL MEMBER

Anderson: Voicing Black Concerns To Arbitron

W. Cody Anderson, GM of WDAS-AM-FM/Philadelphia, was recently elected to the Arbitron Advisory Council, a group of broadcasters designed to keep the ratings company aware of radio's concerns. Anderson is the first black broadcaster to join the Council. In last week's issue of R&R, Ratings & Research Editor Jhan Hiber spoke to Anderson briefly; I conducted a lengthier interview from the perspective of Black radio.

R&R: Do you feel your election is a step in the right direction for minorities getting a fair voice in Arbitron procedures?

CA: It is my sincere hope that it is a step in the right direction. I don't know how people determined I was the best choice, but I certainly hope I make their selection a wise one.

R&R: You have a definite plan of action for your part on the Council. Would you share it with us?

CA: One of the primary things I've noticed in 12 years at WDAS, and I don't mean this as an insult to black broadcasters, I include myself — but I don't think we have been totally informed as to the various techniques and methodology behind the Arbitron ratings. Perhaps it was because we didn't have time for it or didn't feel we could do anything about it. But I feel as though decisions are made based upon Arbitron's information, and I don't think the actual impact ratings could eventually have on black audiences has always been understood. This is something I think I understand, and I will commit myself to disseminating it.

R&R: Do you feel that your being the first black to sit on the Council will change this apathy among black broadcasters?

CA: I will make an attempt to get an agenda from black broadcasters prior to Council meetings, and I will try to deal with some of their concerns. And I hope to some extent I'll be able to interpret the aspects of some of the decisions that are relevant to them. I hope this will arouse their interest and do something about the apathetic attitude that most seem to have.

The Sampling Techniques Debate

R&R: In last week's talk with Jhan Hiber, you were concerned about Arbitron's plan to eliminate Tele-

phone Retrieval as a technique for sampling ethnic audiences. Would you expand on that?

CA: It has not been put out publicly, but it seems they are planning to eliminate TR. TR was established for a twofold purpose: 1) to aid in retrieving data from those who had problems writing legibly, and 2) most important, to reach unreachable individuals. It's a matter of record, when it comes to returning things, our audience is not that responsive, especially when it comes to writing, so to eliminate this process will in the long run serve as a detriment to black broadcasters. The return rate on TR was something like 65% as opposed to a diary return rate something like 40-50%.

R&R: Do you feel there is a truly effective way to measure ethnic audiences?

CA: Let's face it, the best possible way is face-to-face interviews, and I don't think Arbitron is prepared to undertake that kind of measurement. I think Pulse, another survey company now out of business, used that kind of interview, and Black stations enjoyed higher numbers in those books.

R&R: The person-to-person interview is used by Arbitron to deliver diaries in Spanish, and from what I understand, this newly-proposed survey technique will offer more money to persons being sampled. Wouldn't it seem right to use some of that money to hire persons to

go into black areas and get the necessary information?

CA: I'm not overly familiar with the cost factors of doing person-to-person. I'm also not familiar with the "potential dangers" that an interviewer may have going into High Density Black Areas. I really don't think a few dollars will really serve as an inducement for someone to sit there and listen and fill out a diary. You're talking about a maximum of perhaps two or three dollars that you're sending someone for keeping a diary. I don't think that's a big enough incentive to get the type of response Arbitron is looking for.

"Arbitron is the bread and butter of broadcasting; if you don't pay attention to it you are making a terrible mistake."

An Active And Vocal Interest

R&R: What would you like to pass on to black broadcasters reading this interview?

CA: I feel we have to take an active and rather vocal interest in the Arbitron methodology they're proposing or getting ready to implement. Arbitron, whether we like it or not, is a survey that is here to stay; most agencies use it, and Arbitron dictates to a great extent the amount of dollars a radio station will get. This is the bread and butter of broadcasting; if you don't pay attention to it you are making a terrible mistake.

R&R: Would you invite people to contact you at the station by mail about their concerns?

CA: Sure, I would be receptive to that. If I get the kind of response I'd like to get, I'm letting myself in for a tremendous task, but I think it's worth it. I'm prepared to put that kind of time in for the sake of disseminating information and creating interest.

R&R: Finally, what do you hope to accomplish during your tenure on the Advisory Council?

CA: If nothing else, I would expect to accomplish an awareness amongst my fellow broadcasters so they do understand what the surveys are about, the effects they can have on their business, and the different types of procedures and their effects. It is my hope that I can make them more aware and more active.



WYCOFF'S WLTH WELCOME — RCA's Michael Wycoff visited WLTH/Indianapolis during a promotional tour. Pictured (l-r) are WLTH air personality Jan Wolf, Record Logic Productions' Karen Williams, RCA's Jun Mhoon, and Wycoff.

People

Andrew Langston, GM/President of the Board at WDKX/Rochester, was recently-elected President of the Rochester Radio Broadcasters Association. Langston will succeed Murry J. Green, Regional VP of WEZO and WNYR . . . WJLB/Detroit PD J. Michael McKay can be seen Friday (1-30) on Dick Clark's "American Music Awards." McKay will be on screen nominating Diana Ross . . . Bobby Rush is now doing weekends at WJLB. Rush was most recently at WRAP/Norfolk . . . Walter "Butterball Jr." Martin, PD at WILD/Boston, recently held his annual birthday party at Boston's Narcissus club . . . Guy Broady has exited his airshift at WWIN/Baltimore . . . WKND/Hartford's Eddie Jordan will soon be a proud Papa. Way to go, Ed! . . . WCLK/

Atlanta Music Director Requaya Ward will be the host of a 13-week series on jazz for local cable TV . . . Quincy Jones's long-awaited LP, entitled "The Dude," will ship soon . . . Lynn Rogers has exited her post as GM at WABQ/Cleveland . . . Following a format change, Tony Jamison and Anthony Wilson have exited their posts as WPXI/Charleston's PD and MD, respectively. However, both can be reached at cross-town station WWVZ.

Things

Cameo is moving their entire organization to the city of Atlanta from their present New York City quarters . . . WTJZ/Newport News will be going to a 24-hour operation this spring . . . Sister station of KATZ/St. Louis, WZEN-FM, has gone to a Black format, having switched from Disco. The station is in need of service from all labels. Please contact Earl Parnell at (314) 241-6000 . . . KYAC/Seattle announced it will be playing more jazz product as it shifts to a more adult stance in its market . . . Please send all your station's news items, photos, etc. to Bill Speed at 1930 Century Park West, Los Angeles, CA 90067. Remember, you don't have to be a reporter to participate . . .

Places

JESUS AT THE ROXY: The Roxy, a Los Angeles club, will be the place where "A Musical Expression Of The Reality Of Christ," will be performed. According to the project's organizer, Earth, Wind & Fire's Phillip Bailey, the Living Epistles, a star-studded singing group and band, will play. The program is based upon the Bible's 17th chapter of John.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- GAP BAND**
"Bum Rubber On Me" (Mercury/PolyGram)
- JACKSONS**
"Heartbreak Hotel" (Epic)
- BAR-KAYS**
"Boogie Body Land" (Mercury/PolyGram)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- YARBROUGH & PEOPLES**
"Don't Stop The Music" (Mercury/PolyGram)
- STEVIE WONDER**
"I Ain't Gonna Stand For It" (Tamla)
- JONES GIRLS**
"I Just Love The Man" (Philadelphia International)
- SUGARHILL GANG**
"8th Wonder" (Sugarhill)
- NORMAN CONNORS**
"Melancholy Fire" (Arista)
- SLAVE**
"Watching You" (Cotillion)
- CON FUNK SHUN**
"Too Tight" (Mercury/PolyGram)

CLIMBERS

Following are listed in order of their airplay activity.

ARETHA FRANKLIN "United Together" (Arista) 58% reporting airplay. Hot at WAMO and WXYV while climbing at WWIN and WILD in the East. Climbing at WOWI while hot at WHRK, WVEE, WAOK, KMJQ and WJJS in the South. Hot at WJLB, KATZ and KPRS. Climbing at WVON, WWWS and WJMO in the Midwest. The West shows it hot at KDKO, KSOL and KYAC.

WHISPERS "It's A Love Thing" (Solar) 58% reporting action. Added at KYAC in the West. Medium airplay at WJMO, KATZ, WWWS and WVON; hot at WDAO and WTLC in the Midwest. New at WAOK, climbing at WENN, WJMI, WLOU, KMJQ, WJJS and WDIA, and hot at WGIV in the South. Climbing at WWRL, WWIN, WKND and WILD in the East.

JERMAINE JACKSON "Little Girl Don't You Worry" (Motown) 55% of our reporters are on it. The Midwest shows medium airplay at WJLB, WVON, KATZ and KPRS with hot rotation at WJMO. Hot at WJJS, climbing at WAOK, WOWI, WHRK, WVEE and WENN in the South. Climbing at KSOL and KYAC in the West. Hot at WWRL with medium airplay at WXYV, WWIN and WKND in the East.

ISLEY BROTHERS "Who Said?" (T-Neck) 55% reporting activity. New at WENN, WANT and WAOK, climbing at WJMI, WHRK and WVEE, and hot at WLOU in the South. Medium activity at WJLB, WWWS, KATZ, KPRS and WJMO in the Midwest. Climbing at WXYV, WKND and WWRL in the East. Climbing at KSOL in the West.

TIERRA "Together" (Boardwalk) 52% reporting. Climbing at WAMO, WXYV, WWIN and WKND while hot at WILD in the East. The South shows it hot at WAOK and WOWI with medium airplay at WHRK, WVEE, KMJQ and WDIA. Climbing at WJMO and WJLB with hot rotation at WVON and KPRS in the Midwest. Hot at KDKO; climbing at KSOL in the West.

ROBERTA FLACK w/PEABO BRYSON "Make The World..." (Atlantic) 52% reporting action. Climbing at KSOL and KORO in the West. Medium at WJMO, KATZ and WJLB in the Midwest. Hot at WAOK, WOWI and WDIA, climbing at WJJS, WHRK, WVEE and WENN in the South. Hot at WWIN; climbing at WAMO, WXYV, WKND and WILD in the East.

PARLIAMENT "Agony Of DeFeet" (Casablanca/PolyGram) 48% of our reporters are on it. Hot rotation at WDIA, WJJS, WAOK, WOWI, WHRK and WVEE in the South. Climbing at WWWS; hot at KATZ and WJMO in the Midwest. Hot at KSOL; climbing at KYAC and KDKO in the West. Medium airplay at WAMO and WILD with hot rotation at WWIN and WXYV in the East.

SWITCH "Love Over And Over Again" (Gordy) 48% reporting. Debuting at KRIA; hot at KSOL in the West. Climbing at WJLB; hot at WVON and WJMO in the Midwest. The South shows medium airplay at WENN, WOWI and WGIV with hot rotation at WJMI, WJJS, WHRK, WVEE. Climbing at WWIN; hot at WAMO, WXYV and WKND in the East.

TOM BROWNE "Thighs High" (GRP/Arista) 48% reporting action. Added at WKND, climbing at WILD and WXYV in the East. New at WJJS and WAOK; climbing at WGIV, WLOU, WHRK, WVEE and WDIA in the South. Added at WJLB, climbing at WJMO, KATZ and WWWS, and hot at WDAO in the Midwest. Hot at KDKO in the West.

SKYY "Here's To You" (Salsoul) 42% of our reporters are on it. The East shows it hot at WILD and WKND with medium airplay at WWRL and WAMO. New at WDIA, climbing at WJMI, and hot at WGIV, WEDR and WJJS in the South. Climbing at WTLC while hot at WJLB, WDAO and WWWS in the Midwest. Hot at KDKO in the West.

SILVER PLATINUM "Dance" (SRI) 42% reporting airplay. Added at KDKO, climbing at KSOL and KYAC in the West. Hot at WTLC; climbing at WJMO in the Midwest. New at WDIA, WGIV and WJMI while climbing at WEDR, WAOK and WJJS in the South. Medium airplay at WWIN, WKND and WILD in the East.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 42% of our reporters are on it. Added at WENN, WHRK, WVEE, WANT, WGIV and WAOK in the South. The East shows an add at WWRL, WWIN and WXYV. New at KATZ, KPRS, WTLC and WVON in the Midwest. Debuting at KDKO in the West.

ZAPP "Be Alright" (WB) 39% reporting activity. Added at WDIA and WAOK, climbing at WHRK, WVEE, WGIV, WJJS and WLOU, and hot at WENN in the South. Climbing at WTLC and KATZ in the Midwest. Hot at KYAC in the West. Hot at WWRL; climbing at WXYV in the East.

SHALAMAR "Full Of Fire" (Solar) 39% of our reporters are on it. New at WOL, climbing at WKND and WILD in the East. Added at WAOK, climbing at WGIV, WLOU, KMJQ and WJJS, and hot at WJMI in the South. Medium airplay at WJLB, WWWS, KPRS and WJMO in the Midwest.

KANO "I'm Ready" (Emergency) 36% reporting. Climbing at WXYV in the East. Climbing at KMJQ, WHRK, WVEE and WENN in the South. Hot at WTLC, medium airplay at WVON, KMJM, KATZ and WJMO in the Midwest. Climbing at KSOL and hot at KDKO in the West.

GEORGE BENSON "Turn Out The Lamplight" (WB) 36% reporting airplay. New at KSOL in the West. New at WVON, climbing at WJLB, and hot at WWWS and WDAO in the Midwest. Added at WENN, WAOK and WGIV while climbing at WJJS in the South. Debuting at WAMO with medium airplay at WWIN and WILD in the East.

T.S. MONK "Bon Bon Vie" (Mirage) 36% reporting action. Climbing at WWRL, WKND and WILD in the East. Added at WAOK and KMJQ, climbing at WLOU and WJJS, and hot at WJMI in the South. The Midwest shows it hot at WVON with medium airplay at WWWS, WDAO and WJLB.

LENNY WHITE "Fancy Dancer" (Elektra) 36% reporting. New at KMJQ; climbing at WJJS, WAOK, WLOU, WGIV and WJMI in the South. Medium airplay at WAMO and WWRL in the East. Climbing at WJLB, WTLC and KPRS in the Midwest. Climbing at KDKO in the West.

COMMODORES "Jesus Is Love" (Motown) 33% reporting activity. Climbing at KSOL in the West. Hot rotation at KATZ, climbing at WJLB, KMJM and WJMO in the Midwest. The South shows medium activity at KMJQ, WHRK and WVEE. Climbing at WAMO, WXYV and WKND in the East.

LEON HUFF "I Ain't Jivin', I'm Jammin'" (Philadelphia International) 33% reporting. Hot at WTLC; climbing at WVON in the Midwest. Medium airplay at WENN, WHRK, WVEE and WDIA in the South. Climbing at WXYV, WWRL, WWIN, WKND and WILD in the East.

DRAMATICS "You're The Best Thing In My Life" (MCA) 33% of our reporters are on it. Added at WENN, WJJS and WANT, climbing at WEDR and WGIV in the South. New at WKND; climbing at WILD in the East. Hot at WDAO with medium airplay at WJMO, WJLB and KPRS in the Midwest.

ROBERT WINTER & FALL "Magic Man" (Buddah) 33% reporting airplay. New at KYAC in the West. Climbing at WJLB, WDAO and WTLC in the Midwest. Added at WJJS and WAOK with medium airplay at WENN and WDIA in the South. Debuting at WWRL and WOL; climbing at WKND in the East.

JOE SIMON "Glad You Came My Way" (Posse) 30% reporting. Climbing at WXYV in the East. Medium airplay at WJLB and WDAO in the Midwest. Added at WJJS and WAOK, climbing at WHRK, WVEE and WENN, and hot at WDIA and WGIV in the South.

A TASTE OF HONEY "Sukiyaki" (Capitol) 30% of our reporters are on it. Added at WDAO in the Midwest. New at WAOK, WHRK and WVEE, climbing at WOWI and WGIV in the South. Added at WOL, WXYV and WKND while hot at WWRL in the East.

CHAMPAIGN "How 'Bout Us" (Columbia) 30% reporting. New at KDKO in the West. Added at WTLC and KPRS in the Midwest. Debuting at WEDR, WDIA, WHRK and WVEE in the South. Added at WKND, WXYV and WWRL in the East.

NEW & ACTIVE

B.T. EXPRESS "Stretch" (Columbia) 27% of our reporters are on it. New in the West at KDKO, climbing at KPRS while hot at WWWS and WTLC in the Midwest. Added at WAOK, climbing at WLOU, and hot at WOWI in the South. Climbing at WWIN and WKND in the East.

UNLIMITED TOUCH "I Hear Music In The Streets" (Prelude) 27% reporting. New at WAMO while climbing at WILD, WKND, WWIN and WXYV in the East. Climbing at WAOK, WHRK and WVEE in the South. Medium airplay at WTLC in the Midwest.

MOMENTS "Baby Let's Rap Now" (Sugarhill) 24% reporting. Climbing at KSOL and KYAC in the West. Hot at WDAO in the Midwest. Climbing at WJMI, WAOK and WJJS, hot at WENN in the South. Climbing at WAMO in the East.

JERRY KNIGHT "Perfect Fit" (A&M) 24% reporting airplay. Added at WWIN and WILD in the East. New at WDIA and WAOK in the South. Added at WJLB, WDAO and KPRS in the Midwest. Debuting at KDKO in the West.

SISTER SLEDGE "All American Girls" (Cotillion) 24% reporting action. New at WKND in the East. Added at WDIA and WLOU; climbing at WJMI and WOWI in the South. Climbing at WDAO and KATZ in the Midwest. Climbing at KDKO in the West.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- WEATHER REPORT** Night Passage (ARC/Columbia)
- SPYRO GYRA** Carnival (MCA)
- GROVER WASHINGTON JR.** Winelight (Elektra)
- SONNY ROLLINS** Love At First Sight (Milestone)
- JOE SAMPLE** Voices In The Rain (MCA)
- HERBIE HANCOCK** Mr. Hands (Columbia)
- KILIMANJARO** Kilimanjaro (Philo)
- DEXTER GORDON** Gotham City (Columbia)
- WILTON FELDER** Inherit The Wind (MCA)
- MONTY ALEXANDER** Ivory And Steel (Concord)

NEW & ACTIVE

- MFSB** Mysteries Of The World (Philadelphia International)
- GENE DUNLAP** It's Just The Way I Feel (Capitol)

EAST: WHUR/Washington, D.C., Jesse Fax; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Jonathan Braslow. SOUTH: WCLU/Atlanta, GA, Requeye Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorlan Pastor. WEST: KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms
Hottest
January 30, 1981

EAST	SOUTH	MIDWEST	WEST
Lakeside Jacksons Bar-Kays	Gap Band Jacksons Bar-Kays	Gap Band Jacksons Yarbrough & Peoples Lakeside	Yarbrough & Peoples Aretha Franklin

Regionalized Adds & Hots

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

EAST

WILD
Boston, MA
Steve Crumley

ADDED
Grover Washington Jr. "Two"
Jerry Knight
Cameo "Feel"
Funky 4 Plus 1

HOTTEST
Lakeside
Sugarhill Gang
Slave
Jacksons
Tierra
Skyy
Bar-Kays
Kool & The Gang
Con Funk Shun
Gap Band

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Norman Connors
George Benson
Gil Scott-Heron
Unlimited Touch
T-Connection
Debra Laws

HOTTEST
Lakeside
Yarbrough & Peoples
Switch
Aretha Franklin
Sweet Band
Reddings
Con Funk Shun
Slick
Pointer Sisters
Ray, Goodman & Brown

WOL
Washington, DC
Dewey Hughes

ADDED
A Taste Of Honey
Barry Manilow
Robert Winter & Fall
Rose Royce
Doobie Brothers
Shalamar
Gap Band
Sharon Redd
Bill Summers
Pointer Sisters "Where"
Patrice Gammon

HOTTEST
Not Available

WKND
Hartford, CT
Eddie Jordan

ADDED
Dramatics
Gap Band
Symba
A Taste Of Honey
Evelyn Champagne King
Tom Browne
Sister Sledge
Champaign
Maurice Starr
Free Expression
Freddie Waters

HOTTEST
Slave
Lakeside
Yarbrough & Peoples
Kool & The Gang
Switch
Bar-Kays
Skyy
O.C. Smith
LTD
Jacksons

WWRL
New York, NY
Bob Law/Linda Maynes

ADDED
Champaign
Jimmy Cliff
Earth, Wind & Fire "Love"
Wilson Pickett
Sharon Redd
Grover Washington Jr. "Two"
Robert Winter & Fall

HOTTEST
A Taste Of Honey
Stevie Wonder
Blackbyrds
Jamaica Jackson
Spyro Gyra
Crusaders
Zapp
Minnie Riperton
Earl Klugh
Teddy Pendergrass

WXYV
Baltimore, MD
Larry Wilson

ADDED
Earth, Wind & Fire "Love"
Fantasy
A Taste Of Honey
Champaign

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire "You"
Aretha Franklin
Gap Band

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Marvin Gaye
Stone City Band
Sharon Redd
Eloise Laws
Symba
Jerry Knight
Edwin Birdsong
Earth, Wind & Fire "Love"
Stevie Wonder "Did"
Gil Scott-Heron
Rose Royce
Grandmaster Flash
Seawind

HOTTEST
Sugarhill Gang
Jacksons
Bar-Kays
Lakeside
Stevie Wonder "Aln"
Jones Girls
Gap Band
Parliament
Prince
Flack/Bryson

MIDWEST

WVON
Chicago, IL
Ron King

ADDED
Boz Scaggs
George Benson
Melissa & Peabo
Steely Dan
Bobby Bland
Jimmy Cliff
Earth, Wind & Fire "Love"
Cameo "Feel"

HOTTEST
T.S. Monk
Gap Band
Bar-Kays
Yarbrough & Peoples
Tierra
Stevie Wonder "All"
Patrice Rushen
Switch
Wilton Felder

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Perry & Sanlin
Grover Washington Jr. "Two"
Earth, Wind & Fire "Love"
Edwin Birdsong
Champaign
Wilson Pickett
Lee Garrett
Sugarhill Gang

HOTTEST
Gap Band
Yarbrough & Peoples
Mammatapee
Sugar Daddy
Whispers
Silver Platinum
Slave
Kano
B.T. Express
Leon Huff

WDAO
Dayton, OH
Turk Logan

ADDED
Charles Eland
Melissa & Peabo
Enchantment
Gil Scott-Heron
Taveras
A Taste Of Honey
Ramey Lewis
Rodney Franklin
Jerry Knight
Fantasy
Minnie Riperton

HOTTEST
Sugarhill Gang
Gene Chandler
Ashford & Simpson
George Benson
Stevie Wonder
Isley Brothers
Sequence
Truth
Moments
Dramatics

WJMI
Jackson, MS
Carl Haynes

ADDED
Silver Platinum
M'Lady
McCrays

HOTTEST
Gap Band
B.T. Express
Bar-Kays
Jacksons
Kenny Rogers
Yarbrough & Peoples
Norman Connors
T.S. Monk
Kwick
Shalamar

WANT
Richmond, VA
Ben Miles

ADDED
Stevie Wonder
Isley Brothers
Earth, Wind & Fire "Love"
Jr. Funk
Dramatics

HOTTEST
Sugarhill Gang
Yarbrough & Peoples
Gap Band
Cameo
Bar-Kays
Jones Girls
Sweet Band
Slick
Lakeside

KMJM
St. Louis, MO
Cliff Winston

ADDED
None

HOTTEST
Streisand/Gibb "Gully"
Kool & The Gang
Kenny Rogers
Rod Stewart
Jacksons
Jones Girls
Gap Band

KPRS
Kansas City, MO
Dell Rice

ADDED
Jerry Knight
Earth, Wind & Fire "Love"
Reddings
Linda Clifford
Originals
Bohannon
Champaign
Fantasy
Grover Washington Jr. "Two"

HOTTEST
Tierra
Kool & The Gang
Con Funk Shun
Gap Band
Lakeside
Wilton Felder
Jacksons
Manhattans
Aretha Franklin

WJMO
Cleveland, OH
Bernie Moody

ADDED
None

HOTTEST
Switch
Jacksons
Lakeside
Cameo
Earth, Wind & Fire "You"
Jones Girls
Jamaica Jackson
Bar-Kays
Parliament
Gap Band

WJLB
Detroit, MI
J. Michael McKey

ADDED
Tom Browne
Jerry Knight
McCrays
Stone City Band
Fatback Band

HOTTEST
Jones Girls
Yarbrough & Peoples
Kool & The Gang
Skyy
Jacksons
Lakeside
Con Funk Shun
Stevie Wonder
Aretha Franklin
Bar-Kays

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Grover Washington Jr. "Two"
Stone City Band

HOTTEST
Gap Band
Yarbrough & Peoples
Lakeside
Slave
B.T. Express
Gap Band "Humpin"
Bobby & Demo
Skyy
Lakeside "One"
Gil Scott-Heron

KATZ
St. Louis, MO
Earl Parnell

ADDED
T-Connection
Grandmaster Flash
Grover Washington Jr. "Two"
Earth, Wind & Fire "Love"

HOTTEST
Jacksons
Parliament
Patrice Rushen
Kool & The Gang
Sugarhill Gang
Lakeside
Aretha Franklin
Ray, Goodman & Brown
Commodores
Larry Graham

SOUTH

WHRK
Memphis, TN
Ron Olsen

ADDED
Earth, Wind & Fire "Love"
Fantasy
A Taste Of Honey
Champaign

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire "You"
Aretha Franklin
Gap Band

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Earth, Wind & Fire
Fantasy
A Taste Of Honey
Champaign

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire
Aretha Franklin
Gap Band

WJJS
Lynchburg, VA
Robert Goins

ADDED
Joe Simon
Robert Winter & Fall
Dramatics
First Love
Barbara Mason
Tom Browne
Carrie Lucas
Marvin Gaye
Ozone
Grover Washington Jr. "Two"

HOTTEST
Kool & The Gang
Jacksons
Aretha Franklin
Lakeside
Yarbrough & Peoples
Switch
Parliament
Jamaica Jackson
Jones Girls
Skyy

KMJQ
Houston, TX
Robert V

ADDED
T.S. Monk
Yarbrough & Peoples
Grover Washington Jr. "Flow"
Lenny White
Gap Band (LP)

HOTTEST
Gap Band
Lakeside
Aretha Franklin
Kool & The Gang
Reddings
Jimmy Splicer
Teddy Pendergrass
Prince
Cameo
Bar-Kays

WEDR
Miami, FL
Jerry Rushin

ADDED
Doug Brown & The Ones
Mantus
Originals
Cameron
Jamaica Jackson "Like"
Champaign
Fantasy
Kleer
Pure Energy

HOTTEST
Skyy
Gap Band
Mammatapee
Clarence Carter
M'Lady
Lakeside
Staples
Yarbrough & Peoples
Roots Uprising
Jacksons

WLOU
Louisville, KY
Bill Price

ADDED
Sugarhill Gang
Sister Sledge
M'tume
Kurtis Blow
T-Connection

HOTTEST
Sequence
Isley Brothers
Stevie Wonder
Narada Michael Walden
Slave
Jacksons
Bar-Kays
Gap Band
Blackbyrds
Sugar Daddy

WAOK
Atlanta, GA
Carl Connors

ADDED
Tom Browne
Joe Simon
B.T. Express
Prince
Steely Dan
Sugar Daddy
Jerry Knight
Shalamar
Zapp
Gap Band "Humpin"
Patrice Rushen
Clarence Carter
Melissa & Peabo
Two Tons
Earth, Wind & Fire "Love"
A Taste Of Honey
T.S. Monk
Sharon Redd
Robert Winter & Fall
Eloise Laws
Isley Brothers
Ashford & Simpson
George Benson
Marvin Gaye
Whispers
Jones Girls

HOTTEST
Parliament
Yarbrough & Peoples
Aretha Franklin
Jacksons
Flack/Bryson
Gap Band
Tierra
Stevie Wonder
Norman Connors
Diane Ross

WDIA
Memphis, TN
Mark Christian

ADDED
Yarbrough & Peoples
Zapp
Skyy
Patrice Rushen
Grover Washington Jr. "Two"
Champaign
Jerry Knight
Silver Platinum
Shirley Brown
Moments "Place"
Sister Sledge
Melissa & Peabo
Wilson Pickett
Bohannon

HOTTEST
Gap Band
Lakeside
Jones Girls
Slave
Jacksons
Bar-Kays
Switch
Flack/Bryson
Parliament
Joe Simon

WOWI
Norfolk, VA
Chester Benton

ADDED
None

HOTTEST
Parliament
Yarbrough & Peoples
Flack/Bryson
Bar-Kays
Isley Brothers
Kool & The Gang
Slave
Lakeside
Earth, Wind & Fire "You"
Tierra

WENN
Birmingham, AL
Dave Donnell

ADDED
Maze
George Benson
Truth
Slave
Blackbyrds
S.O.S. Band
Isley Brothers
Earth, Wind & Fire "Love"
Dramatics
Linda Clifford

HOTTEST
Rockie Robbins
Moments
Zapp
Bar-Kays
Gap Band
Pointer Sisters "Could"
Prince
Zingara
Dynasty
Sugarhill Gang

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Midnight Blue
Barbara Mason
Earth, Wind & Fire "Love"
Symba
Truth
T-Connection
Silver Platinum
Jess & Derek
Oziris
George Benson

HOTTEST
Gap Band
Yarbrough & Peoples
Lakeside
Skyy
Jones Girls
LTD
Chi-Lites
Joe Simon
Jacksons
Whispers

WJMI
Jackson, MS
Carl Haynes

ADDED
Silver Platinum
M'Lady
McCrays

HOTTEST
Gap Band
B.T. Express
Bar-Kays
Jacksons
Kenny Rogers
Yarbrough & Peoples
Norman Connors
T.S. Monk
Kwick
Shalamar

WANT
Richmond, VA
Ben Miles

ADDED
Stevie Wonder
Isley Brothers
Earth, Wind & Fire "Love"
Jr. Funk
Dramatics

HOTTEST
Sugarhill Gang
Yarbrough & Peoples
Gap Band
Cameo
Bar-Kays
Jones Girls
Sweet Band
Slick
Lakeside

KDKD
Denver, CO
Byron Pitts

ADDED
Eloise Laws
Kurtis Blow
Spyro Gyra
Minnie Riperton
Stone City Band
Ramey Lewis
Final Edition
King Tut
Silver Platinum
Jerry Knight
Joe Chamey
T-Connection
Heaven & Earth
Frankie Smith
Champaign
Earth, Wind & Fire "Love"
B.T. Express

HOTTEST
Yarbrough & Peoples
Kano
Carrie Lucas
Aretha Franklin
Jones Girls
Tierra
Tom Browne
Zingara
Skyy
Rod Stewart

KDIA
Oakland, CA
Keith Adams

ADDED
Dee Dee Gamble
Switch
S.O.S. Band
Seawind

HOTTEST
Not Available

KYAC
Seattle, WA
Tammie Henry

ADDED
Stevie Wonder
Whispers
Con Funk Shun
Robert Winter & Fall

HOTTEST
Kool & The Gang
Aretha Franklin
Stevie Wonder "Master"
Yarbrough & Peoples
Vernon Burch
Earth, Wind & Fire "You"
Jacksons
Pointer Sisters "Could"
Zapp
Lakeside

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
George Benson

HOTTEST
Lakeside
Kool & The Gang
Jacksons
Parliament
Gap Band
Yarbrough & Peoples
Aretha Franklin
Bar-Kays
Switch
Jones Girls

OPPORTUNITIES

Openings

Openings

Openings

Openings

EAST

WKYG/Parkeburg/Marietta looking to add to air staff. Require experience, good production, knowledge of equipment, enjoy working within structured format, can communicate, make people laugh, think and sell and become part of listeners' routine. Looking for someone who loves radio and wants a place with growth potential. The person we seek is good enough for a bigger market and will be paid accordingly. Tape and resume to Jack Randall, WKYG, Box 368, Parkersburg, WV 26101. EOE (1-30)

CQ102, one of America's hottest small market CHR stations, has immediate openings. We need a Program Director, air talent, and news people. We're flying so high, the big time stations keep stealing our people. Take a short cut to the top. Send tapes and resumes today to Dave Weinfeld, GM, WECCQ, Box 213, Geneva, NY 14456. EOE M/F (1-30)

CHR WSUX-FM has two openings. Part-time and all night. Hired killers needed. Minimum one year experience. Tapes and resumes to Brian Carter, WSUX, 1039 S. Dual Highway, Seaford, DE 19973. (1-30)

Air talent/MD for small Southern market. Applicants must be workaholic with a desire to grow and learn. Tapes and resumes to Steve Rivers, Landsman Rivers Radio Services, 741 Red Oak Terrace, Wayne, PA 19087. EOE M/F (1-30)

WGRQ/Bufalo is accepting tapes and resumes for future full and part-time openings. Send to George Hawras, PD, WGRQ, 59 Virginia Place, Buffalo, NY 14202. (1-30)

Lost another one to Philadelphia. I need a communicator, not a card flipper. Daytime slot, growing Atlantic City area. Good pipes and experience essential. Tapes and resumes to Jack Miller, PD, WOND, Box 352, Pleasantville, NJ 08232. No calls please. EOE M/F (1-30)

WTOS-FM/Skowhegan, ME looking for experienced evening and night air talent. Laid back, no-hype, more music rock format. 25,000-watt FM signal blankets three states and part of Canada. New studios, great staff. Call Kent Thurston, OM, WTOS-FM at (207) 474-5171 (9-3 weekdays). (1-30)

WRKI (1-95-FM)/Bridgeport. Superstars AOR, has immediate opening for morning drive personality. Creative energy a must. Send tape and resume to Bob Kocak, PD, 1-95-FM, Box 95, Danbury, CT 06810. No calls please. EOE M/F (1-30)

Morning drive entertainer needed at WEEK in the Allentown/Bethlehem/Easton market. Salary commensurate, benefits, EOE. Reply to Charlie Ryan, OM, WEEK/WQQQ, Box 190, Easton, PA 18042. EOE (1-30)

WKLC-FM 105 Superstars AOR in Charleston/Huntington, WV, is searching for dedicated, hard-working midday personality with quality production skills. Superstars AOR or CHR background essential. Tapes and resumes to Chuck Geiger, PD, FM 105, 100 Kanawha Terrace, St. Albans, WV 25177. EOE M/F (1-30)

16QT/Latrobe, PA has PM drive opening. Some production necessary. Talented beginners welcome. Send tapes and resumes to John Randall, PD, 16QT, Box 208, Latrobe, PA 15650. EOE M/F (1-23)

13Q Radio in Northeast PA looking for personality-oriented jock from Penna. This is the place to develop your act. Decent bucks—ultra hard work. If you grow with us, you'll gain in more ways than one. Call Bob Walsh at (717) 342-1320 (Mon-Fri, 11am-3pm EST). EOE (1-23)

WLPL/Baltimore can be your next I.D. We're still looking for unique air talents. Send tapes and resumes to Jack Beach, WLPL, 6623 Reisterstown Road, Baltimore, MD 21215. EOE M/F (1-23)

WKTJ-AM-FM/Ferrington, ME is looking for someone with a strong commitment to radio sales with strong copywriting and production ability. This position also involves some airwork. Also need air personality with copy and production ability and knowledge of music. WKTJ is an adult music station located in a four seasons recreational area and is the home of the Univ. of Maine. Send tapes and resumes to Charlie James, PD, WKTJ, Box 590, Ferrington, ME 04938. EOE M/F (1-23)

Rock 107, Superstars AOR, #1 12-34 and still growing, looking for air talent to grow with us in Northeast Penn. Winters are cold but people are warm. Tapes and resumes to Chris Norton, PD, WEZX, 149 Penn Avenue, Scranton, PA 18503. EOE M/F (1-23)

WCIR-AM-FM, Southern Virginia's leading radio station, is looking for a talented, experienced air personality. Good production is a must! A great opportunity for the right person at a growing organization in new facilities. Send tapes and resumes to PD, WCIR-AM-FM, Box 1063, Beckley, WV 25801. Minorities are encouraged to apply. EOE M/F (1-23)

KC101-FM/Conn. looking for morning drive crazy-man or superwoman. Send tape immediately to Curtis Hansen, KC101, 59 Quinipiac Ave., North Haven, CT 06473. No calls please. EOE M/F (1-23)

MORNING MAN NEEDED for one of the country's leading secondary stations, located just 25 miles from Baltimore and Washington, DC on Chesapeake Bay. You must be an entertainer, 1st phone helpful. First full-time opening in years. The company is growing and so will your experience and responsibility. Tapes and resumes to Jack Diamond, WYRE, Box 1551, Annapolis, MD 21404. EOE M/F (1-23)

WBCN/Boston has immediate opening for an experienced news anchor/reporter. Send tapes and resumes to Dinah Vapoin, ND, c/o WBCN, 1265 Boylston St., Boston, MA 02215. EOE M/F (1-23)

WCIR-AM-FM is looking for a talented news anchor. We want an energetic self-motivator who knows how to write and gather news. We're a professional organization in new facilities with management committed to have this area's best news department. Good bucks to the right person. Send tapes and resumes to PD, WCIR-AM-FM, Box 1063, Beckley, WV 25801. Minorities are encouraged to apply. EOE M/F (1-23)

SOUTH

KWKH/Shreveport, 50kw Country, is looking for an all night interstate roadshow host. Apply immediately to Tom Williams, KWKH, Box 31130, Shreveport, LA 71130. EOE M/F (1-30)

WLOP-WIFO/Jesup, GA has two positions available: announcer and Chief Engineer. Experience necessary. Group broadcaster with chance for advancement and fringe benefits. Tapes and resumes to Box 647, Jesup, GA 31545. EOE (1-30)

WKQQ/Lexington, KY needs a Chief Engineer immediately. Two years broadcast experience and a First Class license are musts. Please call Dennis O'Dell at (606) 252-6694. EOE M/F (1-30)

Wanted: Experienced news professionals for Tampa Bay area's only News/Talk station. Must have strong background in writing and reporting. Staff expansion within 90 days. Send writing samples, tapes and resumes to Roger Cristy, ND, WPLP, Box 570, Pinellas Park, FL 33565. (1-30)

95 ROCK Superstars AOR in Montgomery, AL has immediate opening for the right person. Strong production a must. Send tapes and resumes to Gene Moorhead, Box 5000, Montgomery, AL 36192. EOE M/F (1-30)

Experienced news personnel needed for immediate opening. Tapes and resumes to Program Director, Box 8085, Nashville, TN 37207. (1-30)

Needed immediately: One crazy and talented morning personality, one creative Production Director and one up-tempo air talent. A brand new FM rocker with a fantastic signal. Please send tapes and resumes to C.C. Matthews, the new QMF, Box 960, Louisville, KY 40201. EOE M/F (1-30)

Available immediately — AOR air talent. Send tapes and resumes to David Perkins, PD, WZZQ, Box 2171, Jackson, MS 39205. No calls please. EOE M/F (1-30)

Experienced on-air Program Director for AOR format with extensive music knowledge, strong production and promotional skills. A proven administrator responsible for total air sound and the staff to produce it professionally. Tapes and resumes along with salary requirements in first letter to Station Manager, WSAC/WKWK, Box 70, Ft. Knox, KY 40121. EOE M/F (1-30)

KYTX/Amarillo, TX has immediate opening for midday announcer. Experienced in announcing and production preferred. Send tapes and resumes to Don Sitton, PD, KYTX, Box 7930, Amarillo, TX 79109, or call (806) 359-8561. EOE M/F (1-30)

Humorous morning man needed for New Orleans' oldest FM station. Send tapes and resumes to Jeff Gerber, WRNO, 4359 I-10 Service Road, Metairie, LA 70002. (1-30)

Full-time news person with strong writing ability and reliability needed. Emphasis on local news; better than average bucks. No beginners. Send tapes, resumes and writing samples to News Director, WROV, Box 4005, Roanoke, VA 24015. No calls please. Women and minorities encouraged to apply. EOE M/F (1-30)

Nighttime teen killer needed for Southeast Kentucky's best station. Must be creative. Females encouraged to apply. Also sales open if desired. Call B.J. Odum at (606) 598-5102 before 5pm EST. (1-30)

WLCS/Baton Rouge looking for air talent. Tapes and resumes to Gene Nelson, 1 American Place, Suite 2420, Baton Rouge, LA 70825. EOE (1-30)

CHR air personality needed immediately in active Sunbelt city of 350,000. Excellent stepping-stone to majors. Tapes and resumes to Bob Rall, Operations Manager, WJDX, Box 2171, Jackson, MS 39205. EOE M/F (1-30)

Programming consultant for nation's fastest growing radio automation syndicator. Must be good with people and had success with automation. Writing ability also helpful for aircheck critiques and how-to articles in our client newsletter. Considerable travel to client stations for training and consulting. Will consider broadcasters from technical, DJ or sales backgrounds for company training program. Call Dave Scott toll-free at (800) 527-5959, or write Century 21 Programming, 4340 Beltwood Parkway, Dallas, TX 75234. EOE M/F (1-30)

WXAM/Charlottesville, VA has immediate opening for aggressive News Director. Also future openings for on-air talent with creative, skilled production. Tapes and resumes to Mike Terry, WXAM, Box 1294, Charlottesville, VA 22902. EOE (1-23)

WIZARD 98-FM is expanding our on-air and production staff. Can you fit in with talent from San Jose, Wichita, Ft. Pierce, Norfolk, and New York? Tapes and resumes to Darby James, PD, WWZD, 133 W. 21st Street, Buena Vista, VA 24416, or call (703) 261-6113 between 10am and 12noon. EOE M/F (1-23)

Immediate opening at West Texas station for News Director. Excellent pay and vacation benefits. Need news or sports background. Tapes and resumes to KPET, Dave Jones, Box 1188, Lamesa, TX 79331, or call (806) 872-2404. (1-23)

America's second-highest-rated AOR, WKQQ/Lexington, KY, looking for morning show host. Must be good on phones, quick on your feet, funny, know your rock and roll and be able to work with a co-host and a newperson. Tapes and resumes to Gary Dickson, WKQQ, Box 100, Lexington, KY 40590. EOE M/F (1-23)

If you are an interesting and entertaining radio personality who is tired of playing "all the hits that fit" I have what you are looking for. If you want to become dominant morning personality in San Antonio, send tapes and resumes to Pat Rodgers, WOAI, 6222 NW IH 10, San Antonio, TX 78201. EOE (1-23)

WMEU/Melbourne, FL looking for experienced announcers for possible future openings. Highly-rated Florida coastal Pop/Adult personality station. CBS affiliate with strong news commitment. Tapes and resumes to T. C. Weberling, GM, Box 1318, Melbourne, FL 32935. EOE (1-23)

WLOF/Orlando, FL has been one of America's great rock 'n' roll radio stations since 1956 and it's still going strong. If you'd like to be considered for a future opening, send a tape to Scott Walker, WLOF, Box 15746, Orlando, FL 32808. (1-23)

KBFM: 104/McAllen-Brownsville, TX is looking for the best night jock in the Southwest. If you're a cooker and not a screamer, I want to hear from you today. Tapes and resumes to Crazy Steve Owens, PD, KBFM, Box 3764, McAllen, TX 78501. EOE (1-23)

Looking for job with security? If you're a topnotch production person with good voice, we may have your position. We need experienced pro who can do more than voice over music. Send samples and resumes to William B. Tanner Company, 2714 Union Extended, Memphis, TN 38112. Attention Mitch Craig (1-23)

TALENT SEARCH—WANTED: Full-time AOR personalities to immediately fill key airshifts in sunny Florida at Tampa Bay's #1 AOR (Superstars) station—98 ROCK! This is highly competitive station, which dictates you have wit, energy and enthusiasm along with proven background in AOR as it has evolved in the 80's. Potential exists for possible combo position such as air talent/MD, air talent/Production Director, or air talent/Promotion Director. Excellent company benefits, working environment and compensation plans. Interested? Tapes and resumes to Mark Stevens, PD, 98 ROCK, Box 4809, Clearwater, FL 33518, or call (813) 391-9988. EOE (1-23)

Major broadcast company has immediate need for news talent. Send tapes and resumes to Michael Hedges, 3341 Bowerwood Drive, Suite 205, Dallas, TX 75234. EOE M/F (1-23)

K-98, Austin's #1 CHR, has immediate opening for Program Director. Must be good administrator and understand that commercials are "food of life." Send tapes and complete details to Dick Oppenheimer, KHFI, 1219 W. 6th, Austin, TX 78703. EOE M/F (1-23)

If you'd like to live in the sunny Southwest and work for a CHR station that's been at it for 25 years, kill two birds with one stone. Send tapes and resumes to KERP, Box 12920, El Paso, TX 79912, Attention Mike Preston. (1-23)

97ALT/Meridian, MS has openings for young aggressive air talent. 3 years experience necessary and production skills a must. Call Ken Knight at (601) 693-2661. EOE (1-23)

WZMI/Biloxi looking for experienced staff announcers with production skills. Contact Bob Lima, Box 4606, Biloxi, MS 39531. No calls. EOE M/F (1-23)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

DANIELLE WEBB FEIN has moved to the Sales Department of 97 WYNY-FM/New York, NY as an Account Executive.

RICHARD J. LANDUYT joins the Accounting Staff at WWWW-FM/Detroit, MI.

ROBERT COOK has been appointed Account Executive at WTMA/Charleston, SC.

DENNIS MELTON joins the Sales Department at 95SX/Charleston, SC.

RICHIE RICHARDSON, formerly with WQCC/Charlotte, NC, appointed Account Executive at 95SX/Charleston, SC.

BRIAN MARSTON named Account Executive at 95SX/Charleston, SC, from WGIV/Charlotte, NC.

BARBARA FOLEY has joined WSNI-FM/Philadelphia, PA as Programming Assistant.

RON GARRETT, formerly with KXOA/Sacramento, CA, moves to morning drive at 91-X/San Diego, CA.

JEFF HUNTER moves to nights at XTRA/Tijuana ("The Mighty 690") from KXOA/Sacramento.

DAVE KIMBO moves to middays from 6pm-10pm at WJDZ/Jackson, MI.

MIKE BLAKNEY named PD at WKOR/Starkville, MI.

BILL LOGGINS doing 6pm-10pm at WJDZ/Jackson, MI.

TERRY BILL named Production Manager at WEZI/Memphis, TN.

MYLES CAMERON, formerly with KYTE/Portland, OR, joins KLIF/Dallas, TX as evening personality.

TOM DAYLE SZABAD appointed News Director at WKQQ-FM/Lexington, KY, from KEXO/Grand Junction, CO.

MIKE SCHMIDT joins KBEQ/Kansas City, MO from KLZR.

DOUG WALKER moves to AM drive at WUNI/Mobile, AL.

B.J. GARRICK joins WUNI/Mobile, AL from WJCN/Johnson City, TN as afternoon drive.

RICHARD KENT, formerly with KLEB/Golden Meadow, LA, joins WUNI/Mobile, AL as PD and midday jock.

STEPHANIE FORBES has been appointed Business Manager for KDKB/Mesa, AZ.

Record

GARRY COLE has been appointed Manager, Branch Merchandising, New York, CBS Records.

ZACH HOROWITZ has been named Director, Business Affairs, West Coast, CBS Records.

RON SOLLEVEDL has been appointed Director, Creative Services, International, April-Blackwood Music Publishing.

JIM HAWS named Branch Manager, Cleveland, CBS Records.

OPPORTUNITIES

Openings

MIDWEST

#1 album station in Iowa's capital city is looking for a creative morning man who knows more than just music. Good money - good company (even a swimming pool). Tapes and resumes to Larry Moffitt, KGGO, 3900 NE Broadway, Des Moines, IA 50317. (1-30)

WTUE/Dayton, OH now accepting tapes and resumes for immediate and future openings. Good bucks for the right people (we mean that). Send to Michael McConnell, PD, WTUE, 11 S. Wilkenson St., Dayton, OH 45402. EOE (1-30)

WQHK/Ft. Wayne is looking for a midday Country air personality. If you want to work for an aggressive, winning company and you're willing to give 110%, contact Jeff DeWeese at (219) 447-5511, WQHK, Box 6000, Ft. Wayne, IN 46896. EOE M/F (1-30)

Midday opening for the right person. Tapes and resumes to Scott Anderson, Box 798, Garden City, MO 64846, or call (316) 276-2366. (1-30)

Street reporter/anchor for aggressive eight-person news and sports staff on #1 CHR station in Sunbelt market. Competitive pay for right person. Tapes and resumes to Jim Goss, FM96/KRAV, Box 746, Tulsa, OK 74101, or call (918) 585-5555. EOE M/F (1-30)

A Midwest AM-FM combo is on an all-out search for a top quality News Director that will take over a three-person news team. We offer excellent pay, company benefits, and great working conditions. We are an equal opportunity employer. Send tapes and complete resumes to Radio & Records, 1930 Century Park West, Box 223, Los Angeles, CA 90067.

KMJM, Magic 108 FM, is seeking professional news person. Must be literate, self-motivating, a wiz with a recorder and a demon with a typewriter. A credible journalist that sounds real on the air; ability to handle community relations a plus. Send tape and resume to Bob Hopper, Magic 108, 1215 Cole St., St. Louis, MO 63106. EOE M/F (1-30)

Kansas City area pop tracks station needs experienced Program Director. The last one went to a Top 25 market. Contact Hank Booth or Bob Newton, (913) 843-1320. EOE M/F (1-30)

WISM/Madison, WI seeks general assignment reporter/anchor middays. Four-person leading news team. Covers capital city. Contact Suzanne Kaye, WISM, (608) 271-1486. (1-30)

KDVV-FM (V-100)/Topeka, KS has an immediate opening for a midday personality. We're a CHR Parallel Three reporter, a great group of people to work with, and have good money and benefits for the right person. Maybe you. Prefer those who know and love capital cities and the Midwest. Rush tape and resume to Tony Stewart, Box 1478, Topeka, KS 66601. EOE M/F (1-30)

Suburban metro market AM & FM still needs qualified news, production and air personnel. Experience and an ability to follow a strict adult music format (Sintre, Conniff, etc.) an absolute must. Those looking for Top 40 gigs or broadcast school graduates need not apply. WEOL/WBEA, 21360 Center Ridge Road, Cleveland, OH 44116. No calls please. EOE (1-30)

Country 105, Springfield, IL needs bright personality for Central Illinois powerhouse. Production skills a must. Tapes and resumes to Greg Thomas, WFMB, Box 2989, Springfield, IL 62708. EOE M/F (1-30)

Immediate opening as full-time sales person. \$1250/month guaranteed plus 15% commission. Must have own car, be willing to pay your own expenses and become part of a sales team with one of Eastern Iowa's top radio stations. Call (319) 351-6426 and ask Sales Manager for an interview. KRNA is an affirmative action equal opportunity employer. (1-30)

Growing FM powerhouse group. Medium markets in New England, Colorado and Central Iowa need jocks, PD's, engineers, news and sales people by mid-March. Highly motivated, energetic. Impeccable credentials and references. Contact Bob Fuller, Box 398, Cumberland, ME 04021. No calls please. EOE (1-30)

KDVV (V-100)/Topeka is now in search of the capital city's next nighttime owner. If you know how to rock and you like to roll, you may be who we are looking for. Good money and benefits. Send tape and resume to Tony Stewart, KDVV-FM, Box 1478, Topeka, KS 66601. EOE M/F (1-30)

Looking for news reporter with some experience for afternoon drive and to prepare news for next morning. Tape and resume A.S.A.P. to Jim Beck, KRMG, Box 419, Tulsa, OK 74101. EOE M/F (1-30)

It will probably be available once in 1981! Opening in news at KLTE/Oklahoma City. We're looking for someone with experience in searching out the facts and reporting same. Send tape, resume, and picture to Joe Geoffroy, 2814 Queil Plaza Drive, Oklahoma City, OK 73120. EOE M/F (1-30)

Talk host. Issue-oriented for WHO/Des Moines, 50,000-watt clear channel and one of the nation's leading News/Talk stations. Good salary and benefits. Stable company. Immediate opening. Contact Bob Gifford at (515) 288-8511, or 1100 Walnut St., Des Moines, IA 50308. EOE M/F (1-30)

Openings

KZ93 searching for talented, experienced female air personality to do nights in Peoria. We're a Number One station backed by major broadcast company. Tapes and resumes to Lou Patrick, PD, KZ93, 3131 N. University, Peoria, IL 61604. EOE (1-23)

If you have a mature voice, an interest in news, and want a great place to live, then we want you. KRNT is looking for a morning news anchor who can communicate. Rush tapes and resumes to Jackie Clark, ND, Box 1350, Des Moines, IA 50305. EOE M/F (1-23)

Announcer needed for #1 rated Pop/Adult 50,000-watt FM in South Central Michigan. Intelligence and willingness to work hard important. Rush tapes and resumes to Bart Hawley, OM, WIBM, Box 1450, Jackson, MI 49204, or call (517) 787-1450. EOE M/F (1-23)

Midday opening available now. Strong production capabilities a must. Send tapes and resumes to Mike Miller, PD, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (1-23)

Rock 'n' Roll Newsperson. ABC-owned WRIF/Detroit offers a once-in-a-career opportunity for the right person! If you're willing to work your tail off, we need someone who can keep the Detroit rock community informed. Rare opening at the home of R 'n' R in Detroit. Previous experience mandatory. Call (313) 444-1010, and ask for Tom Bender. Tapes and resumes to 20777 W. Ten Mile Rd., Southfield, MI 48075. EOE (1-23)

KMGK-FM/Des Moines, IA looking for strong evening personality. Send tapes and resumes to Michael Stone, 215 Keo Way, Des Moines, IA 50309. No calls please. EOE M/F (1-23)

KC103/Evansville (AOR) accepting tapes and resumes for future openings. Send to Dave Lyons, PD, KC103, Box 3486, Evansville, IN 47734. EOE M/F (1-23)

Need a news person to work a split shift. Salary open for News Director position. Contact Mike Munday at (405) 848-6823 (KLNK/Oklahoma City). EOE (1-23)

WATT/MacDonald Broadcasting accepting applications for future openings. If you've got the right attitude, need to pay dues, and want to gain experience and direction, our Northern Michigan CHR operation may be the place for you. Tapes and resumes to Scott Westerman, WATT, Box 520, Cadillac, MI 49601. No calls please. EOE (1-23)

WMEE-FM97/Ft. Wayne is accepting tapes and resumes for future openings. Females and minorities encouraged to apply. Send information to Steve Christian, PD, WMEE, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE M/F (1-23)

We kick ass! Wanted: Progressive newspaper for afternoon drive in heavy-hitting news department. Someone who wants to grow in a strong 13-station group. Must be willing to work hard and exercise creativity, style and journalistic skill. Local news is how we make our name. Join us and make a name for yourself. Good location, 90 miles from Chicago. Tape and resume to Mark Belling, ND WSJM-WIRX, Box 107, St. Joseph, MI 49085, or call (616) 983-3991. EOE M/F (1-23)

Help wanted: News. Street reporter/anchor for aggressive eight-person news and sports staff on Pop/Adult station in Sunbelt market. Competitive pay for the right person. Tape and resume to Jim Goss, FM96-KRAV, Box 746, Tulsa, OK 74101. EOE M/F (1-23)

KSTT/Quad Cities is looking for the finest personality in radio. Send personality aircheck and production samples to Jim O'Hare, PD, KSTT, Box 3788, Davenport, IA 52808. EOE M/F (1-23)

WEST

Looking for news reporter with 1-3 years experience and college degree. Job includes anchoring, writing, reporting. Personality station, NBC affiliate. Salary commensurate with experience. Tapes and resumes to Patrice Boingham, ND, KOLQ, Box 821, Reno, NV 89504. No calls please. (1-30)

Colorado Country music station is looking for an experienced energetic morning driver. Strong production. Females encouraged to apply, but will consider all applicants. Tapes and resumes to Lew W. Pitt, KKCS, 847 S. Circle Drive, Colorado Springs, CO 80910. EOE M/F (1-30)

K-HONEY, Pop/Adult FM in Riverside/San Bernardino is looking for good voice, strong in production and copywriting person. Tapes and resumes to Hal Gordon, GM, KHNY, 7351 Lincoln Ave., Riverside, CA 92504. No calls please. EOE (1-30)

News person needed: At least two years experience, for 24-hour FM station in the Eastern Sierra. Pay commensurate with experience. Must be willing to dig. Tapes and resumes to Steve Taylor, KILQ-FM, Box 1388, Bishop, CA 93514. EOE (1-30)

KFRC/San Francisco has an immediate opening for a news professional. Tapes and complete resumes to Vicki Livlakis, News Director, KFRC, 425 Bush Street, San Francisco, CA 94108. No calls please. EOE M/F (1-30)

KVOC/Casper, WY is looking for a morning show host. Must be mature and imaginative. Rush tapes and resumes to Fred James, KVOC, Box 2090, Casper, WY 82601. EOE M/F (1-30)

Openings

Rapidly-expanding broadcast group looking for high-quality production pro. Within three months this individual must be prepared to assume Operations Director duties. Some news background helpful. Major medical-dental. Good money. Send resumes, production samples and salary requirements immediately to Palmer Stewart, 1109 El Sonoro Drive, Sierra Vista, AZ 85635. (1-30)

GOLDEN EGG, LA-based syndication company, producer of Future File, has immediate opening for station clearance person. Call Dick, (213) 475-0817. (1-30)

KKYS - 50,000-watt Pop/Adult serving central CA seeks air personality with adult approach. Immediate opening. Tapes and resumes to Dan Clarke, PD, Box 49, Hanford, CA 93232, or call (209) 582-0361. (1-30)

#1 listened-to station in Montana is now accepting applications for immediate openings. Experience with Country formats preferred, but not necessary. Rush tapes and resumes to Bob Meyer, PD #7 Holiday Village, Great Falls, MT 59405, or call (406) 761-1000. (1-30)

KVOC/Casper, WY is now accepting tapes and resumes for various openings. One year experience in Pop/Adult or Country helpful. Must sound mature and friendly. Great company and one of the nation's fastest-growing markets. Tapes and resumes to Fred James, Box 2090, Casper, WY 82601. EOE M/F (1-30)

KLFF (Formerly KRUX) needs a News Director immediately. Must be strong in public affairs. Tapes and resumes to KLFF, 7401 W. Camelback Rd., Phoenix, AZ 85033. EOE M/F (1-30)

KMLO/Vista, CA needs mature voice for live assist station and production. Part and full-time in beautiful North San Diego County. 15 minutes from Surf. Tapes and resumes to Mick Ryan, Box 1000, Vista, CA 92083. EOE (1-30)

KILO/Colorado Springs has full-time opening for an imagination/engineer, 83,000-watt, Class C. Can you build? Call Station Manager Paul Muhly at (303) 634-4896. EOE M/F (1-30)

KALE-KIOK-FM/Tri Cities, WA has future opening for Chief Engineer. Excellent pay and benefits for the right person. Contact Mike Russell, (509) 586-2151. EOE M/F (1-30)

****RARE OPPORTUNITY**** for on-air positions. Now accepting tapes for immediate openings at one of the West Coast's big AM-FM outlets. Country music knowledge a must. Send tapes and resumes to Radio & Records, Box 221, 1930 Century Park West, Los Angeles, CA 90067.

KPPL, Denver's leading Pop/Adult station is looking for part-time weekend help. Must be experienced with pleasant delivery and knowledge of music. Must be a communicator. Contact Jim Heath, PD at (303) 989-1075 or send tapes and resumes to KPPL, 7075 W. Hampden, Denver, CO 80227. EOE M/F (1-23)

GOLDEN EGG, LA-based syndication firm, producer of Future File, has an immediate full-time opening for a production assistant. Call (213) 475-0817, and ask for PHIL (1-23)

Two rare openings: 3pm-8pm and 8pm-12mid for young announcers who care about their future in radio. Good training ground for your next step up. Will take calls from 9am-3pm at (602) 782-3881, or send tapes and resumes to Program Director, KBLU, Box 1501, Yuma, AZ 85364. EOE M/F (1-23)

KLYD/Bakersfield, CA has immediate opening for experienced and right morning personality with superior production ability. Competitive 15-station market. Tapes, resumes and photo to Larry Crawford, KLYD, Box 1499, Bakersfield, CA 93301, or call (805) 327-5772. EOE M/F (1-23)

KUIC-95/Vacaville, CA has immediate news opening. Very little experience necessary, just a nose for news and a good conversational delivery. Contact Bob Breck, 419 Mason Street, Vacaville, CA 95688. EOE M/F (1-23)

WANTED: Classical announcer with 1st class license. Experience necessary. Tapes and resumes only to Matt Stewart, PD, KCRL, 3100 Mill Street, Reno, NV 89502. (1-23)

If you like trees, mountains and skiing, this is the move for you. #1 in growing market. Looking for 3rd member for award-winning news team. Digging and writing required and good delivery. Good bucks and benefits. Call before sending tapes. Russ Lorenzini, ND, KQMS/Redding, CA, (916) 221-1400. EOE M/F (1-23)

KIKX/Tucson is looking for experienced announcer with Country Music background for morning drive slot. A rare opening in a city with a perfect climate. Tapes and resumes to Bob Jones, Box 5566, Tucson, AZ 85703, or call (602) 299-9711 between 2-3pm MST. EOE M/F (1-23)

I needed you yesterday. Afternoon drive personality. No hype - looking for natural talent. Tapes and resumes to Tom Jeffries, KTAC, 2000 Tacoma Mall, Tacoma, WA 98411. EOE M/F (1-23)

WKAP/Allentown, PA accepting tapes and resumes for part-time and full-time positions. Minimum two years experience. Send to Bill Anthony, OM, WKAP, Box 248, Whitehall, PA 18052. No calls please. EOE (1-23)

Goods & Services

Oldies But Goodies 45's

20,000 titles available - all records **New** not Used. Personal service. Giant catalog. Sent \$1.00. The Gold Vault, Box 202, Oshtemo, MI 49077. (616) 349-9413

"Phantastic Phunnies" Humor Service

Highly respected... proven worldwide audience builder!! Hilarious... original... 'quick-quip'... topical humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! "PHANTASTIC PHUNNIES," 1343-A Stratford Drive, Kent, OH 44240.

:60's And :30's Music Beds

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties, no clearances, \$75.00 plus \$5.00 shipping. Write or call today VALENTINO INC., 151 West 46th St. N.Y., N.Y. 10036 (212) 246-4675.

Sound Effects

Complete 26 LP sound effects library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195.00 for the entire set plus \$5.00 shipping. Send for catalog to VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 or phone (212) 246-4675.

TV Campaigns

Fox Productions can help your radio station increase its market share with custom animated TV commercials. Full campaigns, including newspaper and billboard design are also available. Each campaign is designed for your target audience and your budget. Call us now. Fox Productions, New Orleans, Louisiana 504-283-7392.

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service! For sample, write on station letterhead to: O'UNERS, 1448 R West San Bruno Avenue, Fresno, California 93711 or phone (209) 431-1502.

Krazy Kommercials

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE - 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH FOR FREEBEE WRITE HYPE INK, BOX 69581, LOS ANGELES, CA 90069.

Broadcasters Action Line

Job Referral Service \$40 - 12 months R 3 Box 84, Lexington, IN 47138. (812) 889-2907. Free to employers.

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.

Current Artist Bio's Published Bi-Weekly

Rock, Top 40, Country, plus humor, record-tie-ins, more! Send four 15c stamps for current issue. (Stamps a must.) Radio Times, 200 South Glenn, Suite 98, Camarillo, CA 93010.

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.

Miscellaneous

KRUS/Ruston, LA needs immediate record service from all labels for CHR format. Send to KRUS, 105 Park Ave., Ruston, LA 71270, or call Kevin Crume, (318) 255-2530. (1-23)

OPPORTUNITIES

Positions Sought

Still looking in PA, central/northeast. (Allentown-Hamberg-Wilkes Barre). Presently AM drive and MD. Prior PD-PM drive experience. 10 year personality good numbers. Skilled production/promotion and research specialist with knowledge and contact in the Commonwealth. Yours in return for stability and responsibility. After 3pm call (717) 622-2319 (1-30)

Energetic, enthusiastic CHR personality who would be an asset to your station. LEE ADAMS, (601) 956-9330 for tape and excellent references. (1-30)

Bright, young, very witty jock just relocated to NY-NJ metro area looking for permanent home. Have 3 years on-air experience. Previous small market KSRC AM and KTEK-FM. References available, no tape available yet. Any shift sought. MD experience, some sales, copy writer. Must be within 1/2-hour of Northern NJ. BOB, (201) 772-2208 after 4pm. Resume available. (1-30)

JON FOXX, 23, looking for opening in Pop/Adult station with personality format. Air talent/pro. Last position at KCMX-KKIC/Medford. Serious about the business. (503) 664-6080 or (503) 855-7716. (1-30)

Sports: seeking a sports-related position at small or medium market. 6 years experience play-by-play and announcing. Write BOB BAKKEN, 511 E. 2nd St., Wilmar, MN 56201 (1-30)

I'll prove it all night that this talented beginner with 5 years on-air and related experience is ready to bust loose for small or medium market CHR. High energy delivery, sizzling board, great teen communicator. Powerful production and agency quality copywriting separates your regular run-of-the-mill jock from me. Own mobile DJ unit and light show, a plus for remotes. DAN MCKAY, (504) 895-6112 (1-30)

Minority jock with CHR and AOR experience currently working R&B. Ready to make a switch. BILL MORGAN, (312) 638-3717 after 5pm Central time (1-30)

10 year professional business-minded radio veteran desires a challenging position in radio management with advancement opportunities. Willing to relocate and work my way up through the firm. Call or write DANTE TOUSSAINT, Box 636, Saginaw, MI 48606, or (517) 752-6952 (1-30)

I saw a bikini today that was no bigger than a postage stamp, but certainly managed to deliver the male. Now that the amenities are over, as you can tell, I'm looking for a new job. I'm an experienced CHR jock who's innovative on the air and in production, with a thorough knowledge of automation and engineering. ROB, (312) 894-3987. Please hurry. (1-30)

Top programmer available now for stable company. Prefer Sunbelt. Have success stories to tell in Pop/Adult, CHR and Country. Have extensive experience with Arbitron and know how to win. I just did again. Contact JERRY DEAN, KWJJ-WJIB, 931 S.W. King Ave., Portland, OR 97205 (1-30)

Experienced (AOR, 2-wny talk, CHR, Pop/Adult, Beautiful Musical medium market. Female type, needs all-night gig with MD-ship. Prefer non-consulted station where R&R magic can live, not merely wimp along. (904) 744-2219 (1-30)

Westchester, NY or Fairfield County, CT. Are you a Pop/Adult or Country/Pop who needs a drive time personality who really gets involved with community, has great numbers 35+, extensive music background, believable, likeable personality whose ad-lib commercials consistently result in higher sales for clients, then you need young DANIEL KING, 7 years at WAVE/Louisville. Done radio and TV, love AM drive, want to continue to sharpen my skills and utilize my proven abilities. (502) 426-0285. (1-30)

7 year pro looking for top 50 market air slot. CHR, Pop/Adult. Stable family man. Prefer MI. Others considered. SCOTT, (517) 799-0984 (1-30)

8 year pro seeking PD/MD slot in Midwest. Will consider all offers. Take-charge guy, knows the bottom line and can do an air shift. Available now. AL FRAZIER, (216) 296-8386 (1-30)

Fresh new morning male/female team available immediately for Country or Pop/Adult. Excellent programming, music, copy and production skills. Willing to work to put the kicks back into your country. (913) 267-6536. (1-30)

Medium market AOR MD looking. Top 5 market experience, good numbers and references. DAVE, (517) 321-9370. (1-30)

Q: What do the Allmen Bros., WKLS/Atlanta, and PBS have in common? A: Me. Worked with all of them and more. Well-rounded AOR or Pop/Adult personality, able to handle promotions, etc. Experience includes CHR, AOR, PD, MD, B.A. Journalism, TV. Good pieces. Major or medium market. BOBBY ELLERBEE, (404) 867-2063, or (404) 867-6521 (1-30)

Announcer, morning drive preferred. 1st ticket. R&R, AOR, jazz, reggae. 2 years experience with KSOU San Mateo, CA. 5 years as club DJ and MC for major rock shows. M. A. degree in Psychology. Need break. A great voice. Prefer San Francisco Bay Area or Dallas area. Available yesterday. (918) 584-5363 after 5pm, or (918) 584-2441 before 5pm. (1-30)

5 year Country radio vet. Experienced PD/MD looking for small to medium market programming challenge. Excellent references. Currently working. Contact via Jeff Green, Pacific Arts, (800) 538-5858. (1-30)

Positions Sought

Major market PD and MD would like to hook up with a major consultancy firm to work as your "leg man," to solve problems, meet with your clients and report back to you. Resume available upon request. Solid background. Let's talk (714) 464-8238. Mon-Fri anytime. (1-30)

Former PD, studio engineer (multi-track), great production skills, with 8 years experience. Seeking PD, production or air position. Prefer West Coast. FRANK FREDERICK, (801) 489-7767, or (801) 374-6732. (1-30)

Major market pro, including NYC, Chicago and San Francisco. 14 years experience in programming, music, research. If you are looking for someone with 100% dedication and total knowledge of the industry, hire a Music Mother. (415) 549-0763 (1-30)

Market research-oriented MBA, experienced in marketing and creative functions within record and broadcast industries. Seeks position with record label or video organization. Currently independent consultant for major research company - music analysis. (312) 465-8361 (1-30)

Adaptable, hard-working new woman looking for position in CA radio. I'm a victim of budget cutbacks. LINDA HARDIE, (209) 627-8786 (1-30)

Pop/Adult personality is ready for a larger medium or major market. Warm, friendly, bright sound. Excellent production skills. (915) 894-7119 (1-30)

Successful Program Director looking to move into announcing position in top 100. Currently programming Modern Country in market of 100,000 plus. Eight years commercial experience, including CHR, MOR. Looking for secure position where my wife and I can settle. Prefer Midwest, South, or Southwest. If you have a good job I'd like to talk about it, but I'd be talking on unemployment if I printed my name here. Please respond to Radio & Records, 1930 Century Park West, Box 222, Los Angeles, CA 90067.

Give me the night. Personable, stable jock looking for night shift in Southwest. Leave message after 5. (213) 378-6431 (1-30)

Production pro ready to move up! 5 years experience. Creative spots that sell are my specialty. Automated OK. Part-time DJ OK. Top 50 markets preferred. (915) 994-7119, or (915) 994-8821 ext. 253. (1-30)

Air personality, music and programming experience in competitive small market. Seeking career advancement in medium market CHR or Pop/Adult with winning attitude and good equipment. Great stations only! Midwest, preferably IN and nearby states. BRAD LOVETT, (419) 678-3138 (1-30)

Air personality presently working in Midwest radio wants to move farther west, settle down and find a home at CHR or Pop/Adult. LES, (915) 949-1103. (1-23)

BBC-Oxford drive jock! Outrageously good, with incredible on-air, production, and writing skills. A real talent who wants to come to the "colonies," and I've agreed to do his legwork for him. Southeast and Sunbelt preferred, all serious inquiries considered. Contact Mike Anderson, WRNL, Richmond, VA, at (804) 282-9731. Don't pass up an opportunity to make your nights or drives come alive! (1-23)

Need a PD? I've worked Talk, News, Pop/Adult, and Big Band. Can also handle AOR, R&B, and others. Will consider PD, Assistant PD or on-air position. Ready to relocate. Let's talk about how I can re-format your station or get your current format running smoothly and profitably. LEO, (302) 654-1146. (1-23)

10-year album rocker with ear ready to kick... at your station as MD. 26 years old, male, creative and live for good rock. Call nights. DANA, (802) 223-5240. (1-23)

Creative MD, experienced in CHR, Pop/Adult, multi-award winner, mature and outgoing personality. Excellent copywriter. JERRY "DJ" STROTHERS, (814) 269-3788. (1-23)

Available immediately, young, aggressive air personality, formerly morning man for top-rated Country station in Southern IL. WES DAVIS, (314) 996-2684. (1-23)

Topnotch pro with excellent ratings and references. 13 years experience including major markets. Looking for the right opportunity in programming or drive air shift with music responsibilities. Engineering and TV background included. MAX HEYWOOD, (216) 456-2592. (1-23)

Southern news pro looking for upper-medium or major market reporter/anchor job. Prefer South or Southeast. For tape and resume with writing samples, call SCOTT after 3pm Central, (501) 354-8802 or (501) 329-8517. (1-23)

Bright, down-to-earth led with big voice, major market delivery. B.A., 3 years experience, looking for a small medium market Pop/Adult jock position in native New England. J.D., (703) 632-5433 after 2pm. (1-23)

JOHN STENNETT looking to re-enter radio. 5 years experience. Excellent production and air voice. Experienced in CHR, Pop/Adult, Country, and AOR. Would like to program small market station. (213) 932-9659. (1-23)

Positions Sought

2 years experience on-air including MD and music research. Good production, looking for a company to grow with. For tape and resume call ROB CUTTER, (815) 232-4814. (1-23)

Cookin' CHR personality! Creative, dependable, hard-working. Afternoon or nights. Prefer Midwest or Sunbelt. Will relocate anywhere immediately! JON CONLON, (312) 381-2916, 264 Sharon Dr., Barrington, IL 60010. (1-23)

STEVE (BOKOR) RIVERS, formerly KRQQ/Tucson, WNDE and WIFE/Indianapolis, and WPTH/Ft. Wayne. Prefer Southwest. Call evenings, (802) 886-9353. (1-23)

Looking for PD gig, preferably on Gulf Coast but will relocate. 8 years experience with 2 major markets under my belt. MD for WIFE/Indianapolis and DJ for 897/New Orleans. Now assistant PD at WUNI/Mobile. GARY HILL, (205) 342-6603 (1-23)

Sincerity and entertainment... that's what it's all about. Female jock, 2 years experience and B.A. degree, seeking CHR or Pop/Adult airshift with music responsibilities. Mid-sized market, West Coast preferred. I've got energy and enthusiasm to spare! SYLVIA, (503) 239-4996. (1-23)

STEVEN HATLEY, formerly WIBG, KSTP, KNUS, looking for on-air position. Call (901) 798-7514 anytime. (1-23)

Seeking new opportunity in top 100 market. Have been Operations Manager of 2 stations, CHR and Pop/Adult. Have done it all. People management, on-air, production, promotion, programming, and sales. VERN, (501) 783-8241 in the evening, or (501) 783-4105 from 9am to 6pm. (1-23)

Topnotch, top 15 major market personality in free agent status, who can score ratings points. WHK, WWWW/Cleveland, also St. Louis and others. Available in the next few months, but don't sit on the bench. (216) 493-4966 afternoons. (1-23)

Broadcaster with 5 years experience and a B.A. in communications, looking for on-air position in North-east. Experience in rock, CHR and Contemporary formats as air personality. Production Director, sports commentator, talk show host and news reporter. DAVE LaCLAIRE in Fairfax, VA, (703) 273-3668 or (703) 323-2123. (1-23)

Radio news man. Fully experienced in broadcast journalism. Writer, anchor, reporter. Currently News Director in Gulf Coast medium market. Looking for position that provides reasonable opportunity. Relocation no problem. Resume and tape upon request. (206) 433-2082. (1-23)

ROCKY MARLOWE, air personality, production talent, formerly Production Director, Q101. Available now. (601) 482-8182. (1-23)

Progressive Country wizard and all formats. Fun personality and voice. KEN THORLEY, (916) 667-1985 anytime. (1-23)

I give great radio. Formerly mornings WSLB and nights WRVQ. Currently WQDR until dream CHR position comes along. If you have above average bucks, women, fun, and Dr. Pepper in Top 50 market, call JOHN LYLE after 8pm. (919) 787-2381. (1-23)

Human, relatable, major market drive time personality. Formerly with WKMR/Detroit, KKOK/St. Louis, K100/Los Angeles, KC8Q/San Diego, KIMN/Denver, KDWB/Minneapolis, WTC/Hartford. Major market only. Contemporary or Pop/Adult. MIKE BUTTS, (214) 349-6061 or (817) 382-5789. (1-23)

WMGK/MAGIK 103/Philadelphia full-time on-air staffer would like to work a weekend airshift in NYC. PETER DAVIS HUNN, 649 S. Henderson, D514, King of Prussia, PA 19406. (215) 265-2213. (1-23)

Talented AOR, CHR, Pop/Adult air ace seeking medium or small market gig with loads of production. I do lots of voices and am hot with a 4-track deck. Anywhere in USA is fine. TOM SULLIVAN, (213) 281-6409 anytime. Excellent references and I work cheap. (1-23)

Experienced, dependable jock with B.A. in marketing seeking full or part-time work in CT. Warm, friendly and fun. For tape and resume write or phone DREW JENKINS, 1 Sherwood Green, 52 Sherwood Place, Greenwich, CT 06830. (203) 889-3322. (1-23)

Everybody can talk about political. It takes a real professional to develop all the little sidebars in current events, lifestyle issues, etc., to make the most interesting talk show in your market. Young, experienced talk host/producer wants to talk for you. (213) 342-7025, or write to MARK ALYN, 5339 Newcastle Ave., Unit 103, Encino, CA 91316. (1-23)

Steve Dahl, Don Imus, the Grease man, all rolled into one! The Wild and Crazy JEFF CONRAD seeks morning or personality slot. 300% ratings increase in Miami, 700% in Honolulu. Phone bits, disgusting humor, and big ratings. (305) 392-1916. (1-23)

Experienced AOR jock, loves production and promotion, looking to relocate in medium market with MD or PD possibilities. Married, with a mistress named music. Call me. (715) 392-2496 after 4:30pm CST. (1-23)

Positions Sought

Air talent available for programming, production, air work. Major market experience. Available now. (602) 941-4630. (1-23)

JACK MONROE, 9 year pro, most recently with KLIF/Dallas, seeks employment in medium or major market. Available immediately. (817) 460-5013. (1-23)

Experienced program manager looking for General Manager who needs help with Pop/Adult or CHR station. 10 years in broadcasting, major market on-air, medium market management, award-winning production. Tape, resume, and programming philosophy are available by calling (309) 693-2319. (1-23)

MD looking for stable market and growth within a winning company. Call MARK before 5:00pm MST (605) 343-6161 or after 5pm MST (605) 342-6599. (1-23)

Assistant PD, MD for AOR or CHR format. Can be off-air, swing shift or regular shift. If you need a good administrator or good music researcher call STEVE at (717) 697-3819. (1-23)

Air personality seeks stable station in medium market. No revolving door need call TOM, (412) 486-8744. (1-23)

CHR jock ready to go now. Will relocate. Humorous, witty and professional. Previous on-air work in Chicago metro. Former WLS intern. College graduate. Extensive college work including Station Manager. JEFF, (312) 784-4866 anytime. (1-23)

CARMEN BROWN, minority air personality with 7 years experience and strong station promotions background. Formats include Superstars, AOR, Disco, and Black radio. Currently with KSLO-FM/St. Louis, part-time. Willing to relocate for full-time airshift in a top 25 market. Tape and resume upon request. (314) 241-6175. (1-23)

5 years experience. Personality, production, programming. Oldies, CHR, Pop/Adult. Looking for on-air, production or programming position. Will put in hours for pro operation. JEFF FALEWICZ at (617) 479-5888. (1-23)

JOE WINSTON, formerly Big WAYS/Charlotte, KFJZ/Ft. Worth, KENO-FM/Las Vegas. Looking for CHR announcer position in FL only. 7 years experience. (305) 989-2278 or (305) 983-5784. (1-23)

Morning drive pro with experience in Philadelphia, Cleveland, New Orleans, and elsewhere seeks personality position. Prefer Northeast or New England. (413) 785-1766. (1-23)

Put 10 years major market experience to work for you. Programming and refining all phases of station operation. (305) 722-0934. (1-23)

Established Sports Director in Minnesota looking for bigger challenge this year. If you want more than a good play-by-play man call me. Prefer Midwest. (218) 631-4567 (1-23)

AL WOODY, formerly mornings at Rock 106 (WKQB/Nashville) looking for AOR or CHR mornings. Medium to major market. (615) 226-0879. (1-16)

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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.

DARYL HALL & JOHN OATES

Kiss On My List (RCA)

62% of our reporters on it. Moves: Up 51, Same 37, Down 0, Adds 48 including WABC, WNBC, WRKO, WPGC, CKGM, KBEQ, KFI, KFRC, KIMN, WHFM, WNOX, WIKS, KKXX. See Parallels, debuts at number 29.

ABBA

The Winner Takes It All (Atlantic)

60% of our reporters on it. Moves: Up 94, Same 17, Down 8, Adds 12, WRKO, WXKS, KC101, Q106, V100, BJ105, WGRD, KYSN, K96, WXLK, KQIZ-FM, KPUR. See Parallels, debuts at number 25.

BLONDIE

Rapture (Chrysalis)

59% of our reporters on it. Moves: Up 61, Same 22, Down 0, Adds 46 including WIFI, WCAO, PRO-FM, JB105, CKGM, 94Q, KSLQ, 13K, WAEB, BJ105, KIOA, KERN. See Parallels, debuts at number 28.

LEO SAYER

Living In A Fantasy (WB)

58% of our reporters on it. Moves: Up 40, Same 28, Down 0, Adds 60 including WFIL, WCAO, JB105, Q107, CFTR, KS95-FM, KSLQ, KBEQ, KPLZ, KIMN, WKBO, WERC, WZOK. 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.

□ **BARBRA STREISAND/BARRY GIBB "What Kind Of Fool" (Columbia) 112/66.** Moves: Up 31, Same 15, Down 0, Adds 66 including WBEN-FM, WIFI, WCAO, PRO-FM, WPGC, Z93, Y100, WCKX, CKLW, KS95-FM, WGCL, KEARTH, KIMN, KOPA.

JACKSONS "Heartbreak Hotel" (Epic) 112/8 Moves: Up 61, Same 23, Down 20, Adds 8, WABC, Z93, WAQY, WTWR, WMEE, WTSN, KQIZ-FM, KQDI, WXLO 2-2, Q105 14-5, KEARTH 6-5, KRLA 16-9, KJR 15-11.

QUEEN "Flash's Theme" AKA "Flash" (Elektra) 109/6 Moves: Up 77, Same 25, Down 1, Adds 6, WBEN-FM, Q107, CHUM, CKLW, WAQY, KYSN, WDRQ 24-21, Q102 28-24, WTRY 24-18, KTSA 20-15, WBBO 27-18, Z104 16-11, KNBQ 19-10.

OUTLAWS "(Ghost) Riders In The Sky" (Arista) 100/13 Moves: Up 63, Same 23, Down 1, Adds 13, Q107, KSLQ, WBBF, KRBE, KHFI, WOW, KKXX, WGUY, Z102, WCGQ, WXLK, KDZA, KFXD.

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 95/3. Moves: Up 52, Same 30, Down 10, Adds 3, KEEL, WGRD, U93, 96KX 4-3, JB105 3-2, CHUM 13-9, 94Q 28-25, WLS 27-20, KFRC 31-27, WAPE 19-14, WQRK 29-22.

□ **BRUCE SPRINGSTEEN "Fade Away" (Columbia) 88/49** Moves: Up 15, Same 24, Down 0, Adds 49 including WNBC, PRO-FM, JB105, CFTR, 94Q, KSLQ, KBEQ, KSFX, WKBO, WAAY, WVLC, WAKX, FM103.

FIREFALL "Staying With It" (Atlantic) 86/25 Moves: Up 35, Same 26, Down 0, Adds 25 including CHUM, KOPA, KHFI, WOKI, KZ93, KIDD, WFBG, WRKR, KCBN, KFXD.

DONNIE IRIS "Ahi Leahi" (MCA) 74/9 Moves: Up 38, Same 25, Down 2, Adds 9, JB105, WLS, Q106, WAPE, CK101, WNCI, KCBN, KATI, KFXD, WBEN-FM 30-23, 96KX 14-8, KUPD 1-1.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 73/20 Moves: Up 23, Same 30, Down 0, Adds 20 including 94Q, WPST, KRBE, 92Q, WRVQ, KEYN-FM, KEZR, KHYY, KQIZ-FM, WSPT, KOOK.

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 67/24 Moves: Up 28, Same 15, Down 0, Adds 24 including WIFI, Z93, WGCL, KEARTH, WKEE, KFMK, WTIK, WQRK, KNBQ, WLAM, WXLK.

AC/DC "Back In Black" (Atlantic) 62/1 Moves: Up 37, Same 22, Down 2, Adds 1, KRLC, JB105 31-27, WGCL 18-12, KFRC 32-29, WOLF 39-33, KBFM 24-17, WFMF 28-21, WGRD 24-14, KKXX 12-5, FM103 25-18.

BLUES BROTHERS "Who's Making Love" (Atlantic) 60/0 Moves: Up 35, Same 13, Down 12, Adds 0, WNBC 29-25, WOLF 9-6, KERP 24-21, CK101 24-21, WRVQ 20-17, KKXX 16-11, Y94 22-16, WANS FM 32-29, KVOL 12-8, WSPT 15-11.

TERRI GIBBS "Somebody's Knockin'" (MCA) 55/24 Moves: Up 25, Same 6, Down 0, Adds 24 including WFIL, KRLY, KEARTH, KPLZ, WHYN, WERC, KIOA, KEYN-FM, KJRB, WCIR, WHHY, KATI.

Radio & Records

NATIONAL AIRPLAY/30

January 30, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
2	1	1	1	BLONDIE/The Tide Is High (Chrysalis)
7	3	2	2	STEELY DAN/Hey Nineteen (MCA)
21	12	6	3	REO SPEEDWAGON/Keep On Loving You (Epic)
25	16	8	4	DOLLY PARTON/9 To 5 (RCA)
12	8	5	5	EDDIE RABBITT/I Love A Rainy Night (Elektra)
30	22	11	6	JOHN LENNON/Woman (Geffen)
11	9	7	7	KOOL & THE GANG/Celebration (Delite/PolyGram)
5	4	4	8	ROD STEWART/Passion (WB)
16	13	9	9	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
17	14	10	10	BOZ SCAGGS/Miss Sun (Columbia)
1	2	3	11	JOHN LENNON/(Just Like) Starting Over (Geffen)
22	17	12	12	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
-	27	22	13	STYX/The Best Of Times (A&M)
29	26	18	14	CLIFF RICHARD/A Little In Love (EMI America)
28	25	19	15	ALAN PARSONS PROJECT/Games People Play (Arista)
4	5	14	16	AIR SUPPLY/Every Woman In The World (Arista)
10	10	15	17	BARRY MANILOW/I Made It Through The Rain (Arista)
27	24	20	18	EAGLES/Seven Bridges Road (Asylum)
3	6	13	19	NEIL DIAMOND/Love On The Rocks (Capitol)
-	-	24	20	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
8	7	16	21	HEART/Tell It Like It Is (Epic)
-	29	27	22	PAT BENATAR/Treat Me Right (Chrysalis)
-	30	28	23	DON McLEAN/Crying (Millennium)
-	28	25	24	RONNIE MILSAP/Smoky Mountain Rain (RCA)
-	-	→	25	ABBA/The Winner Takes It All (Atlantic)
-	-	29	26	RANDY MEISNER/Hearts On Fire (Epic)
-	-	30	27	NEIL DIAMOND/Hello Again (Capitol)
-	-	→	28	BLONDIE/Rapture (Chrysalis)
-	-	→	29	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
-	-	→	30	LEO SAYER/Living In A Fantasy (WB)

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

B. STREISAND/B. GIBB "What Kind Of..." (Columbia)
LEO SAYER "Living In A Fantasy" (WB)
BRUCE SPRINGSTEEN "Fade Away" (Columbia)
DARYL HALL & JOHN OATES "Kiss On My List" (RCA)
BLONDIE "Rapture" (Chrysalis)

Complete Regionalized Listings on Page 24 and 25.

HOTTEST

REO SPEEDWAGON "Keep On Loving You" (Epic)
DOLLY PARTON "9 To 5" (RCA)
JOHN LENNON "Woman" (Geffen)
KOOL & THE GANG "Celebration" (Delite/PolyGram)
BLONDIE "The Tide Is High" (Chrysalis)
STEELY DAN "Hey Nineteen" (MCA)

Parallel Listings Begin on Page 26.

STEVE WINWOOD "While You See A Chance" (Island) 54/35

Moves: Up 9, Same 10, Down 0, Adds 35 including Z93, CKLW, KBEQ, KIMN, KUPD, WTRY, WKEE, KRBE, WSKZ, WNAM, KKXX, KLUC.

POLICE "Don't Stand So Close To Me" (A&M) 50/34

Moves: Up 9, Same 6, Down 1, Adds 34 including WIFI, WPGC, KEARTH, KRLA, KFI, KSFX, WPST, KHFI, Y103, KEYN-FM, KNBQ, KILE.

Others Getting Significant Action

ELVIS PRESLEY "Guitar Man" (RCA) 49/26

Moves: Up 14, Same 9, Down 0, Adds 26 including WIFI, KSLQ, WGCL, WOKY, WFBR, KFMK, WAPE, WVLC, WNAM, KJRB.

LOVERBOY "Turn Me Loose" (Columbia) 46/15

Moves: Up 9, Same 21, Down 1, Adds 15 including CKGM, KUPD, WOLF, Q106, WTMA, WIKS, KIDD, KENO, CFTR 40-35, CHUM 18-16.

FLEETWOOD MAC "Fireflies" (WB) 40/22

Moves: Up 12, Same 6, Down 0, Adds 22 including KBEQ, WOKY, KUPD, WAEB, WHYN, KWIC, WAAY, KEZR, KERN, 95SGF.

SUZI QUATRO "Lipstick" (Dreamland) 39/13

Moves: Up 7, Same 19, Down 0, Adds 13 including WGCL, WOKI, WOSC, WVIC, WLBZ, Z102, WFLB, KDZA.

DIRE STRAITS "Skateaway" (WB) 38/3

Moves: Up 20, Same 12, Down 3, Adds 3, KHYY, WLBZ, WIGY, CHUM 28-25, KIMN 27-24, KUPD 23-17, K104 18-13, KWEN 21-17.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 33/6

Moves: Up 12, Same 15, Down 0, Adds 6, WGCL, 92Q, KTAC, WHHY, KKXX, KBOZ, WRKO 24-14, KINT 31-28, KSPZ 26-22, KCPX 39-35.

NIGHT "Love On The Airwaves" (Planet) 30/8

Moves: Up 11, Same 11, Down 0, Adds 8, WBEN-FM, WBBF, KSET-FM, KBFM, WVLC, KEYN-FM, WFBG, KATI.

LTD "Shine On" (A&M) 27/2

Moves: Up 14, Same 5, Down 6, Adds 2, KEARTH, WAXY, WXKS 3-3, Z93 10-8, 94Q 21-16, Y100 17-14, WCKX 20-13, WJDX 7-4.

RITA COOLIDGE "Fool That I Am" (A&M) 27/0

Moves: Up 18, Same 7, Down 2, Adds 0, WROR 27-25, KXOK 10-6, WHB 16-9, KPLZ 31-29, KIMN 28-23, KINT 32-24, WLCY 7-6, WCIR 25-19.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 25/18

Moves: Up 4, Same 3, Down 0, Adds 18 including WIFI, WCAO, KRLY, WCKX, KIIS-FM, KINT, BJ105, Z104, KENO.

APRIL WINE "Just Between You & Me" (Capitol) 22/18

Moves: Up 2, Same 2, Down 0, Adds 18 including KUPD, KBFM, BJ105, WGH, WVIC, KJRB, WIGY, KILE.

YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 22/12

Moves: Up 7, Same 3, Down 0, Adds 12 including WXKS, KFRC, KINT, WBBQ, WSEZ, KIDD, WRKR, WXLO 10-7, CKLW 18-7, KRLA 25-22, KIIS-FM d-19.

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