

Radio & Records

ISSUE NUMBER 393

THE INDUSTRY'S NEWSPAPER

JULY 31, 1981

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Jerry Lee New VP/GM At KJQY

Jerry Lee has been appointed to the position of VP/GM at Group W's KJQY/San Diego. He replaces Bert Wahlen, who was recently promoted to VP/FM Stations for the company. Lee was Station Manager at KLOL/Houston for the past nine years.

Wahlen, in making the appointment, commented, "We are pleased to find a broadcaster like Jerry Lee, who has an exceptional operational and managerial background for this important position. With the support of a very talented staff, he will further the station's present success and involvement in the dynamic and expanding San Diego community."

Lee's career before managing KLOL includes sales positions with KLOL and its AM sister KTRH plus programming experience at Cleveland, St. Louis, and Minneapolis stations and on-air work in Los Angeles, Houston, Denver, and Albuquerque. He takes on his new responsibilities at the San Diego Beautiful Music station August 16.

REPUBLICANS BUY TIME TO PROMOTE TAX CUT

Radio Gets Call From White House

Needing to build an immediate campaign in support of President Ronald Reagan's tax proposal, the National Republican Congressional Committee (NRCC) turned to radio early this week for its sell. Three networks and seven rep firms participated in the \$300,000 radio portion of the buy.

"It's an approach to legislation that may be on the increase," R&R learned from Buddy Bishop, President of Washington, DC-based Bishop, Bryand & Associates, which created and placed one of the four radio spots used this week.

Included in half the buy were 175 stations in 40 markets chosen as select Congressional districts, according to Bishop, whose final decision on stations was based on demographics. Bishop used Katz, Major Market, Torbet, H-R/Stone, Selcom, Eastman, and Pro-Media to place the spot-radio business. The 30-second ad addressed the issues of jobs, inflation, and quality of life; and urged listeners to telephone Congress in favor of cutting taxes.

Bishop indicated to R&R that a cursory study on Tuesday, the day after the spots began and the President addressed the nation, revealed phone circuits into the nation's capital were jammed. Delivery was a problem in some cases, Bishop told R&R, and Republican volunteers were recruited in several cities to make

Seven-Year Radio License Proposal Gets Congressional Negotiators' OK

Broadcaster Fees Axed; New Facilities To Be Awarded By Lottery; Radio Deregulation Dropped; Congressional Approval Likely This Week

After a week of haggling, budget negotiators for the House and Senate Monday reached a compromise agreement making several sweeping changes in broadcast regulation, including:

- Seven-year radio licenses.
- Five-year licenses for TV stations.
- Awarding new licenses by lottery, instead of the lengthy comparative hearing process.

There was also discussion of preventing groups from obtaining financial settlements from broadcasters by filing frivolous petitions to deny or competing applications, but it was unclear whether such a provision would emerge when the compromise language was put down on paper.

The compromise agreement was expected to go to the House and Senate floors for a vote last this week or early next week, and observers expected approval in both chambers.

A week-long fight had erupted because the Senate had included radio deregulation and four other communications bills in its version of the federal budget. The tactic infuriated House leaders, whose budget contained no broadcast items.

Death For FCC Fees, Radio Deregulation, Petitions To Revoke

Senate-passed proposals which did not survive the conference committee included:

- A schedule of annual broadcaster fees to be paid to the FCC.
- Indefinite radio licenses coupled with a petition to revoke process.

• A codification of the FCC's radio deregulation covering non-entertainment programming, ascertainment, logging, and commercial limits.

Even though both the House and Senate had earlier approved the FCC fee system for broadcasters, the scheme was killed in conference at the insistence of Senate Commerce Committee Chairman Bob Packwood (R-OR), who would not permit fees to be imposed unless broadcasters received deregulation in return.

R&R also learned that the conferees' primary concern in approving lottery selection was to help the FCC cope with a backlog of thousands of applications for low power television stations, although at press time no specific language had been written.

LICENSE/See Page 22

Bender Becomes Program Manager For RKO 1 & 2 Networks

Tom Bender has been named Program Manager for the RKO 1 and RKO 2 radio networks. Bender comes to the newly-created post from WRIF/Detroit, where he was PD for five years.

Bender will be responsible for the operation of RKO 1 programming as well as helping RKO Radio Network VP/Director of Programming Dan Griffin with the start-up of RKO 2, which is tentatively scheduled to begin broadcasting in September of this year. Bender will be developing long and short-form programming for the nets and will be working with Griffin on the creation of RKO 3 as well.

Commenting upon the appointment, Griffin told R&R: "We were looking for someone with a good solid programming background, someone who had both the creative and administrative ability to handle the diverse elements of RKO 1 and 2. With his knowl-



Tom Bender

edge of music and his background in talk and feature work as well as his administrative experience, Tom was an ideal choice. He can

BENDER/See Page 22

SUPERVISES KZAM-AM&FM

Sharon Named Bellevue VP/GM

Bob Sharon has been appointed Vice President/General Manager of Bellevue Radio Inc., owner of KZAM-AM&FM/Seattle and affiliated with Sandusky Newspapers' radio division. Sharon was most recently President/GM of KLAK & KPPL/Denver and previously served in executive positions at KFWB, KIIS and KPOL/Los Angeles as well as KPOJ/Portland.

Sandusky Broadcasting President Toney Brooks commented to R&R, "Bob is a dynamic and energetic manager with extraordinary people skills. He is a welcome addition to Sandusky." Sharon told R&R, "What sold me on this job was Sandusky. I'm

SHARON/See Page 20

WDRQ Sets Torcasso As New PD

Rick Torcasso, formerly known as Spanky Lane, has been named Program Director of WDRQ/Detroit, replacing Bill Garcia, who moved crosstown to WOMC (R&R 7-24). Torcasso, who was most recently PD of WBMX/Chicago, will join the Charter station August 3. "I am very impressed with the whole Charter company," Torcasso told R&R. "I think that working for these people will be great because they're radio-minded and just a great group of professionals."

WDRQ VP/GM Joe Bacarella said, "After personally meeting



Rick Torcasso with Rick I was very impressed. He's a very research-oriented guy TORCASSO/See Page 22

EDDIE RABBIT

NEW ALBUM:

Step By Step 5E-532

Featuring The Hit Single:

Step By Step E-47174



Producer: DAVID MALLOY

Personal Management:

Stan Moress/Scotti Brothers Artists Management



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Charter's KITT Purchase Official

Charter Broadcasting will officially become the new owner of KITT/San Diego Friday (7-31) at midnight PDT. Charter Executive VP Russ Wittberger told R&R, "After more than eight years, we finally have an FM in San Diego. This has been a struggle, but we've done it. The call letters will change to KCBQ-FM and the on-air identity of the station will be Q105. The format will be Country. KCBQ-AM will remain a full-service Country station with news, weather, sports and traffic, while KCBQ-FM will be more of a 'music station.' In other words the emphasis on the AM will be on personality and content and the FM will concentrate on music."

KCBQ's current VP/GM Mike Stafford will become VP/GM of both stations, with Bob McKay handling the programming for the FM as well as the AM. The stations will not simulcast, and an entire new staff of announcers has been hired for the FM.

Busby Promoted To A&M VP/Marketing

Jheryl Busby has been promoted to Vice President/Marketing (Black Product) at A&M Records. He had served as VP/R&B Promotion since January this year, and will continue to oversee promotional activities on behalf of black product along with new responsibilities for all sales functions in the black marketplace. Before joining A&M, Busby was VP/R&B Promotion for Casablanca.



Jheryl Busby

Roth Promoted To Sr. VP/GM For CBS West Coast

Myron Roth has been promoted to the position of Sr. Vice President/General Manager, West Coast Operations for CBS Records. He had headed West Coast operations for the company as VP/GM. He will report to Dick Asher, Deputy President of the CBS/Records Group and President/CBS Records Division.



Myron Roth

The promotion for Roth was described as underlining the importance of CBS's West Coast operations. Roth, as the Division's senior management representative on the West Coast, will supervise A&R, marketing, business affairs, creative services, law, finance and administration for Columbia and Epic/Portrait/CBS Associated Labels.

Roth started his record career with RCA as Senior Counsel, serving as VP/Business Affairs from 1973-77. In 1977 he became VP/Business Affairs, West Coast for CBS, a position he held until last year's appointment to the West Coast VP/GM position.

McLaughlin Promoted To KPRZ VP/GM

John McLaughlin has been appointed Vice President/General Manager of Gannett's Christian-formatted KPRZ/Los Angeles, following the resignation of President/GM Richard McIntosh. He commented, "This is a great challenge with a great station. I'm very pleased to be in a position to contribute to the broadcasting industry in the 80's with Gannett."



John McLaughlin
McLAUGHLIN/See Page 20

Meyer Becomes KAZY PD

Rich Meyer has been appointed Program Director at AOR outlet KAZY/Denver in the wake of Dave Van Dyke's resignation Monday (7-27). Meyer was most recently PD at 91X/San Diego, another AOR station; both are consulted by Frank Felix. 91X midday man Jim Gelaro has been named to succeed Meyer as PD. In another KAZY change, morning man Alan Baxter exited and Jay Cooper joins the station for an undetermined air shift.

Meyer commented to R&R, "It's a great opportunity. I'm really looking forward to it. I was ready for a new challenge, and this seemed like a good one. I've always liked the Denver market."

Staton Joins E/A As VP/Promotion For Special Markets

Bill Staton has been named VP/Promotion, Special Markets for Elektra/Asylum, joining the company from RCA, where he was VP/National Black Music Promotion for over two years. Before joining RCA he was VP/Promotion at CTI, and worked at Atlantic for 17 years before that.



Bill Staton

E/A VP/Special markets Oscar Fields, to whom Staton will report, commented, "We're very excited to have such a pro with us. The fact that he's familiar with the WEA distribution system through his duties at Atlantic is also a big plus. All of us at E/A welcome him aboard."

Hunter, Mitchel Promoted At KOME

Mikel Herrington, known professionally as Mikel Hunter, has been promoted from PD to Operations Manager at San Jose AOR KOME, while afternoon drive man Gene Mitchel becomes Program Coordinator at the station, according to an announcement from GM Dan Tapon.

Hunter will continue his PD responsibilities while managing all aspects of the station's daily operations except sales. Mitchel, who retains his air shift, will act as liaison between the air staff and Hunter.

Commenting on Mitchel's promotion, Hunter told R&R, "Gene's been with us for five years and wants to develop other areas of his talent. It's a vote of confidence for a member of the staff who works hard and understands what we're trying to do."

LETTER

"Surprise Visit" Solution

Dear R&R:

To comment on Walt Love's article about Promotion vs. Programming, this never-ending topic is of special concern to me since I have recently taken on the responsibility of adding the music here.

A short time ago all the FM's in our chain (Plough) became autonomous, and the floodgates opened with promotion people. We have some of the sharpest record company employees in the country here. However, the comment you quoted Eddie Jordan on about promotion people stopping in unannounced struck a familiar nerve with me. That is my biggest problem here. Mr. Jordan remarked it happened only because of his market's size. From talking to my friends in the business around the country in other major markets, I find it is a widespread problem. I think there is only one solution, as far as what radio people can do. That is to simply not be available whenever a "surprise" visit happens. By setting up and posting promotion hours, and sticking to them, things will improve. I find the record people that I respect are the ones who come by at the correct time. Finally, why the heck isn't it standard operating procedure for the labels to instruct their people to call before making an "off-day" visit!?!?

Keep up the good work with your column.

Tim Watts
MD, WXYV/Baltimore

WABC BOUNCES BACK

The story behind ABC's AM flagship's resurgence, illustrated by exclusive listener distribution graphs.

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COUNTRY SPARKLES WITH POP

Three Country programmers discuss the pros and cons of playing pop crossovers.

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FIGHT TO RETAIN FINANCIAL REPORT

Radio Information Center's Maurie Webster fears loss of adequate financial statistics for radio.

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EXAMINING ARBITRON'S POPULATION ESTIMATES

The implications that arise from 1980 census data's not being plugged into the Arbitron system until 1982.

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FOCUS ON PUBLIC SERVICE

Five examples of A/C stations involved in meaningful, constructive promotions.

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PLUGGING COMMUNICATION GAPS

Exploring the morale dangers when staffers learn about station changes from reading about them in the trades.

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THE LARRY KING LISTENER PROFILE

A survey of the national overnight talk show's audience refutes some stereotypes of typical late-night listeners.

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THE AOR PROMOTION CHECKLIST

All you need to know about contacts for AOR record service and communication.

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R&R's

NEW

**RATINGS
REPORT**

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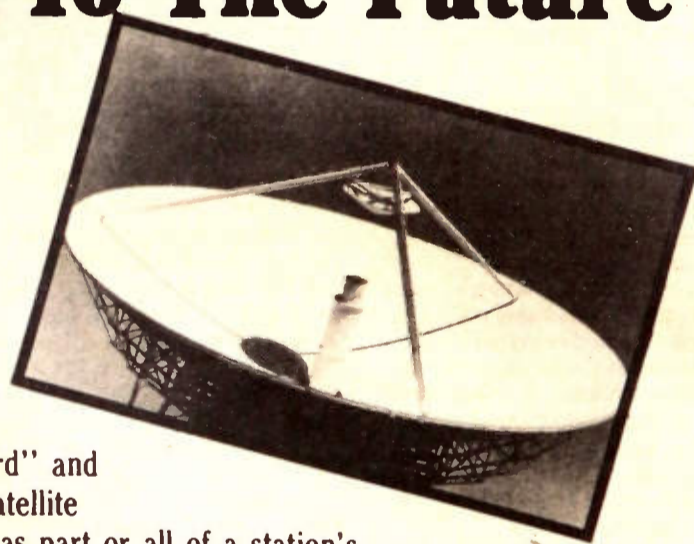
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Washington Report

Radio Welcomes Seven-Year Licenses

"Fantastic," KEYS/Corpus Christi GM E.C. Stern told R&R, in a reaction that was typical of broadcasters asked to comment on the likelihood that Congress will extend radio licenses to seven years (see Page 1).

"It'll cut down by better than half the paperwork I have to do with a three-year license," Stern predicted. He wasn't disappointed that the Senate proposal for indefinite licenses was dropped, explaining, "I think we still have some responsibility to the community and to the Commission."

Jim Eddens, VP/GM at WOW & KEZO/Omaha, also likes the seven-year license. "I think it will save a lot of grief and a lot of paperwork and will not lower the quality of the radio station." Eddens was particularly pleased that the conferees killed a proposed schedule of broadcaster fees to be paid to the FCC. "Once you start a fee it's like a tax," Eddens offered. "They don't know when to take it off and they always want to add to it."

Renewal Labeled "Useless"

At WHBL/Sheboygan, WI, President/GM Michael Walton described his reaction as "guarded optimism," since he has seen similar proposals go down to defeat at the last minute. "I'll believe it when I see it," said Walton. "It would make it a hell of a lot easier because renewal sure is a useless pain in the neck now." Nevertheless, said Walton, "We still have a responsibility to serve the needs of our communities of license, and we're going to continue doing that whether we get three-year licenses or twelve-year licenses."

As President/GM of the

Baltimore Orioles' flagship station, WFBR/Baltimore, Harry Shriver told R&R he's having a "long and depressing summer," and the seven-year license prospect "is the best news I've had in a long time." Shriver had been worried about the petition to revoke procedure which had been included in the Senate's earlier bill calling for indefinite radio licenses. "The seven-year license without the petition to revoke would be a most welcome thing," said Shriver, who was not so enthusiastic about the approval of lottery selection for new

facilities. "There must be a better way than a lottery. The irony is that it's a federal crime to broadcast any information about a lottery and now they want a lottery in their regulatory process."

EEO Will Remain An Overhanging Threat

The agreement by House and Senate conferees also came as welcome news to Tom McCoy, Associated General Counsel at Golden West Broadcasters. Seven-year licensing, said McCoy, is a "step in the right direction and an approach that would be acceptable to community interest groups. With deregulation in place, EEO will serve as an overhanging threat," McCoy told R&R.

Webster Urges Industry To Keep Reporting Financial Information

A one-man attempt to save the Commission's financial reporting form (FCC Form 324) commenced last week. New York-based Radio Information Center President Maurie Webster wrote all heads of major groups, networks, brokers, and rep firms seeking support for asking the FCC to keep the form. Webster said that adequate radio industry financial statistics may not prevent radio's national market share from declining, but noted it will serve as a barometer to measure how the industry stacks up against other media.

Webster admittedly profits from the information by offering a computerized analysis of the data, but pointed out that there may be three other harmful effects should Form 324 be

eliminated:

- A difficulty in effectively overseeing a station's performance.
 - A possible loss of value in a future sale if a station's financial position in the market was not known.
 - A problem for rep firms which would be without a benchmark for financial data market by market.
- No other existing central source for the information comes close to the FCC's accuracy, Webster concluded in his alert.

Nuclear Warnings On Subcarriers Could Be Boon To Some FM's

For some lucky stations, a new plan to air nuclear accident warnings on subcarriers could mean that radios, crystal-tuned only to their frequencies, will be installed in virtually every home and business in their listening areas.

When not receiving an emergency or test signal on the subcarrier, the receivers would pick up the normal programming of the FM outlet, giving the station a unique, guaranteed pipeline into thousands of homes.

The concept is being marketed by Vedette Energy Research of Newbury Park, CA as a new way for nuclear plants to notify nearby residents in case of accidents, as required by federal regulations. Although the FCC has approved, Vedette hasn't signed any plants yet, but is zeroing in on the

20 facilities now under construction.

A spokesman claims that, while expensive, the plan is competitive with the most common warning system, a multi-million dollar set of sirens in the countryside surrounding a plant.

According to Vedette, the firm doesn't anticipate that nuclear plants would pay a subcarrier rental fee, because messages would be aired so rarely and the stations would have the advantage of getting their signals pumped into many locations at the utility's expense.

FCC: At A Glance

Call Letter Changes Opposed

WZZQ/Jackson, MS has run into opposition to its proposed change of call letters to WMSI. The idea has drawn fire from WJMI/Jackson, which claims "an undeniable rhythmic and phonetic similarity" and says the fact that three stations in town already have calls ending in "I" creates "an even greater potential for confusing the public."

Facing its fourth call letter change in two years, Doubleday's KHOW-FM/Denver is being challenged on its request for KPKE. Challenger is Sandusky's KBPI. Doubleday has won two and lost one.

Foes Hit United Tactic

United Broadcasting's attempt to inject the issue of owner Richard Eaton's death into its fight to save OK100(WOOK)/Washington (R&R 7-17) has been sharply opposed by two competitors for the license, Hispanic Broadcasting and District Broadcasting. "The

misconduct in question is not uniquely attributable to Mr. Eaton but to the United organization generally," District charged.

Field Office Gets New Chief

Stepping up to become Chief of the Field Office Bureau on September 1 is Richard Smith, who has been Deputy Chief since last year. He'll be replacing James McKinney, who is moving over as Chief of the Private Radio Bureau. Both are 18-year FCC veterans. Smith began as an engineer in the Los Angeles Field Office in 1963.

Washington Street Talk

Death Knell For 9 kHz

Insiders are looking for a 3-2 or 4-2 vote in favor of sticking with 10 kHz AM spacing when the Commission finally votes behind closed doors next Tuesday (8-4). Only Anne Jones and Joe Fogarty are counted as strong 9 kHz backers. However, one Commission official cautioned that the shift of a single vote could yield a tie, leaving 9 kHz in place.

Performers Royalty Gets "No Surprise" Support

New U.S. Registrar of Copyrights David Ladd told a congressional subcommittee last week he supports H.R. 1805, Rep. George Danielson's (D-CA) performance royalty bill. "Broadcasters and other commercial users have used sound recordings for many years without permission or payment," Ladd testified.

KSON's McKinnon To Head CAB

Dan McKinnon, President of KSON-AM&FM/San Diego, has been named to head the Civil Aeronautics Board. A Navy flyer and still a licensed pilot, McKinnon ran for Congress unsuccessfully last year. The appointment is subject to Senatorial confirmation.

Station Runs 59 Consecutive Commercials In "Deregulation" Contest

WKYI/Ocean City, MD ran 59 commercials in a row over an hour's time, and Station Manager Choppy Layton said, "It couldn't have been done without radio deregulation and the elimination of commercial time requirements." The heavy spot load was not a gesture designed to enrage citizens' groups, but a contest, in which listeners who brought in a complete list of the spots played could win up to \$1000. The "World's Longest Commercial Interruption" brought in over 1200 entries in three hours. Layton pointed out that the station plans to reduce its regular commercial load to a point below the FCC's former guidelines, and will run a commercial-free hour to compensate for the spot-heavy time period. "We aren't going to make a habit of this," he added, pointing out that the promotion could be used effectively only on rare occasions.

Van Deerlin Chair Established

The Lionel Van Deerlin Endowed Chair of Communications has been formally established by San Diego State University in honor of the former Chairman of the House Communications Subcommittee who begins teaching at San Diego State this fall. The Chair will explore technological advances in communications and governmental policy research.

Trade Association News

Tidewater Broadcasters Elect Officers

Dick Fraim, VP/GM of WTAR & WKEZ/Norfolk, has been elected President of the Tidewater Association of Radio Broadcasters for 1981-82. WCMS President Bill Weller becomes VP and WFOG-AM&FM's Stu Cohen was elected Treasurer.

Colorado Broadcasters Elect Five

The Colorado Broadcasters Association has elected three new officers and two new directors for the July 1981-June 1982 year. KBOL & KBVL/Boulder Station Manager Rusty Shaffer becomes President, KCOL-AM&FM/Ft. Collins VP/GM John Miller is President-Elect, and Sandusky Broadcasting President Toney Brooks was elected Secretary-Treasurer. KIDN/Pueblo President/GM David Scribner and KKTU-TV/Colorado Springs VP/GM George Jeffrey join present directors Carl Anderson, President/GM of XYZ Broadcasting of Grand Junction; KOA/Denver VP/GM Brian Cobb; KUBC-AM&FM/Montrose President/GM Robert Hale; Plkes Peak Broadcasting President/GM Harry Hoth Jr.; KRLN & KSTX/Canon City GM Martin Nonhof; and Mountain Bell's James Kercheville on the board.

United Church Of Christ Broadcasters Formed

In order to "share their concerns" about United Church of Christ broadcasting policies and those of UCC Director Everett Parker, a group of radio/TV executives has formed the United Church of Christ Broadcasters. WBYS-AM&FM/Canton, OH President/GM Charles Wright was elected Chairman of the group; with WITL/Lansing President Charles Mefford; KCMO-AM&FM/Kansas City VP/GM Steve Shannon; KGNB & KNBT/New Braunfels, TX President/GM Herb Skoog; and WCFR-AM&FM/Springfield, VT President/GM Frank Zeza also participating.

R&R IN-DEPTH REPORT

The Clear Channel Breakdown: One Year Later

Applications Fall 90% Short Of Expectations; AM Branch Chief Doubts Goal Of 125 New AM's Will Be Met

Success or failure, the clear channel proceeding is just beginning to see results. The first new grant was made June 24 to KIEV/Glendale, CA. It was allowed to add nighttime service on 870 kHz, home of clear channel WWL/New Orleans. The second grant, in Sedona, AZ, enabled daytimer KAZM to move from 1470 to 780 kHz, becoming a fulltime station in the process, protecting WBBM/Chicago.

When the FCC voted in May 1980 to break down the 25 clear channels to create up to 125 new AM stations, there were estimates that up to 2000 applications would flood in to the Commission. There was even a suggestion that Congress be asked for money to hire extra staff to cope with the anticipated deluge.

More than a year later, however, the reality is far different. Fewer than 200 applications have been received to date and AM Branch Chief Tom Johnson told R&R, "I seriously doubt we'll get 125 new stations."

Why Expectations Declined

What the Commission did was reduce to 750 miles the protection guaranteed to the 25 Class I-A clear channel stations, opening up room for 100 new AM's on those frequencies and 25 more on adjacent channels. It specified that applicants:

- Be at least 50% minority-owned or
• provide a community's first or second local nighttime service or
• provide first service to at least 25% of its proposed coverage area.

Predictably, longtime critics of the clear channel breakdown are calling it a flop, while those who guided the project through the FCC claim it is well on the way to success.

Several industry and FCC observers contacted by R&R offered a variety of explanations for the surprisingly low number of applications:

- The prohibitively high cost of building a directional station.
• FCC restrictions which open up the most new frequencies in sparsely populated Western areas that offer a relatively low profit potential.
• Shortage of consulting engineers, many of whom have

been preoccupied with lower power TV applications.

Gimmick Applications? "Basically, it's doing just about what we projected," Broadcast Bureau Chief Dick Shibben told

WJJD/Chicago Seeks Nighttime Service

Breaking new ground for itself and ten other limited time stations, Plough Broadcasting's WJJD/Chicago recently won the right to apply for full nighttime service at ten kw. (Limited time stations can operate briefly after local sunset, but must sign off when the sun sets at the clear channel I-A station they protect.)

In order to even consider Plough's request, the FCC first had to waive its requirement that new AM's on clear channels be limited to one kw and be in areas with little current AM service. The action only paves the way for consideration of requests. It does not guarantee an eventual grant of nighttime service requests, according to an FCC spokesman.

Table with columns: FREQ, I-A CLEAR CHANNELS, and station call letters (e.g., KFI/Los Angeles, WABC/New York, etc.)

R&R. "If applications have been a little off, it's because all the consulting engineers were doing low-power TV." Another official claims there was a great deal of "overanticipation by many people," and the small number of applications is a plus, since processing will be speedier.

On the other hand, a veteran consulting engineer complains, "An awful lot of these are gimmick applications - a dodge to get around the rules. And there are damn few minorities." Many of the applications, according to this engineer, are trying to thwart the Commission's intent by searching out tiny suburban communities which qualify for first service that, not coincidentally, would also cover a nearby major market.

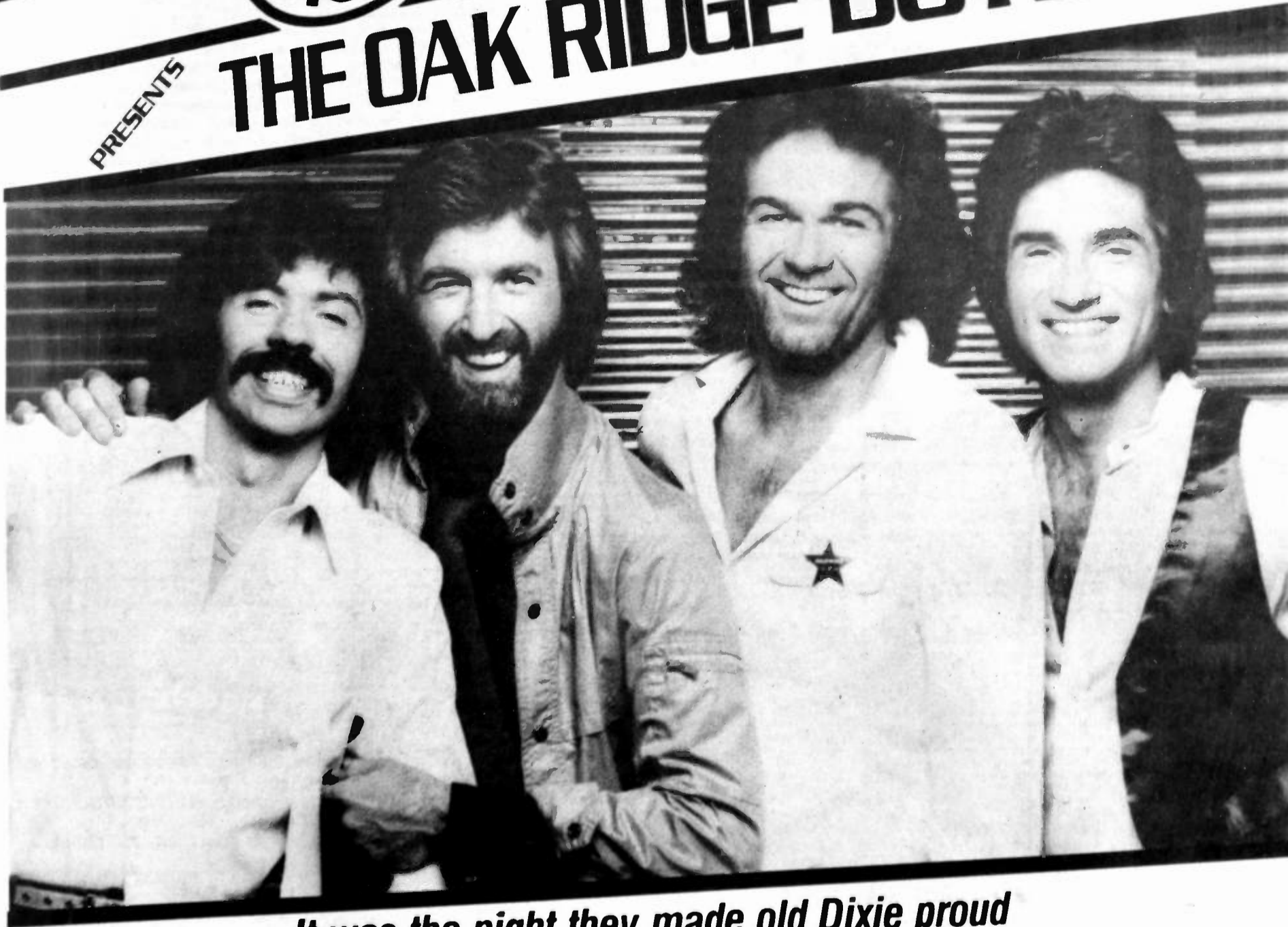
Main table listing city and state, day/night power, and applicant's name for various clear channels (e.g., 640 (KFI/Los Angeles), 650 (WSM/Nashville), 660 (WNBC/New York), etc.)

* (Still Open for Filing)



PRESENTS

THE OAK RIDGE BOYS



It was the night they made old Dixie proud

THE OAK RIDGE BOYS

in a special benefit for the Tennessee Performing Arts Center in Nashville.

The Governor of Tennessee,
the Hon. Lamar Alexander was there.
Elvira was there.
Now, you can be there.

On August 1 the **SILVER EAGLE** presents
**THE OAK RIDGE BOYS
FOR THE ARTS**
on more than 400 stations
throughout the country

Produced by
DIR BROADCASTING
The Silver Eagle is aired via the
ABC Entertainment Radio Network

Coming up on the Silver Eagle:
August 15 Alabama and Charly McClain
August 29 Crystal Gayle
September 12 Tammy Wynette
September 26 Mel Tillis and Gail Davies

for further information contact
ABC Radio Ruth Meyer (212) 887-7676

MDIO abc
Networks

or DIR Broadcasting

DR

Peter Kaulf (212) 371-6850
Bob Kaminsky



"Blow Out" Film's \$9 Million Campaign Means Big Bucks For Radio

"Blow Out," starring **John Travolta**, cost director **Brian DePalma** somewhere in the neighborhood of \$18 million to make. However, **Filmways Pictures**, which produced the thriller, is spending \$9 million more in one of the largest advertising campaigns mounted on behalf of a film in recent memory. Approximately \$4.5 million will be

spent opening the film, with radio scoring over 10 percent (\$486,000) of the marketing budget. Interestingly, syndicated radio shows will receive \$27,000 alone. The remaining \$439,000 will be devoted to network and spot radio.

devoted to radio and print advertising (no other media), while during the fourth week, another \$500,000 is earmarked for radio and print (again no other media).

The second week's \$1.3 million will be given to radio, newspapers and sport TV with the final \$1 million allotted to radio, print and network TV, taking the campaign through the Labor Day weekend.

The other \$4.5 million will be divided over the following five weeks. During the third week, \$700,000 will be

BROADCAST DIVISION SOLE BRIGHT SPOT

CBS Sees Second Quarter Profits Slide

Despite what the company termed a "strong performance" by the broadcast division, **CBS Inc.** posted an "anticipated" 23 percent decline in profits during the second quarter of 1981. Profits for the firm fell to \$41.9 million, down from \$54.3 million in the second quarter of 1980, even though sales for the company increased 3 percent to a record \$998.2 million, up from \$971.8 million in the year-previous time period.

Among the reasons stated for the decline were "sharply higher development spending for new operations in cable-TV programming, home video, and theatrical films," as well as the weakness of Western European markets, foreign currency exchange losses, and the delay in the release of several major records.

Although sales for the broadcast division rose 12 percent above last

year's second quarter levels, with radio, TV, and TV stations all contributing to this increase, CBS noted that its radio operations and TV stations did especially well in profits. The company also claimed to have made a profit with its TV network even though it was burdened with costs associated with the delayed start of the 1980/81 viewing season.

CBS Records chalked up a 10 percent decrease in sales, attributed to a planned reduction in the **Columbia House** record and tape sales. **Columbia Records** and its music publishing arm also posted lower profits.

During the first half of 1981, CBS reported a decline in profits to \$56 million from \$67.3 million in the equivalent period of 1980, while sales inched up 2.6 percent to \$1.99 billion, from \$1.94 billion in the initial six months of 1980.

Imprintable Sweatbands That Don't Distort Your Message



Using these polyfoam sweatbands for head or wrist, even the smallest copy can still be easily read. The sweatbands make use of velcro grippers as connectors and thereby adjust to different sizes without distorting the copy — a problem with conventional terrycloth stretchable sweatbands.

Washing is no problem as the polyfoam bands wring out much like a sponge and, of course, are ideal for your station's call letters or group's logo. For further information, contact **United/UAI**, located in Winston-Salem, NC.

Harte-Hanks 2nd Qtr. Net, Revenues Up

Harte-Hanks Communications reported that its 1981 second-quarter net increased 17 percent to \$7.3 million, up from \$6.2 million in the second quarter of 1980. Revenues for the firm, rose 16 percent during the second quarter of 1981 to \$88.8 million, up from \$76.3 million in the equivalent period last year.

Earnings and revenues for the first six months of 1980 both climbed 15 percent. Six-month net swelled to \$11.5 million, up from \$10 million for the same period last year, while six-month revenues jumped to \$164.1 million, up from 1980's \$142.5 million.

Microcycle Putts Into U.S. Ports



In Japan, "Pocket-Bike" racing is purportedly a BIG sport. Gardena, CA-based **KenDee Distributing**, which has recently begun importing the 28-pound machines, is hoping it will catch on stateside. The "Pocket-Bike" features a 30cc two-stroke engine, rear disc brake, recoil start, and an automatic clutch.

Although the microcycles are described as excellent for children to learn to ride on, the "Pocket Bike" can also be ridden by adults. Priced at around \$600, these tiny transports may make excellent promotional items.

8 Labels Pull \$1 Million From PX's

Over 350 firms did more than \$1 million worth of business with the **Army and Air Force Exchange Service (AAFES)** last year. Among these companies were eight record labels, headed by **WEA Distributors**, which sold \$8.7 million worth of merchandise through PX's around the world.

Other labels to top the million dollar AAFES sales mark during 1980 were: **RCA Solid State** (\$8.6 million), **Columbia Records** (\$7.1 million), **Polygram Distribution Inc.** (\$4.6 million), **Capitol Records** (\$2.9 million), the **MCA Distributing Corp.** (\$2.8 million), the **Motown Record Corp.** (\$1.8 million), and **A&M Records** (\$1 million).

Skinny-Dipper's Delight: Swimsuit Flotation Device

"Build a better mousetrap and the world will beat a path to your door."

may not put a little slimmer in your summer, but it can't hurt.

— old adage

At last someone has come up with a truly useful product — a flotation device for skinny-dippers. After all, you never can tell when some prankster is going to tear your swimsuit off the bush you stashed it on and either hide or run off with it or when those gently flowing currents will carry your suit merrily merrily downstream.

Rest assured, free spirits. Gloucester, MA-based **SDC Ltd.** has the answer to your needs. The "Skinny Dip Clip," consisting essentially of a sponge affixed to a rubber clip, allows you to comfortably attach the clip to the side of your suit until you decide it's time to doff your duds. Priced at \$6, the "Skinny Dip Clip"



5 YEARS AGO TODAY

Radio & Records

- ★ **BRUCE JOHNSON BECOMES PRESIDENT OF STARR BROADCASTING.**
- ★ **KENNY BUTTICE NAMED VP/PROMOTION FOR ELEKTRA/ASYLUM.**
- ★ **RICK DEES APPOINTED PD AT WMPS/MEMPHIS.**
- ★ **RAY ANDERSON EXITS VP/PROMOTION POSITION AT UA.**
- ★ **BILLY BASS EXITS AS ROCKET NATIONAL PROMOTION DIRECTOR.**
- ★ **NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket)**
- ★ **NUMBER ONE COUNTRY: "Golden Ring" — George Jones & Tammy Wynette (Epic)**
- ★ **NUMBER ONE LP: "Spitfire" — Jefferson Starship (RCA/Grunt)**

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**.

brock

WKLS Atlanta

WESTWOOD ONE

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

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

SURF'S UP!

The Beach Boys Medley

THE BACK PAGE®

BREAKERS®

BEACH BOYS

The Beach Boys Medley (Capitol)

58% of our reporters on it. Moves: Up 16, Debuts 33, Same 38, Down 0, Adds 40 including Z93, KRLA, KIMN, Q103, WBLI, WAQY, WFMF, WBCY, WAKX, KTKT, WCIR, Z102, KDVV, KSLY. See Parallels, charts at number 30.



Capitol
RECORDS

Networks/Program Suppliers

Trell, Dawson Promoted To VP's At CBS Radio

Gail Trell has been elevated to VP/Sales & Marketing at the **CBS Radio Network**, coming from her previous post as head of the net's AM Radio Stations.

In her new position, Trell will coordinate sales and strategic marketing for the CBS AM & FM O&O's as well as spot and national sales for the network. She will also be responsible for developing new business, according to CBS Radio President **Bob Hosking**, citing Trell's prior background in radio and TV station sales.

Simultaneously, **Tom Dawson** has been upped to VP/Marketing for the CBS Radio Network, having previously been VP/Division Services with the net.



The Creative Factor INC

Jo Anne Adams has been named VP/National Sales Director for the Hollywood, CA-based firm, coming from her previous post as Western Regional Sales Manager for the **RKO Radio Network**. In her new position, Adams will share responsibilities with the firm's VP/National Sales Director **Bob Syers**, who is based in New York City.

Adams's first order of business will be to oversee the implementation of sales efforts for the Creative Factor's newly-announced joint venture with the **Hilton Hotels Corp.**, which involves the creation of original video programming for all 48 Hilton-owned or managed hotels. These programs will orient recently-arrived guests to hotel services as well as familiarize them with the hotel's immediate surroundings.

National and local advertising will be sold as part of the programming, with ads available in 60, 30, or 20-second spots, which will be inserted in the magazine-styled video format.

Flood Throws Wet Blanket On ABC Radio

Heavy rains over the weekend flooded the basement at **ABC Radio** headquarters in New York, knocking out the network's switching system during Monday morning drive. Fortunately, according to a network spokesperson, most of ABC's news people were in London for the Royal Wedding, enabling both incoming and outgoing switching to be handled via the net's Washington Bureau. The outage lasted nine hours.



Watermark

Artists to be featured on the "Robert W. Morgan Special Of The Week" during the month of August include: **Smokey Robinson** (1-2), the **Beach Boys** (8-9), **Debbie Harry** (15-16), **Hall & Oates** (22-23), and **Kim Carnes** (29-30).

Dean Torrence (of **Jan & Dean**) will be the guest for the firm's "Soundtrack Of The 60's" show, airing August 1.



Radio Network

Jim Hood has been elevated to Deputy Director/Broadcast Services for **AP Broadcast Services**, coming from his previous position as General Broadcast Editor for the firm. In his new post, Hood will supervise all AP Editorial Services, including the **AP Radio Wire**, the **AP TV Wire**, the **AP Radio Network**, and the **AP News Cable** service.

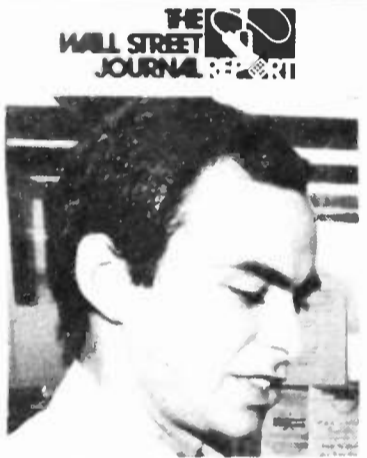
Reps

Blair, Major Market & Torbet Claim 25-49's Most Requested Demo

Blair Radio, **Major Market Radio Sales**, and **Torbet Radio** all reported that the single most requested demographic has been 25-54 year-olds during the first half of 1981. While Blair received only a slightly higher request in this demo (from 25.3% to 26.6%), Major Market's response was up dramatically to 32.2% over 27.5% last year. Torbet's requests were also up sharply to 33.4% from 24.1% in 1980.

As for the second most requested demo, Blair calculated a tie with 25-49 year-olds (16%) and 18-49 year-olds (15.9%), while Major Market projected 18-49's (17.3%) the second place winner and 25-49's (13.9%) third. Torbet agreed with the latter, placing 18-49's in second with 16% and 25-49's third with 13.7%.

For the same period last year, Major Market showed its "other" category as the second ranking group, with 25-49 holding down the third spot, while Torbet claimed 18-34's as its second leading demo during the second quarter of 1980, ranking 25-49's third. The 18-34 demo ranked fourth among all three firms during the second quarter of 1981.



Gig Barton becomes Manager/Affiliate Relations for the firm, having formerly been Affiliate Relations Coordinator for the **Wall Street Journal Report**.

REEL FORMATS

Reel Formats Inc., based in North Hollywood, CA, is currently offering a "Mellow Contemporary" format targeted at the 25-44 demographic to interested stations. This format is available announced or unannounced, for automation or live-assist, and is available on a cash basis.

David Lavezzi, a 15-year veteran of the radio industry, serves as President of the newly-formed firm, while **Lorraine Arms**, owner of **KCBN-KRNO/Reno**, holds the Vice President's position. For further information, contact Reel Formats at (213) 760-3894.

WESTWOOD ONE

Ken Rose has been named producer for the firm's "Special Edition," "Tellin' It Like It Was," and "Daybook" shows, and associate producer for "Live From Gilley's." Rose most recently was associated with **NKR Productions**.

Concurrently, **Jamie Berman** has been appointed Administration Assistant to **Westwood One** President **Norm Pattiz**, coming from **Creative Artists Management**, while **Skip Beck** has been promoted to Post-Production Coordinator for the firm.



WKGI-FM/New Martinsville, WV, **WPRT/Prestonburg, KY**, and **WPNH-AM&FM/Plymouth, NH** have announced their affiliation with the network.

WOLD COMMUNICATIONS

The **Wold Communications Division**, along with its sister **Wold Entertainment Division**, has moved its corporate headquarters to 10880 Wilshire Blvd., Los Angeles, CA, (213) 474-3500.



WCCO-FM/Minneapolis has signed on to air the 52-hour "History Of Rock And Roll Silver Anniversary Edition" later this fall.

TM Special Projects



Gerard Ferri has been elevated to General Sales Manager at **TM Special Projects**, coming from his previous post as National Sales Manager with the firm.



Johnny Cash will be featured on "Jamboree, U.S.A.," the syndicated disc series which originates from Wheeling, WV, on August 7, 8, and 9. "Rosanne Cash Live In Cincinnati," originating from **WSAI/Cincinnati**, will be offered to **Starfleet Blair** affiliates on August 3-9.

Leisure Market Network

"The wealthiest people in the country, age 35-plus, with \$60,000 yearly average income" are the target of a newly-created unwired radio network entitled the **Leisure Market Network**. Headed by **John Hawks**, formerly an account exec with **Foster & Green** in Baltimore, the new net will be buying markets like **Hilton Head, SC**; **Lake Placid, NY**; **Vail, Aspen**, and **Steamboat Springs, CO**; and **St. Thomas, Virgin Islands**.



McGAVREN GUILD RADIO



Jeff Dashev and **Gary Ahrens** have been promoted to VP/Regional Manager for the **Los Angeles** and **St. Louis** offices, respectively. **Dashev**, an 11-year veteran of **McGavren Guild Radio**, most recently served as **Los Angeles Regional Manager**.

A 13-year veteran of the radio rep firm, **Ahrens** most recently held the **St. Louis Regional Manager** post for the company.



Katz Radio

Dick Mendelson has been named Exec. VP/Chief Operating Officer for the **Katz Agency Inc.** A six-year veteran of the firm, Mendelson formerly served as VP/Treasurer with **Petry Television**.

Concurrently, **Kenn Donnellon**, presently VP/Corporate Relations for **Katz**, has been elevated to the company's Board of Directors, which recently expanded from seven to eleven members. Joining Donnellon, a 16-year veteran of the firm, in the newly-created Board of Directors positions are **Vic Ferrante**, **Dick Goldstein**, and **Barry Lewis**.



RKO Radio Sales

Vince Turco has been elevated to Manager of the **New York** office, coming from his previous post as an account exec in the same city. Prior to joining **RKO Radio Sales**, Turco served as an account exec with **WROR-FM/Boston**.



ABC Information

Gordon Williams has joined the net as a business news correspondent and anchor of daily business reports. Beginning September 14, the "Gordon Williams Business Reports" will air seven times daily, Monday through Friday, with six weekend features included. The daily reports will be fed in morning and afternoon drives and at middays, and will be 90 seconds in length. The weekend reports will be 60 seconds. Williams most recently served as Assistant Managing Editor for **Business Week** magazine.



RKO 2

Sam Hall becomes News Manager for the **RKO TWO Radio Network**. A 32-year veteran of broadcast journalism, Hall most recently served as News Director at **WNEW/New York**.

Sales

WTAO-FM/Murphysboro-Carbondale, IL has been sold by the **Sunshine Broadcasting Corporation** to **WTAO Inc.** for \$700,000, subject to **FCC** approval.

Answers for
AM today;
Plans for AM
tomorrow !!

Cramer Communications
P.O. Box 120427 - Arlington, Texas 76012
817 - 274-9892
Specialists in Information - Oriented Programming and Promotion



First U.S. Cassette-Only Label Debuts

In keeping with the burgeoning market share of cassettes, **Reach Out International Records** has debuted as the first cassette-only label in America. The initial releases on the ROIR (pronounced "roar") label are a 35-minute live tape of **Eight Eyed Spy**, a 60-minute live recording of **James Chance and the Contortions** and a live performance of the re-formed **Dictators**.

All tapes are duplicated on **BASF DPS** cassettes and are available via

mail order for \$8 plus a postage and insurance charge of \$1.25 for the first cassette and 50 cents for subsequent cassettes. Record stores and distributors may purchase the cassettes on a wholesale C.O.D. basis.

Label President **Neil Cooper** plans

to issue one cassette per month in the future, all live performances mixed by members of the groups themselves. For further information contact Reach Out at 611 Broadway, Suite 214, New York, NY 10012, (212) 477-0563.

Geffen, CBS Pen International Distribution Pact

Geffen Records and the **CBS/Records Group** jointly announced that foreign distribution rights to the Geffen label have been acquired by **CBS Records International**. Geffen will continue to be distributed by **Warner Bros. Records** in the U.S. and Canada.

Releases to be covered under the new foreign distribution pact will include forthcoming product from **John Lennon**, **Yoko Ono**, **Cars** main driver **Ric Ocasek's** solo LP, **Sammy Hagar**, **John Hiatt**, and **Asia** (a group composed of rock veterans **Carl Palmer**, **Steve Howe**, **John Wetton**, and **Geoff Downes**).

'80 Census Creates 36 New SMSA's

Among the first results of the 1980 U.S. Census is the creation of 36 new Standard Metropolitan Statistical Areas (SMSA's). Under the 1980 criteria, an area qualifies as an SMSA if it either harbors a central city of 50,000 people or it encompasses an urbanized area of 50,000 with a total metropolitan population of at least 100,000.

The 36 new SMSA's are, in alphabetical order:

Anderson, SC	Danville, VA	Portsmouth-Dover-Rochester, NH-ME
Arecibo, Puerto Rico	Florence, SC	Redding, CA
Athens, GA	Fort Walton Beach, FL	Rock Hill, SC
Bangor, ME	Glen Falls, NY	Salisbury-Concord, NC
Bellingham, WA	Hagerstown, MD	Sharon, PA
Benton Harbor, MI	Hickory, NC	Sheboygan, WI
Bremerton, WA	Joplin, MO	Victoria, TX
Burlington, VT	Medford, OR	Visalia-Tulare-Porterville, CA
Casper, WY	Newark, OH	Wausau, WI
Charlottesville, VA	Newburgh-Middleton, NY	Yuba City, CA
Chico, CA	Ocala, FL	
Cumberland, MD-WV	Olympia, WA	

"Reggae Sunsplash" Festival Film Set

A Chicago-based firm, the **Reggae Tribute Co. Ltd.**, has acquired the film rights to the fourth annual "Reggae Sunsplash" festival to be held at Montego Bay, Jamaica on August 4-8. This year's show, which will feature U.S. recording stars **Stevie Wonder**, the **Isley Brothers**, and **Roberta Flack**, in addition to Jamaican music notables **Jimmy Cliff**, **Dennis Brown**, **Toots & the Maytals**, **Third World**, the **Wailers**, and **Rita Marley**, along with virtually the full flower of the island's music scene, is also the first to be sponsored by the Jamaican government.

An all-inclusive package (round trip airfare and six nights of accommodations at the Casa Montego hotel) is available. For further information contact **Oliver Magnus** at (213) 475-6383.

Microcomputer Musical Instrument Tuner

One of the more interesting applications of microcomputer technology is this musical tone generator manufactured by the Tokyo-based **Fuji Onkoh Corp.** The **Melem Electronic Tuning Flute** model "TF-30" can be used to tune almost any string or wind instrument by virtue of its three octave range. The unit's quartz oscillator produces the stable STD tones, which are then picked up and amplified by its built-in speaker. The "TF-30" is pocket-sized, making ideal for travelling.



Fine Elevated To Sr. Dir./Nat'l A&R At Polygram

Stu Fine has been promoted to Senior Director/National A&R for **Polygram Records**, coming from his previous post as Director/A&R for **Polydor** and **Polygram Records**. A four-year veteran of the label, Fine formerly served as Manager/East Coast A&R at **Arista Records**, prior to joining **Polygram**.



Stu Fine

Thomas Upped To GM At KLMA-KFMQ

Lee Thomas has been elevated to General Manager at **KLMS-KFMQ/Lincoln, NB**, coming from his previous post as GM for **KLMS**. A 22-year veteran of the station, Thomas served as an air personality and Program Manager en route to becoming GM.

Geary Becomes GSM; Tweedle Upped To VP/Sales At WCLR

John Geary has been named General Sales Manager for **WCLR/Chicago**, coming from his previous post as VP/Regional Manager for **Torbat Radio's** Chicago office.

Concurrently, **Chuck Tweedle** has been promoted to VP/Sales for the station. Tweedle most recently served as Assistant Station Manager for **WCLR**.

Springfield Elevated To Dir./Radio Research For Research Group

Dick Springfield has been promoted to Director/Radio Research for the San Luis Obispo, CA-based **Research Group**. Springfield had spent the past two years as a Research Associate with the strategic research firm, having previously been associated with the **Merv Griffin Group** for nine years.

Rebulla Upped To President At Polygram Classics

Gianfranco Rebulla has been elevated to President at **Polygram Classics Inc.**, coming from his previous post as Deputy Managing Director for **Metronome Musik GmbH** (Germany). An eight-year veteran of the Polygram organization, Rebulla previously held posts as Classical Label Chief for **Deutsche-Grammophon/Phonogram** Italy and headed International Exploitation-Classics for **Polydor International**.

Barbera Appointed GM For Long View Label

Randy Barbera has been named General Manager for **Long View Records**, an independent label based in North Brookfield, MA. Barbera most recently served as Road Manager for **A&M** recording group **Head East**.

Pro:Motions

Howard Becomes GM At WKAJ-WASM

Barry Howard becomes Station Manager for **WKAG-WASM/Saratoga Springs, NY**, having most recently been a Program Consultant for the Dallas, TX-based **Century 21 Programming** firm.

Firth Becomes President At Chappell Int'l

Nicholas Firth has been promoted to President of **Chappell International**. A 20-year veteran of the music publishing firm, Firth most recently served as VP/**Polygram Publishing** and as Exec. VP/**Chappell International**. He will retain the latter post in addition to his duties as President of the company.

Levy Elevated To President Of MCA Music

Leads Levy has been promoted to President of **MCA Music**, coming from his previous post as Exec. VP of the publishing division. Levy, who joined MCA Music three years ago, will undertake the presidential duties on September 30, when current MCA Music President **Sal Chiantia** assumes his appointments as Chairman of the Boards of the **National Music Publishers Association (NMPA)** and the **Harry Fox Agency**.

Hamilton Named Sales Mgr. At WZXR

Greg Hamilton has been appointed Sales Manager for **WZXR (FM103)/Memphis**. Prior to joining **WZXR**, Hamilton held an account exec's post with **WMC-FM/Memphis**, having formerly held air personality, MD, and PD positions with Memphis stations **WLVS**, **WMPS**, and **WRVR**.

Sonberg Elevated To Local Sales Manager For KRTH-FM

Michael Sonberg has been upped to Local Sales Manager at **K-EARTH (KRTH-FM)/Los Angeles**, coming from his previous post as an account exec with the station. Prior to **K-EARTH**, Sonberg was associated with Los Angeles outlets **KGFJ**, **KUTE** and **KNX-FM**.

Lippin & Grant Form P.R. Firm

Richard Lippin and **Richard Grant**, founding principals of the **Stone Associates** public relations firm, have announced the formation of **Lippin & Grant Inc.**, which will handle public relations and marketing for a variety of corporate and entertainment clients. Headquartered at 8124 West Third St., Suite 204, Los Angeles, CA 90048, (213) 653-5910, Lippin & Grant will also maintain offices in New York City and London.

Gold Named GM For KARN

Rusty Gold has been appointed General Manager for **KARN/Little Rock**. A 20-year veteran of the broadcast industry, Gold most recently was Sales Manager for the Nashville-based **American Image Productions**, having formerly been associated with the **TM Companies** as well as having served as GM for **KKYK/Little Rock** from 1974-75.

Reis Appointed GSM For WAAF-WFTQ

Richard Reis has been named General Sales Manager at **WAAF-WFTQ/Worcester**, coming from his previous post as GSM for **WSEN-AM&FM/Syracuse**. Prior to **WSEN**, Reis held the Sales Manager position at **WFBL/Syracuse** for three years.

Robinson Forms HER Magic/PR Firm

Heidi Ellen Robinson has announced the formation of the **HER Magic/PR** firm, which will specialize in the creation and implementation of tour media campaigns, special publicity projects, and magical illusions. A 12-year veteran of the music industry, Robinson most recently served as Director/National Tour Media for **Warner Bros. Records**.

Along with providing publicity, Robinson (who has studied magic for the past six years) will custom design illusions for musical groups. **HER Magic/PR** will be located at 710 East Cedar Ave., Burbank, CA 91501, (213) 841-8140.

Whitlock Elevated To Nat'l Dir./A&R For Word

Gary Whitlock has been promoted to National Director/A&R at **Word Records**, coming from his previous post as Director/West Coast A&R for the label. Formerly an independent record producer and arranger, Whitlock has been affiliated with **Word** for the past five years.

In a related development, **Cheryl Wilks** has been appointed West Coast Production Coordinator at **Word**, having previously been an administrative assistant with **Paul Johnson Productions**.

Ratings & Research

"The population estimates are the basis of the ratings projections."

Population Perspectives On Spring Ratings

As you receive your spring ratings data from Arbitron, you may notice a box on the cover of your respective market reports. The box appears this way:

ATTENTION

Population estimates which were used in this report were developed by Arbitron. See notice on Page 5B.

I know that as you tear into the numbers, trying to salvage some worthwhile data, you may overlook this message and the followup details on page 5B of your book. However, the population estimates are the basis of the ratings projections, so it is important to understand what Arbitron is saying to the industry this time around. R&R talked with people at Arbitron and at Market Statistics, Inc., the firm that massages census data into population estimates for Arbitron, in order to get you the straight scoop on what's happening with the population data used as the basis for ratings estimates.

Census Segue

The population estimates you see on page three of your local market report are developed for Arbitron by Market Statistics, Inc., using updated census information. The population estimates, by sex/age cell, are updated annually and are first reflected in the fall books for a market (or the spring sweep if an area is surveyed just once per year). Adjustments are also made for the growth of ethnic (Black, Hispanic) population growth/decline in the last year, and this can be very crucial in markets where Arbitron's special Telephone Retrieval (Black) or Personal Placement and Retrieval (Hispanic) techniques are used to enhance ethnic survey cooperation. The higher the estimate of ethnic population percentage in a metro, the higher the proportion of diaries that will go to the ethnic part of the metro, assuming the laws of random sampling operate as they usually do.

Normally, the biggest adjustment that MSI has to make, and which Arbitron has to incorporate into its ratings production, occurs when new census data is available every 10 years. However, with the dozens of court challenges to the validity of the census data from 1980, as well as other factors, Arbitron chose not to rely on MSI but to go ahead and project its own population base for the spring and summer books. This is what the box on the cover refers to. The implication is that, effective with the Fall '81 reports, MSI's own updated census figures will begin to be plugged in.

According to Marshall Snyder, Arbitron's VP/Planning and Research, the Fall '82 updates will (it's hoped) be the most complete update of the census figures. The Fall '81 adjustments, according to Ed Spar of MSI, will only be interim, in that some ethnic data will be plugged in but the full revision on a sex/age cell basis will not be

complete. Spar tells R&R that his firm has already supplied to Arbitron the numbers necessary for the upcoming fall update. More later on the implications of the Fall '81 and '82 updates.

Spring Sticker

Let's look at the spring books specifically and see what the sticker on the cover of your reports means, not only for this survey but for future comparisons and planning.

In order to make some attempt to update its population base for ratings estimates, Arbitron took the following steps . . .

1. Obtained preliminary county census information from the government. The estimates reflected the state of each county's population (theoretically) as of census day, April 1, 1980.

2. Those preliminary population estimates developed as of April 1, 1980, were then projected to January 1, 1981, and those figures used for the spring/summer population estimates.

An Important Assumption

In discussing this matter with Marshall Snyder, one key element came up that might be worthy of your consideration. Arbitron made an assumption that the rate of population change between April 1, 1980 and January 1, 1981 was the same rate of change (growth/decline) as for the entire 1970-1980 decade. I queried whether this seemed unfair to those markets where growth might have been accelerated in the last part of the decade; thus a straight-line 10 year pattern, used as a basis for projecting population for the spring/summer books, might have been a disservice to those areas. Snyder responded, "the amount of variance is really quite minimal."

Sex/Age Percentages Remain

In looking at your spring books you may notice that in virtually all cases, the percent of population estimated to reside in each sex/age cell shown on page three has remained the same from the previous report for the market. For example, in New York men 18-24 remained at an estimated 6.8% of the metro 12+ population. However, the population update shows that the actual estimated number of such men has decreased, from the figures shown in the winter survey, from 922,000 to 913,300. In the Fall '82 updates, the sex/age percentages will finally be revised, along with the actual population figures at that time.

Two Key Implications

All of this boils into two major items that broadcasters should keep in mind. First, with cell percentages remaining at their previous levels, but with new population estimates plugged in, cume values of diaries will be affected. The amount of impact will vary with each metro and with each demo cell, but suffice it to say that a male 18-24 diary in New York, for example, will be different this sweep than last. As a result station fortunes could wax or wane to some extent based on the cume values — different as they may be — of the station's in-tab diaries. Keep this in mind when analyzing the spring diaries.

The second major aspect to consider is that for the next year and a half Arbitron's rules will be

Week In Review

Chicago Book To Be Reissued

The spring Chicago market report will be reissued by Arbitron. According to the ratings firm, incorrect sign-on/sign-off data was used for station WJPC, resulting in the station's estimates being computed on a shorter broadcast schedule than was actually the case. The revised edition of the spring Chicago survey results will be available on or about August 7.

Buffalo Boosts Birch

Broadcasters in the Buffalo metro have signed to support the Birch Report as a monthly ratings service there. With the addition of Buffalo, set to be surveyed beginning in August, Birch now has 33 monthly markets.

On another front, Tom Birch tells R&R that it's "60-80% set that we will begin to measure Chicago in September." This will be the first of the top three markets that Birch appears to have cracked, and is an instance of Birch approaching a market already surveyed by the other leading monthly ratings service, Mediatrend.

changing. Be very careful, when planning and reviewing survey data, to keep in mind these factors . . .

1. The population estimates used for ratings projections in the spring/summer this year will be different than those for the fall.

2. The cycle of the Fall '81-Summer '82 sweeps will have new population estimates for each cell, and will incorporate ethnic population revisions also. This could be vital in fast-growing areas like California, Texas, and Florida. Ed Spar confided that the census and his firm both had trouble estimating ethnic growth in those states. An example is the L.A. metro. The current MSI/Arbitron estimate of Hispanic population in the metro is about 21%. According to Spar that will be rising to approximately 28%, a 33% increase. With the Hispanic population rise, the Arbitron sampling is bound to be affected. The value of those diaries, already high — I saw a Hispanic diary in the winter L.A. book with a cume value of 8000 — could fluctuate and significantly affect those stations with Hispanic appeal. This is just one instance where ethnic weighting will be affected, and this must be kept in mind when trying to make sense of Arbitron data in markets where black or Hispanic populace is a factor.

3. According to Snyder, the Fall '82 population update will catch up with the specific age/sex cell percentages, which affect sampling. After that, more minute adjustments will be made by MSI as the years go by, until the next census, it's assumed.

The bottom line on all this is that although Arbitron, with the best of intentions, tried to update the population changes inherent in your various markets, the results of your ratings sweeps may be affected. Keep this in mind not only as you look at the spring numbers, but also as you evaluate data from future surveys.

Next week a look at one of the stranger set of results to come from the spring releases so far. Stay tuned!

**Jhan
Hiber**



Star
fleet

ROCK KIHN RADIO

GREG KIHN CONCERT BROADCAST LIVE FROM NEW YORK



Greg Kihn and his band know how to rock 'n roll. Their fans have been rockin' in the clubs with them for years. Now you get to be the audience right where you are, as Starfleet Blair broadcasts



the Greg Kihn Band live August 12. Hear it while it happens at the Ritz in New York. Make it happen—get in touch with Starfleet Blair, 535 Boylston Street, Boston, MA 02116. Better yet, call (617) 262-0220.

Produced for radio by Jim Slattery and Sam Kopper.
Executive Director Harriet Bellush.

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Satellite delivery: **WORLD COMMUNICATIONS**

**COLUMBIA
RECORDS**
U.S.A.

July 31, 1981

Dear Program Director/Music Director:

We know you are *The Sensitive Kind* of PD/MD who has an *Everlasting Love* for Radio. So, *You Could Take My Heart Away* if we don't suggest some great singles which will make your listeners think it's *Just Like Paradise* when they tune in to your station. Silly to present Hits to Radio? Not in Columbia's Book — ask our competitors *Who's Crying Now*.

Just contact your local Columbia Promotion Manager. They will give you all the data to *Shake It Up Tonight*. Meanwhile, here's a quick update:

**Santana/"The Sensitive Kind"
Others Getting Significant Action**

SANTANA "The Sensitive Kind" (Columbia) 35/9
Moves: Up 7, Debut 5, Same 14, Down 0, Adds 9, WFLI, JB105, WKEE, WSEZ, WVIC, WIGY, WTSN, 13FEA, KRBE
d-28, KFRC on, WFLY 28-24, KSET-FM 28-25, KHFI 30-28, KYNO FM 21-17

**Rex Smith & Rachel Sweet/"Everlasting Love"
NEW & ACTIVE**

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia)
73/11, Moves: Up 38, Debut 7, Same 14, Down 3, Adds 11, Y100, WBLI,
KC101, WHYN, KNUS, WERC, Q100, KERN, WJBO, KVOL, WRKR, WXKS
FM 28-22, Q103 21-17, WHHY 28-23, KCBN 21-17

**Silver Condor/"You Could Take My Heart Away"
NEW & ACTIVE**

SILVER CONDOR "You Could Take My Heart Away"
(Columbia) 78/19, Moves: Up 17, Debut 8, Same 24, Down 0, Adds 19
Including WBEN-FM, KPLZ, KOPA, WFLY, WKRZ-FM, KX104, WOKI,
WAKY, WISM, WNCI, KIOY, WJBO, WFBQ, WANS-FM, KSLY


**Larry John McNally/"Just Like Paradise" 
Others Getting Significant Action**

LARRY JOHN McNALLY "Just Like Paradise" (ARC/Columbia) 18/1
Moves: Up 3, Debut 2, Same 12, Down 0, Adds 1, KENI, WFLI on, KIQQ on, WERC on,
KYNO-FM d-29, WGUY on, WACZ 30-30, WCIR d-28, WHHY on, 96SGF on, WFOX on, WFLB
30-28, KATI 28-21, KBOZ on, KRLC on

Deniece Williams/"Silly" 

KRLY 18-15, Y100 11-7, Q105 23-19, WCKX 2-1,
KFMK deb 28, WJDX add 28, WSGN add, WGH add,
KYNO-FM add, KHYT add, WFOX on, FM99 deb 35,
KYA add.

**Journey/"Who's Crying Now"
NATIONAL AIRPLAY/30.**

22  **JOURNEY/Who's Crying Now (Columbia)**
AVERAGE MOVE + 7

Cheryl Lynn/"Shake It Up Tonight"

WKTU 7-6, WXKS-FM on, KRLY add, CKLW 12-11,
KRLA 14-12, KIQQ deb 29, KFRC add, KSET-FM 12-10,
KYNO-FM add, KGGI add, KHYT on.

Cordially,

The Columbia Promotion Staff



P.S. Art Garfunkel / "A Heart In New York"

WABC deb 32, WFIL add, WCAO add, JB105 add 34,
K104 add, WAAY add, WBCY add 30, WAYS deb 28,
WSEZ add, KKXX add, WACZ add, WTSN add, WHEB add,
WFOX on, KBOZ add

Spring '81 Arbitron Advance Shares

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

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A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk.

St. Louis

KMOX Unstoppable; KSHE Rebounds; KWK Combo Up; KMJM Gains

KMOX (T) continued to dominate with a 23.4-23.6 listing. KSHE (A) rebounded 5.1-7.8, while KMJM (B) continued to improve, 5.0-6.7.

Other St. Louis area stations with a one share or higher were KADI-FM (AC) 1.6-1.9, KATZ (B) 1.4-1.1, KEZK (BM) 7.2-5.9, KMOX-FM (AC) 3.6-3.0, KSD (N) 2.5-3.7, KSD-FM (AC) 5.1-3.8, KSLQ (R) 6.2-4.6, KXOK (R) 4.9-5.1, WESL (B) 1.8-1.4, WIL (C) 3.5-2.5, WIL-FM (C) 8.7-5.3, WEW (BB) 5.1-0, WRTH (E) 4.4-4.2, and WZEN (B) 1.0-1.2.

In addition to these stations, KWK (A) rose 1.4-3.0 and WWWK (A) rose 4.8-6.0. It should be noted that KWK and WWWK ran on-air survey announcements and were stickered by Arbitron.

Miami

Hispanic WRHC, WQBA Rank 1-2; WNWS, WINZ-FM Rise Impressively

WRHC (S) copped the top spot in Miami for the third straight survey, though falling 10.6-9.4. WQBA (S) recovered nicely, 5.5-7.6 to become runner-up. WNWS(N) continued to climb, up 5.0-6.8, while the new CHR format at WINZ-FM paid off in a 1.1-6.4 surge. WCMQ-FM (S) advanced 3.9-5.3 and WEDR (B) moved 4.3-5.3.

Remaining stations with a one share or more included WAIA (AC) 3.1-1.8, WCMQ (S) 3.9-3.3, WGBS (AC) 1.6-2.3, WHTT (S) 2.3-3.7, WINZ (N) 4.4-3.9, WIOD (AC) 2.9-2.8, WKAT (T) 2.0-1.4, WLYF (BM) 2.2-2.9, WOCN (S) 3.1-1.8, WQAM (C) 4.8-2.8, WQBA-FM (S) 3.0-2.8, WTMJ (CL) 3.2-1.7, WVCG (BM) 1.8-3.1, WWL (A) 3.6-2.7, and WYOR (BM) 4.8-3.2.

Fort Lauderdale stations that scored above the one share level in Miami were WAXY (R) 2.2-2.3, WCKO (R) 1.2-1.1, WHYI (R) 6.8-6.3, and WSHE (A) 2.4-2.8.

Tampa-St. Petersburg

WWBA Scores Double Digits; WRBQ Up Sharply

WWBA (BM) retained its hold on the leading slot in the Tampa Bay area with a 9.6-10.5 improvement. WQYK (C) moved into second place with a 8.1-9.3 rise, and WRBQ jumped to third with a 6.1-8.8 advance. WJYW (BM) slipped 9.1-7.8, WQXM (A) was up one, 5.9-6.9, WSUN (C) rose 6.3-6.9, and WCKX (R) moved 8.2-6.0.

The other Tampa Bay area stations above the one share threshold included WDAE (AC) 2.8-2.3, WFLA (AC) 5.5-4.1, WFLA-FM (BM) 5.0-5.1, WGUL (BB) 2.1-1.2, WLCY (AC) 2.1-2.3, WPLP (T) 3.3-2.8, WRXB (B) 1.0-1.5, WTAN (AC) 1.3-2.4, WTMP (B) 2.0-3.3, and WYNF (A) 3.7-3.6. WWLF (E), formerly WWBA-AM, debuted its new calls and format with a 1.7, and WYOU (S) debuted with a 1.6. Outside station WSRZ (A) went 2.2-2.0.

For The Record

A number of Los Angeles stations penetrating the Riverside-San Bernardino market were accidentally omitted from our ratings summary last week. Those additional L.A. stations scoring above a one share in the Riverside market were KFI (R) 6.4-6.2, KFVB (N) 1.3-1.5, KIIS (R) 1.4-2.2, KJOI (BM) 3-1.0, KLAC (C) 6.2-3.8, KLOS (A) 1.5-1.2, KMET (A) 7.6-2.8, KMPC (T) 8-1.1, KNX (N) 3.1-3.6, KNX-FM (A) 2.1-3.3, KOST (BM) 3.1-3.6, KRTH (R) 4.1-3.1, KUTE (R) debuting at 1.7, and (from Tijuana) XTRA (R) 7-1.1.

Baltimore

WBAL Slips From Double Digits; WXYV Climbs; Orioles Help WFBR

WBAL (AC) retained its leading 12+ spot but fell from double digit shares for the first time in recent memory, 11.2-9.5. WIYY (A) slipped 8.7-8.3; WLIF (BM) added one, 6.7-7.8; and WXYV (B) scored its best book with a 6.2-7.7 showing. Baseball helped WFBR (R) to a healthy 3.8-5.6 boost, and WCBM (AC) rose 5.5-6.6. Country leader WPOC moved 7.7-6.3 in this book.

Others with a one share or more were WAYE (BB) stable at 1.5, WBKZ (AC) 2.0-2.1, WBSB (R) 4.7-4.9, WCAO (R) 4.0-3.4, WITH (AC) 9-2.4, WLPL (R) 1.9-1.7, WMAR (BM) 5.3-4.0. WRBS (RL) stable at 1.1, and WWIN (B) 3.6-3.8.

Washington, DC stations with a one share or higher in the Baltimore metro were WHUR (B) 7-1.4, WPGC-AM&FM (R) 1.4-1.6, WRQX (R) 1.5-1.1, and WWDC-FM (A) 1.4-1.3.

Minneapolis-St. Paul

WCCO Still Tops; KSTP-FM Up Two

WCCO (AC) continued in domination of the Twin Cities, but slipped 24.5-20.2. KSTP-FM (R) stayed second overall with a healthy 10.1-12.4 rise. WJZY (C) rebounded with a 5.3-7.1 boost, KQRS-AM&FM (A) moved 5.5-6.4, and KDWB-FM (A) gained 5.7-6.3.

Remaining stations scoring above the one share level were KDWB (R) 3.0-2.6, KEEY-FM (BM) 6.0-5.9, KRSI (E) 9-1.0, KRSI-FM (E) stable at 1.2, KSTP (AC) 3.2-3.5, KTCR (C) 1.6-2.8, KTWN (J) 1.1-1.0, WAYL (BM) 1.6-1.0, WAYL-FM (BM) 4.5-4.8, WCCO-FM (AC) 4.3-3.8, WLWL (R) 5.8-4.4, and WWTC (AC) 3.5-3.2.

Milwaukee

WEZW New Number One; WTMJ Slips; WQFM Moves Up

WEZW (BM) became the new leader in Milwaukee with a 11.8-11.4 showing, while perennial kingpin WTMJ (AC) slipped 12.3-10.7. WISN (AC) moved 11.0-10.1 to complete the list of double digit stations. Country WBCS had a stable 8.2-8.3 book, and the AOR battle heated up with WQFM rising 4.3-6.0 while WLPX notched a 6.0-6.3 improvement.

Others with a one share or better were WFMR (CL/J) 5.0-2.3, WKTI (R) 2.5-3.9, WLUM (B) 3.2-2.6, WMKE (C) 2.2-2.0, WMYX (AC) debuting at 3.6, WOKY (R) 3.0-4.0, WRJN (AC) 1.4-1.1, WRKR (R) 2.3-2.8, WXJY (BM) 8-1.8, WZUU (AC) 6-1.9 and WZUU-FM (AC) 4.8-5.3.

Chicago stations with a one share or more included WBBM (N) 1.2-1.1, WIND (N) 1.0-1.8, and WMAQ (C) 2.1-1.3.

Providence

WPRO-FM Becomes New Leader; WLKW-FM Close Second

WPRO-FM (R) rose 8.3-10.5 to emerge as new market leader. WLKW-FM (BM) slipped 12.8-10.0 to close out the double digit stations. WPRO (AC) had a stable 8.3-8.4 this book, while WPJB (R) slipped 7.7-6.1.

The remaining Providence metro stations that reached the one share level were WADK (AC) 5-1.2, WBRU (A) 1.5-1.6, WBSM (T/AC) 3.2-2.2, WEAN (N) 5.5-5.2, WGNG (O) 2.8-2.0, WHIM (C) 2.2-2.5, WHJJ (AC) 2.6-4.4, WHJY (BM) 5.6-3.7, WLKW (BM) 4.7-4.6, WMYX (AC) 2.4-2.9, WPEP (T) 6-1.1, WSAR (AC) 2.1-1.5, and WSNE (AC), formerly WRLM, debuting with a 3.3.

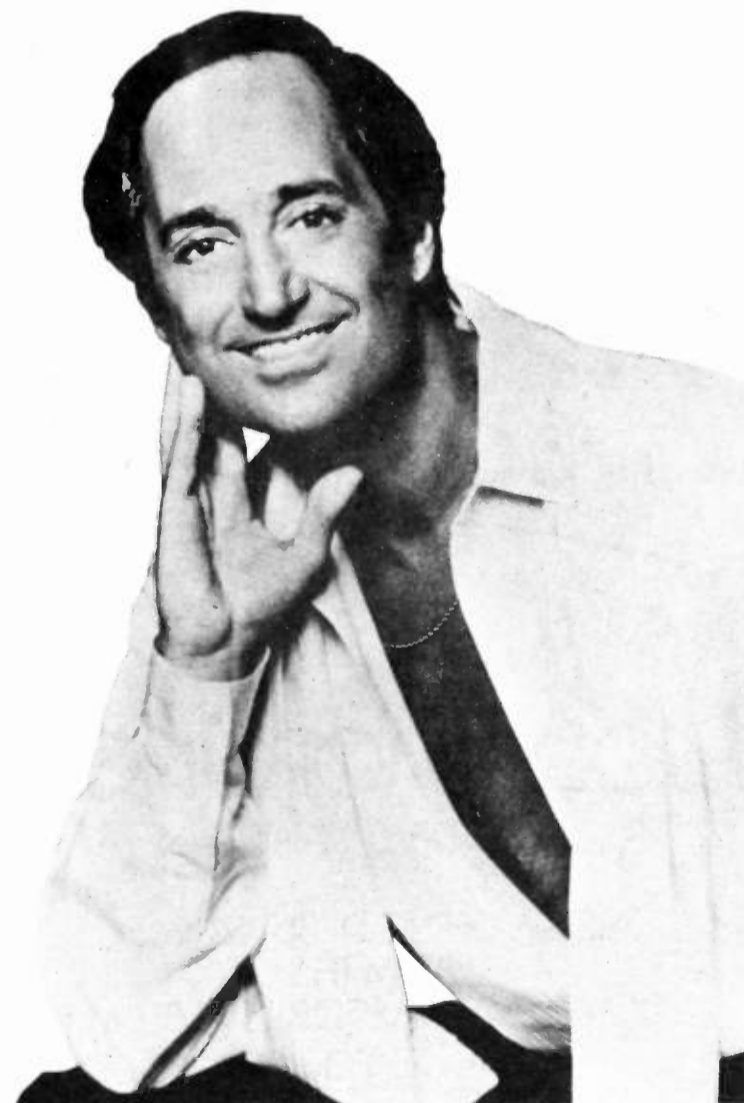
Outside stations with a one share or higher were WAAF (A) 2.0-2.9, WBZ (AC) 2.0-2.2, WCOZ (A) 3.8-4.7, WCRB (CL) 1.1-1.0, WHDH (AC) 1.1-1.2, and WXKS-FM (R) stable at 1.8.

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Give the gift
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Spring '81 Arbitron Advance Shares

Continued from Page 15

Kansas City

**WDAF Widens Lead;
WHB Runner-Up; KMBR Rises**

WDAF (C) added to its lead with a 11.4-13.8 showing. WHB (R) stayed in second place with a 9.1-9.5 result, KYYS (A) slipped 10.3-9.0, tying KMBR (BM), which rose 6.9-9.0. KMBZ (AC) had a stable 8.8-8.7 showing (the station's softest spring in years), while KPRS (B) climbed 6.2-7.5. KCEZ (BM) slipped 7.8-7.6.

Other KC stations with a one share or more included KBEQ (R) 6.8-5.9, KCKN (C) 6-1.0, KCKN-FM (C) 2.7-3.7, KCMO (N) 6.0-5.7, KJLA (R) 2.1-1.1, KPRT (RL) 1.5-2.0, KSAS (A) 2.0-1.0, KUDL (A) 8.1-6.0, and KXTR (CL) 1.7-1.1.

New Orleans

**WEZB Remains Kingpin;
WAIL Jumps To Second;
WRNO Climbs**

WEZB (R) maintained its double digit share, 10.7-10.3, to keep its metro lead. WAIL (B) added more than three to surge into second, 5.2-8.4. WRNO (A) advanced again, up 6.5-8.1. WTIK (R) gained 6.9-7.8, edging ahead of WBYU (BM) 8.0-7.7. WNOE-FM (C) slipped 9.9-6.7, while WQUE (R) improved 4.5-6.2.

Other New Orleans stations with a one share or above included WAJY (AC) which debuted with a 5.9, WBOK (B) 3.2-1.8, WGSO (N) 5.6-3.0, WNNR (B) 1.8-2.3, WNOE (C) 2.4-2.0, WSHO (C) 2.7-2.8, WSMB (AC) 5.7-5.2, WVOG (RL) 8-1.4, WWIW (BB) 2.5-2.4, WWL (T) 4.8-3.9, WYLD (B) 3.0-1.6 and WYLD-FM (J) 6.7-5.6.

Sacramento

**KZAP Tops Again;
KSFM Still Climbing**

KZAP (A) remained the only Sacramento station to score double digits with a 12.2-13.1 move. KRAK (C) maintained its number two slot with a 9.0-8.3 showing. KSFM (R) moved into third place with another up book, 6.2-7.9. KEWT (BM) slipped 7.3-6.3, and KXOA-FM (A) rose 5.5-6.1.

Others above the one share level included KAER (BM) 4.0-2.7, KCTC (BM) 4.7-5.1, KEBR (RL) 1.0-1.1, KFBK (N) 5.5-3.7, KGMS (AC) 3.7-3.0, KGNR (T/N) 6.7-5.2, KHYL (O) 5.1-4.3, KPIP (S) 3.1-4, KPOP (B) 1.7-3.6, KWOD (AC) 3.2-3.1, KXOA (AC) 1.0-1.9, and KYLO (C) 1.6-1.0.

Outside stations with a one share or more were KCBS (N) coming in at 1.1, KFRC (R) 2.8-1.2, KGO (T) 2.2-3.1, and KNBR (AC) 1.0-1.8.

In addition to the above, two stations that ran on-air survey announcements scored above the one share level. KROY (R) went 1.9-2.2, while KROY-FM (A) moved 3.4-4.2.

Memphis

**WMC Assumes Top Slot;
WMC-FM Takes Big Jump;
WZXR, WEZI Slip**

WMC (C) increased 10.9-11.8 to occupy the first position overall in the metro. WMC-FM (R) was up three, 7.4-10.3. WZXR (A), the former market leader, slipped 13.4-11.5, while WEZI (BM) moved 12.1-10.8. WHRK (B) had a softer showing, 11.1-9.6. WMPS (C) took a solid jump, 4.2-6.9.

Additional Memphis stations that scored above the one share level were KSUD (RL) 5-1.3, KWAM (RL) 1.6-2.1, WDIA (B) 5.9-5.4, WHBQ (R) 4.8-4.4, WLOK (B) 4.7-5.1, WLVS (C) 5.0-5.2, WREC (AC) 4.2-2.9, WRVR (AC) debuting with a 6.6 after changing calls from WQUD, and WWEE (T) 2.3-1.4.

Indianapolis

**WIBC Ahead Of Pack;
WXTZ, WFBQ Up Notably**

WIBC (AC) enjoyed a stable 15.6 number, keeping the station on top. WXTZ (BM) maintained its runner-up stance with a 10.3-12.8 score, while WFBQ (A) managed a 7.4-10.3 jump. WNAP (R) entered double digits with a 9.9-10.0 increase. WTLC (B) had a healthy 9.3-9.6 rise, WFMS (C) slipped 9.0-8.6, and WIRE (C) moved 9.3-8.1.

Additional stations with a one share or more included WATI (BM) 3.7-2.6, WIFE (AC) 1.8-1.2, WIKS (R) 8.1-6.2, WNDE (R) 5.0-3.3, and WGTC (C) stable at 1.8.

San Antonio

**KTSA Remains Pacesetter;
KCOR Jumps To Second;
KKYX Climbs**

KTSA (R) was again the only station in double digits, with a 10.7-11.6 rise. KCOR (S) improved to second, 7.6-8.5. KKYX (C) posted a 5.9-8.4 gain, and KQXT (BM) moved 7.8-8.3. KTFM (R) slipped 8.9-8.2.

Other San Antonio stations with a score above the one share level were KAPE (B) 1.6-2.0, KBUC (C) 2.7-3.3, KBUC-FM (C) 6.0-4.4, KCCW (C) 4.6-3.0, KEDA (S) 2.5-2.9, KGNB (AC) 7-1.2, KISS (A) 5.0-5.1, KITY (R) 4.4-5.2, KMAC (AC) 1.2-1.1, KMFM (CL) stable at 1.0, KONO (AC) 8.0-5.6, KUKA (S) 2.7-1.3, KVAR (S) 3.2-3.3, KZZY (R) 2.6-2.8, WOAI (N/T) 5.0-6.0, and WOAI-FM (AC) 3.3-2.0.

Ft. Lauderdale

**WLYF Becomes Number One;
WHYI Tops Broward Stations**

Among metro (Broward county) stations, WHYI (R) strengthened its hold on first place with a 6.2-7.3 rise. WSHE (A) became the number two station with a jump of 4.6-5.8. WRBD (B) moved 4.0-5.7, while WAXY (R) went 5.4-5.2 and WFTL (AC) doubled 2.7-5.2. Remaining Broward stations with a one share or more were WCKO (R) 2.0-3.1, WLQY (BM) 5.1-4.5, and WWJF (E) debuting with a 1.9.

WLYF (BM) won overall honors in the Ft. Lauderdale metro with a 7.8-7.7 showing. Other Miami stations that scored above the one share level included WAIA (AC) 5.1-4.1, WGBS (AC) 1.6-1.3, WINZ (N) 5.1-5.4, WINZ-FM (R) 1.7-2.9, WIOD (AC) 4.7-4.9, WKQS (BM) 9.7-7.2, WNWS (N) 6.5-5.8, WQAM (C) 3.2-3.7, WTMI (CL) 3.4-2.0, WVCG (BM) 6-1.3, WWL (A) 3.8-3.6, and WYOR (BM) 2.8-2.3.

Miami-Ft. Lauderdale Special

**WHYI Sets Pace In
Combined Metro; WNWS Moves
To Second; WINZ-FM Surges**

WHYI (R) retained the lead in the Dade-Broward combined report with a 6.5-6.6 score. WNWS (N) moved up to second with a 5.7-6.4 jump, while WINZ-FM (R) registered a 1.7-5.0 increase. WRHC (S) led the Hispanic contingent with a 6.3-5.7 move, with WQBA (S) moving up 3.3-4.6.

Others with a one share or better in the two-county report included WAIA (AC) 3.8-2.9, WAXY (R) stable at 3.5, WCKO (R) 1.5-1.9, WCMQ (S) 2.3-2.0, WCMQ-FM (S) 2.3-3.2, WEDR (B) 2.6-3.2, WFTL (AC) 1.1-2.0, WGBS (AC) 1.7-2.0, WHTT (S) 1.4-2.3, WINZ (N) 4.6-4.4, WIOD (AC) 3.6-3.7, WKAT (T) 1.2-1.1, WKQS (BM) 4.6-3.3, WLQY (BM) 2.6-1.9, WLYF (BM) 4.5-4.8, WOCN (S) 1.9-1.1, WQAM (C) 4.1-3.1, WQBA-FM (S) 2.0-1.7, WRBD (B) 1.6-2.2, WSHE (A) 3.3-4.0, WTMI (CL) 3.2-1.8, WVCG (BM) 1.2-2.4, WWJF, (formerly WEWZ) (E) debuting 1.5, WWL (A) 3.8-3.1, and WYOR (BM) 4.1-3.9.

Continued on Page 20

THANKS TO RADIO AND RECORDS AND THE INDUSTRY FOR OUR 1st POP HIT: **ELVIRA**



The Writer:
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The Publisher:
ACUFF-ROSE

The Song Plugger:
RONNIE GANT

The Producer:
RON CHANCEY

The Studio:
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MCA

You ran with it...

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FANS

You're still buying it...

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...and we thank you all!

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Audience of
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TO A HIT SINGLE

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WPRO-FM	13FEA	WHBQ
KRLY	14WK	WRJZ
Y100	95SGF	WNOX
WCKX	WISE	WVIC
KIQQ	WFLB	WOW
WFBR	FM99	KERN
KC101	KPUR	KHYT
WHYN	KSET-FM	KZZX
BJ105	KXX106	WJBQ
KX104	WKRZ-FM	WIGY
WMAK-FM	14Q	WHEB
WAYS	WKEE	WANS-FM
WGH		KSLY
WDJX		KDZA

MCA RECORDS
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STREET TALK

The Warner Brothers rumors are hot and heavy again this week, but still nothing official from the company. Word on the street is that current VP/Promotion Russ Thyret will be promoted and take on added responsibilities. The names Dave Urso and Howard Rosen are being mentioned as possible new promotion heads in Burbank. All this rumored activity should be finalized after WB's current meetings end early next week.

Apparently General Cinema has sold both WEFM/Chicago and WIFI/Philadelphia. Street Talk hears that First Media has agreed in principle to purchase WEFM and that Ragan Henry is the buyer for WIFI.

New York rumors abound that high-level changes may be coming at NBC now that Grant Tinker is in at the TV network. One radio name that keeps coming up for a possible NBC radio post is Bruce Johnson.

Look for the Satellite Music Network to announce three new formats soon. These will be in addition to those already announced by the Burkhart/Abrams-consulted firm. And isn't SMN about ready to disclose its personality lineup for the A/C format?

Sandy Beach has resigned as PD of KYUU/San Francisco to accept the PD job at WBAP/Ft. Worth. That leaves a prime programming opening at KYUU, which Mike Phillips will be looking to fill. Interested parties should contact Mike at KYUU.

Ted Steckler has exited as PD of Metroplex's WPKX & WVKX/Washington. No replacement has been named.

Kelly Summers, who had been doing National Pop Promotion for Solar, will join RCA to do local promotion in Los Angeles.

WXLO/New York officially becomes WRKS-FM Friday (7-31) at 3pm EDT. Originally the new call letters were to be simply WRKS, but a last-minute challenge from a suburban station (WRKL/New City, NY) made the addition of the "FM" to the official call letters necessary.

Dan Kelley is out as VP/Promotion & Marketing for Sire Records. Sire has only a skeleton crew left now that WB has absorbed most of the label's functions.

Is Ron O'Brien, formerly of KFI/Los Angeles, about to return to New York City for some very high-profile air work?

Merv Griffin Radio, the audio division of Merv Griffin Productions, has apparently closed its doors, firing the three top executives. President Bob Booker, VP Mark Blinoff, and Marketing Manager Wolf Schneider are all now on the loose. MGR was providing programs to about 75 radio stations as late as two weeks ago.

WYNY/New York has hired Bruce Bradley, former afternoon driver at WBZ/Boston, for morning drive. Current WYNY morning man Dan Daniel will move to afternoons on August 3.

WTRX/Flint PD Bob Meadows has moved to KIOA/Des Moines as that station's new PD.



H&W

You are commanded by
The Messers Harden and Weaver to join them for

the Marriage of
His Royal Highness The Prince of Wales

with
The Lady Diana Spencer

on WMAL AM 63
on Wednesday, 29th July, 1981
from 5:30 - 10:00 am

No reply is necessary to the Lord Ockershausen
WMAL Palace, Washington, D.C.

Dress: Uniform, Morning Dress Lounge Suit or PJ's

SURE, I WAS INVITED — The Honorable "Messers" Harden & Weaver, who are almost Washington royalty themselves from their WMAL morning thrones, sent out several hundred invitations to this week's royal wedding. The fine print indicates that the bearer of the invite could "hear" the wedding on the Harden & Weaver show last Wednesday (7-29), but what the hey, eh? It certainly looked official.

Rich Thomas MD of WHHY/Montgomery, will exit the station after six years to pursue a TV career at WSFA/Montgomery. According to station PD Larry Stevens, current WHHY-FM MD Phil Horton will move to the AM as MD and FM PD Neil Harrison will take over the FM music duties. Word is that WHHY-FM will modify its current AOR format to CHR in the near future.

KMGX/Tucson will switch formats from A/C to News on August 1.

KIDD/Monterey lost GM Jim Christopherson, Operations Manager Ron Rodriguez, and PD Wynn Bradley last week, apparently over the handling or mishandling of a station contest. New PD is Barry Brown, who was promoted from within. Temporarily managing the station is Walton Broadcasting VP A.J. Ramsey.

Mark Christian is out as PD of WDIA/Memphis and Carl Conners from WAOK/Atlanta is rumored to be Christian's replacement in Memphis.

WDJX/Dayton's new PD, replacing Mark Elliott, is the station's current 6-10pm personality Charlie Butcher. Joe Dawson is the new MD.

The latest singing "duet" has been paired in People magazine but no one knew that the relationship would lead to a record . . . Andy Gibb and Victoria Principal have recorded "All I Have To Do Is Dream," which will be released by RSO next week. Yes, it is the old Everly Brothers tune.

Congratulations to NBC Radio Executive VP Chuck Renwick, who was married last weekend to Mary Hughes (a former NBC Radio staffer) at St. Patrick's Cathedral in New York City.

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WEENIE**

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MIKE WYNN/KJOY: "Look forward to more of the greatest material in the business. And love the newsletters. They beat hell out of most of the industry mags on the market now."

Jocks...write today for free samples.

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*"ALL I HAVE TO DO
IS DREAM"*

**Two Of Today's
Hottest Stars
Together On Record
For The First Time
With Their Smash
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IS DREAM" RS 1065**



**Executive Producer:
Andy Gibb
Produced by Andy Gibb
and Michael Barbiero**



Photo: © 1981
Harry Langdon Photography.

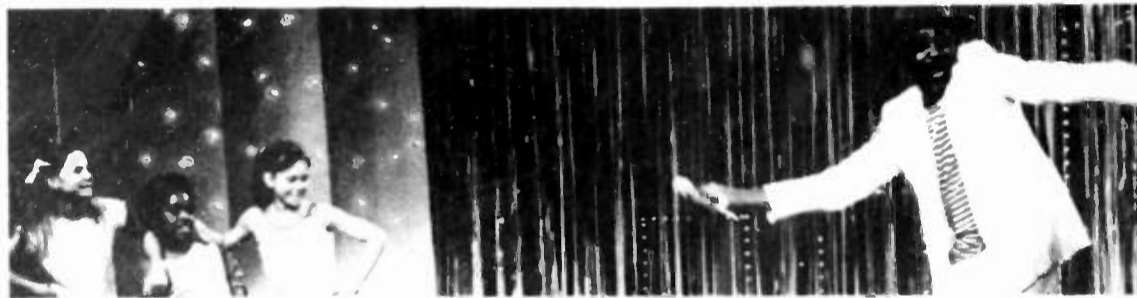




CBS Devastates Competition

CBS's tenth Nielsen victory in a row was an overwhelming one, as the network won the first seven places en route to a 15.9 average rating that eclipsed ABC's 12.7 and NBC's 11.5. Dominating the week ending July 26 was the perennially high-rated "Miss Universe" pageant, which led the number two program by over four points. ABC had some good news in the return of "It's A Living" in 20th position and NBC's "Facts Of Life" continued to perform strongly, but otherwise it was CBS all the way, as the standings that follow illustrate:

— 1	Miss Universe (CBS)	7	11	Facts Of Life (NBC)	
1	2	The Jeffersons (CBS)	16	12	Quincy (NBC)
11	3	Dukes Of Hazzard (CBS)	10	13	Diff'rent Strokes (NBC)
4	4	60 Minutes (CBS)	—	14	One Day At A Time (CBS)
18	5	Dallas (CBS)	8	15	Three's Company (ABC)
2	6	Trapper John MD (CBS)	—	16	City Of Fear (ABC Sunday Movie)
3	7	Alice (CBS)	—	17	On The Freeway (CBS Sat. Movie)
13	8	20/20 (ABC)	15	18	House Calls (CBS)
9	9	M*A*S*H (CBS)	—	19	Archie Bunker's Place (CBS)
5	10	Hart To Hart (ABC)	—	20	It's A Living (ABC)
			—	20	Taxi (ABC)



FRANKE GETS MERV IN DUTCH — WMOT's Frankie Smith, with the aid of his double dutch jump-roper squadron, performs "Double Dutch Bus" on the "Merv Griffin" show.

Music On TV

The Grammy Awards will return to Los Angeles after a one-year sojourn to New York. CBS will air the 24th annual ceremony from Shrine Auditorium during the week of February 22, 1982. Gospel stars the Blackwoods, plus Ronnie Milsap, guest on "Barbara Mandrell" July 31. The late Harry Chapin cohosts "Solid Gold" July 31, with a memorial announcement added to the taped appearance. Also guesting are Tom Chapin, Manhattan Transfer, Delbert McCClinton, Charlie Rich, Johnny Rivers, Carole Bayer Sager, Santana, the Spinners, and Holly Stanton. The Michael Stanley Band and the Village People appear on "American Bandstand" August 1, while Barry White and his wife Glodean are on the August 8 edition. ELO, Poco, and Taste Of Honey are on "Rock Concert" the week of August 1, with Rupert Holmes, Rufus with Chaka Khan, Squeeze, and Tanya Tucker set for August 8, John Klemmer guests on "Merv Griffin" August 3.

VIDEOSCOPE:

SOFTWARE ROUNDUP: Among the titles now available on videocassette are: "Hide In Plain Sight" (starring and directed by James Caan), the Lerner-Lowe musical "Brigadoon," the John Ford-directed "Mogambo," and "The American Dance Machine," featuring Gwen Verdon and the American Dance Machine in an original program of dance numbers from great Broadway shows. All four are released through MGM/CBS Home Video. Meanwhile, Tulsa, OK-based Video Communications is now offering the Gene Wilder vehicle "Quacker Fortune Has A Cousin In The Bronx" and the Gothic thriller "The Night Visitor"... **FIRST DOLBY STEREO VIDEOCASSETTE:** "Michael Nesmith In Elephant Parts," produced by Pacific Arts Video Records, has been issued on a Dolby stereo videocassette recently, reportedly the first time the Dolby noise reduction process has been used in conjunction with a stereo videocassette. "Elephant Parts" has also been licensed to Pioneer Artists for its Laser Vision videodisc system worldwide... **FIRST OPERA TO BE TAPED FOR CABLE TV AIRS:** "The Greek Passion" became the first opera to be taped by a national TV company for viewing on the Bravo cable TV service on June 21. Recorded at Bloomington, IN, in conjunction with local public TV outlet WTIU, the opera will be rebroadcast on July 3, 7 and 16 as well... **WORD VIDEO DEBUTS MUSICVISION LINE:** Word Video Communications, a division of Word Records, recently introduced its MusicVision product line with three films: the "Bill Galther Trio In Concert," "Amy Grant — A Circle of Love," and "Hosanna USA," the latter a contemporary gospel special. Word plans to make these films available via videodisc and videocassette in the near future...

Spring '81 Arbitron Advance Shares

Continued from Page 16

Oklahoma City

KEBC New Number One; KXXY Rebounds; KOMA Jumps

KEBC (C) slid into the top spot with a 12.2-12.0 showing. KKNG (BM) maintained its runner-up position with a 13.0-11.5 drop. KTOK (AC) slipped 13.7-11.0. KXXY (A) posted a 6.2-8.5 surge, while KOMA (C) climbed 6.1-8.9. KOFM (R) slipped 9.9-8.6.

Other Oklahoma City stations that achieved a one share or more were KAEZ (B) 3.0-2.3, KATT (A) 1.2-1.1, KATT-FM (A) stable at 5.3, KJIL (RL) 1.1-3.0, KKLR (C) 2.6-3.9, KLNK (AC) 3.6-4.0, KLTE (AC) 6.0-5.2, and WKY (AC) 6.2-4.2.

Sharon

Continued from Page 1

joining a fraternity of top management people. Of all the people I talked to, they stood out."

Sharon takes up his new position August 3, and will work closely during the transition with Louise Helfetz, Assistant to the President of Sandusky Radio Division. Helfetz had been acting GM of KZAM and KZAM-FM.

Sullivan, Seymour Resign

Paul Sullivan, PD of the stations, resigned last Friday (7-24), citing philosophical differences with Sandusky. MD Marian

Seymour resigned her position, but will retain her air shift. No PD or MD replacements have been named.

McLaughlin

Continued from Page 3

McLaughlin is a 16-year radio veteran, having started at KCMJ/Palm Springs as host of a "Teen Talk" show. He later earned an engineering license and then became News Director at KCGO/Cheyenne. He returned to KCMJ in sales, moving to KIIS-AM (now KPRZ) as an account executive in 1972, continuing to work in sales for the station and sister KIIS-FM until the present appointment.



WLAM ROCKIN' ROBOT — It's not quite R2D2, but it does cause a lot of talk. It's 14-7-T, the WLAM/Lewiston robot which resembles a can of Coke and operates by remote control, making appearances at basketball games, school assemblies, and remote broadcasts.



RUSH TO PLATINUM: Rush, on Anthem Records in Canada, received platinum status for Canadian sales of "Moving Pictures." Shown presenting a commemorative platinum album (l-r) are Anthem's Tom Barry, CHUM-FM MD Wayne Webster, PD Ross Davies, CHUM-FM's Barry Stewart, Anthem's Perry Goldberg, CHUM-FM's Rick Ringer and John Termini.



DAN SMIGROD Y-100/MIAMI...ON STICKERS...

"South Florida's sun is tough on stickers. Y-100 needed more than a flexographic label. That's why we chose a screen printed decal from Communication Graphics".

GREAT QUALITY • GREAT PRICES
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WINDOW DECALS • BUMPERSTICKERS

What Baseball Strike?

Summer just isn't summer without the traditional "kill the ump!" But the current baseball strike hasn't killed the fans' thirst for the sport — they want it in any way, shape or form. And News/Talk stations are busy quenching that thirst.

Taking a very creative approach is KVI/Seattle — the station has gone computer. Station sportscasters Dave Niehaus and Ken Wilson are calling play-by-play with the help of computer printouts written by Barry Neuhaus, a baseball aficionado and computer programmer by trade. The computer program, which took two years to develop, provides a pitch-by-pitch account of what would most probably occur based on 1981 major league player data. KVI kicked off its computer season with a 1981 Major League Baseball All-Star Game and is picking up the regular Seattle Mariners season schedule until the end, if ever, of the strike. For those listeners who wanted something closer to the real thing, the station also carried nine live broadcasts of Spokane Indians baseball.

"Strat-O-Matic" is the name of the game at WITS/Boston. Sports celebrities are chosen as guest

managers of baseball teams, and games are played off the air using the computerized dice/card game, following the regular season schedule. Ken Coleman and Jon Miller, the play-by-play team, then dramatize the results on the air incorporating full sound effects and production. Listeners are called upon to enter the theatre of imagination and enjoy a day at the ballpark.

KMPC/Los Angeles is carrying 12 rebroadcasts of past World Series, including the 1936 series with the Yankees and the Giants and the '65 bout between the Dodgers and Twins. Additionally, the station aired 16 live games from Salt Lake City between the Angel AAA Ball Club and the farm clubs of the Giants, A's, and Dodgers.

It's been said that idle hands are the devil's workshop. Well, WXYZ/Detroit decided to put something into the idle hands of their baseball fans by giving away 23 electronic computer baseball games. The hand-held games were awarded those persons having correct answers to baseball trivia questions asked by air personalities Mike Miller, Ron Cameron, and George Blaha.

This week I'd like to play catch-up. So below you'll find a station activity update including staff promotions, programming highlights and other interesting sidenotes.

In my next column, I talk with WFAA/Dallas's Diane Raymond, Program Director/Talk for the station.

News/Talk Personalities

ON THE MOVE: WGSO/New Orleans afternoon news anchor Mike Longman has been named Assistant News Director. His appointment coincides with the restructuring of "Newswatch New Orleans," the station's morning and afternoon news programs. Mike will cohost the morning show with Kathy Fishman, who rejoins WGSO from neighboring WTIx. He will continue to team with Cynthia Perdue in the afternoons until a replacement is found. . . . Jim Newman, veteran financial reporter, succeeds

Russ Powell as Financial/Business Editor at KNX/Los Angeles. Among his accomplishments is a syndicated radio series "Personal Money Management," heard on 86 U.S. and nine Canadian stations. . . . Former KAYO/Seattle News Director Jay Johnson returns home to rival KVI as morning news anchor. His appointment becomes effective August 3 and includes field reporting and special projects. Jay was with KVI from 1972 to 1980. . . . Staying as busy as a bee (pardon the pun) is Buzz Luttrell, who recently joined WXYZ/Detroit as host of a weekly general information program. He also serves as Community Affairs Director for WXYZ-TV. . . . Newshound Bill Deiz has joined KCBS/San Francisco. During his 14-year tour of duty he has worked at KNXT-TV/Los Angeles and KPIX/San Francisco. In other station related activity, Ginger Hoy has been appointed Promotion Assistant, having worked at several public relations and marketing posts. . . . WOR/New York welcomes Peter Golenbock, and his "World Of Sports" to its lineup. Peter promises to offer extraordinary guests and exciting topics, including Billy Martin, the subject of Peter's best-seller "Number One". . . . Eugene K. (Ken) Nealy is the new Chief Engineer for WINS/New York, moving over from sister station KYW/Philadelphia, where he served in a similar capacity since 1976. . . . WBBM/Chicago's Romeo J. Somera, Director of Administration, has been appointed to the Festival Coordinating Committee of Special Events by Mayor Byrne and to the State's Attorney's Advisory Council by Cook County State Attorney



Jim Newman

Richard M. Daley. Meanwhile another station staffer, anchorman Sherman Kaplan, will moderate a luncheon August 5 on behalf of the Young Women's Board of the Women's Division of the Jewish United Fund. And Chicago Sun-Times reporter/critic Rick Kogan has been selected as a "Critics At Large" commentator for WBBM. He will review television and area nightlife as one of four "Critics At Large," who also cover theater/dance, movies/books and music. . . . Afternoon host Dr. Karen Shanor of WRC/Washington, DC has signed a contract for regular appearances on the "Mike Douglas Show". . . . And Rick Devlin, VP/GM of WOR/New York, received the 1981 "Our Brother's Keeper" award in recognition of his community work during the past year.

PROGRAMMING HIGHLIGHTS: NBC Radio has been test-broadcasting a "longform talk" program on WRC/Washington. Future plans include the addition of such programming to the network service. Hosted by Sally Jessie Raphael, the two-hour show concentrated on coping with family pressures and personal relationships. . . . WXYZ/Detroit's Operations Manager Michael Packer informs us that as of June 29, the "Larry King Show" has been added to the station's lineup. . . . And speaking of Mutual, its Atlanta affiliate, WGST, obtained an exclusive interview with Wayne Williams, who was first detained, and is now formally charged, with some of the Atlanta murders. Mutual broadcast the interview live; it was reported by WGST correspondent Tom Hughes and produced by News Director Lou Geiserman. . . . According to General Manager Hal Kemp, KTRH/Houston won't continue to carry broadcasts of Houston Rockets basketball games. Rice and Houston Baptist University basketball games will be dropped as well. . . . "Ask The Fans," a Sunday night sports feature on KMOX/St. Louis, debuted July 5 and will air throughout the summer. Bob Costas serves as host to a panel of three or four sports fans who participate in interview-discussion/telephone call-in segments. The panel changes each week. KMOX is also featuring results of the popular "Strat-O-Matic" computerized baseball board game. . . . WBBM/Chicago is broadcasting live from the Chicagofest from July 29-August 9. Among the station personalities who will be on hand are Bob & Betty Sanders, Sherman Kaplan & Alan Crane, and Harry Caray & Dave Eanet. Visitors to the WBBM broadcasts will be able to make free 3-minute long distance calls on behalf of MCI, who will be there demonstrating their operation. . . . Crosstown at WIND, a series of "Weekend Happening Reports" is being aired through September 7. Each report outlines various Chicagoland activities.

LEUKEMIA BENEFIT: The results of KABC/Los Angeles's "Second Annual 24-Hour Open House To Cure Leukemia" on June 25, are in. The station raised \$104,000, easily reaching their goal of doubling last year's effort of \$50,000. The benefit kicked off during the Ray Briem show at midnight and featured Shirley Jones, Marty Ingels, and Ruth Buzzi among others.

NOTE TO READERS: Be sure and read Walt Love's column this week. He talks with two prominent journalists who provide historical perspective on being black and in radio news, and offer advice to today's up-and-comers.

FOR THE RECORD: Apologies to Phil Zachary, Director of Operations at WGSO/WQUE in New Orleans (R&R 7-17). He spells his last name with a Z instead of the V inadvertently printed in that week's issue.

News/Talk

Gail Mitchell



KCMO: Keeping Cool Minds Only

Although KCMO/Kansas City's call letters don't stand for the above phrase, they very well could have following the events of Monday, July 13.

According to VP/GM Steve Shannon, a prisoner escaped that morning from the Kansas State Prison in Lansing. By a mysterious quirk of fate he abducted one of the station's sales people, who happened to be out on calls. He threatened to rape her if she didn't drive around with him in her car. At one point they stopped in a suburban park in Kansas where the woman eventually talked him out of the rape notion. In an attempt to get back to the station, she told the convict that if she didn't report in as to her whereabouts (even though she'd called in two or three hours earlier with him present), she would lose her job. He then decided to accompany her to the station and explain what had happened.

Once back at the station, the two met up with Steve in his office. After almost 2 1/2 hours, the escaped prisoner voluntarily surrendered himself to authorities. The salesperson was unharmed and as far as anyone knows, the convict carried no dangerous weapons. Considering the seriousness involved, anybody would find it difficult to stay calm, but cool heads did prevail at KCMO. Steve continues, "It was quite an experience. You just have to size up the situation rightly or wrongly. I perceived that he was not going to get any crazier. He was crazy to come in here. But I didn't think he was going to become unglued."

A Kingsize Survey

When you think of late-night talk show callers, you no doubt conjure up insomniacs, lonely old ladies, and crackpots with nothing better to do than play with the phone. But those stereotyped visions seem to be fading, according to an informal survey of 217 people conducted by Mutual's Larry King during a recent show.

Surprisingly enough, only 2.7% gave insomnia as their reason for being up. One-third said they were regular listeners ("King-a-holics"), while a second third are at work, just home from work, or waiting for a working spouse. Seventy percent of those surveyed fell between the 18-34 age group, 11% between 35-49, and the remaining 19% represented people over 50 years old.

There were more than 25 occupational groups cited in the survey, with students claiming a sizable 22%. Blue-collar workers showed more than a passing interest in the King show, with white-collar employees, led by 6.9% in the communications/broadcasting arena, showing a listener increase. Another interesting facet of the survey was King's levels of "vertical penetration." For example, in the restaurant business, a waitress, busboy, bartender, cook, and manager each called the show.

King listeners/callers also enjoy a wide range of hobbies, including sports (124 different types from football to frisbee) 40%, reading 15%, music 13.4%, outdoor/nature activities 10%, radio/TV 9.2%, socializing 7.8%, arts/crafts 7.8%, board/video games 7.4%, movies 6.5%, and politics and photography both tying at 5%.



Peter Golenbock

WBBM/Chicago's Romeo J. Somera, Director of Administration, has been appointed to the Festival Coordinating Committee of Special Events by Mayor Byrne and to the State's Attorney's Advisory Council by Cook County State Attorney

Atlantic Reactivates Dance Music Dept. Under Yasgar

Atlantic Records has reactivated its Dance Music Department, with National Singles Sales Manager Larry Yasgar directing its operations. He will sign new artists, and oversee dance music pools contacts plus artist development and sales coordination.

Doug Morris, President of Atlantic, in announcing the move, commented, "Whatever (dance music) has been called, we have been involved, not because it's been trendy, but because it has been a viable music form. Larry Yasgar has been closely involved with the company's dance music product, has grown and evolved with it, and he is a logical choice to head up this new unit."

Yasgar, an 11-year Atlantic veteran, directed Atlantic's Disco Sales & Promotion Departments in 1975. He will be assisted

TK Files Chapter 11

TK Records, a successful dance and black music company for most of the 70's, filed for Chapter 11 reorganization in a U.S. Bankruptcy Court in New York last week. TK owner Henry Stone listed assets of about \$360,000 and liabilities of almost \$8 million, with several major distributors as principal creditors. Stone cited industry economic conditions and a lack of hit records in the past 18 months as reasons for the difficulties.

White House

Continued from Page 1
Rubinstein, on the other hand, noted, "In accepting these commercials, we have used our editorial discretion and interpreted the Fairness Doctrine in an innovative way, because we strongly believe that the American people will benefit from a wider discussion of pressing national issues on national networks."

Spots prior to Wednesday featured unemployed workers. After Wednesday, they featured NRCC Chairman Rep. Guy Vander Jagt (R-MI) reporting on what the GOP has done in Congress.

Despite the Democrats' successful move to bring the bill to a vote on Wednesday, NRCC decided not to cancel the later spots.

Additionally, Rep. Stan Parrish (R-VA) purchased radio and TV time in Washington depicting House Speaker Tip O'Neill as a Christmas villain. And, exercising the traditional prerogatives of the call-in talk show, President Reagan placed a call Tuesday afternoon (7-28) to WTBB/Tyler, TX host Paul Bendel and spoke in favor of the tax cut for 15 minutes. Local Congressman Ralph Hall was reportedly wavering on the bill, prompting the call from the White House.



Larry Yasgar

in his new responsibilities by Dance Music Promotion Manager Rafael Torres, a former club DJ with a background in dance music promotion; and Jason Flom.

License

Continued from Page 1
Without a lottery, mutually exclusive applications would continue going to comparative hearings.

Negotiating Session A "Turkish Bazaar"

Elements of a compromise began to take shape over the weekend, during meetings among Packwood, his House counterpart, Rep. John Dingell (D-MI), and House Telecommunications, Subcommittee Chairman Tim Wirth (D-CO). Final agreement was reached in a Monday morning trading session which NRBA Executive VP Abe Voron compared to a "Turkish bazaar" of horsetrading and bartering.

"Everybody won," proclaimed Roberta Weiner, press aide to Rep. Wirth. "The broadcasters got their longer licenses and we didn't budge on our commitment not to discuss deregulation. All the regulatory items are out." The action, however, has no effect on the FCC-instituted deregulation policy. See Page 5 for industry reaction.

Bender

Continued from Page 1
not only appreciate the problems PD's face around the country, but also the types of programs that are most beneficial to them."

"What I want to do here is approach this job with the same dedication to quality that we were able to infuse at WRIF," Bender noted. "I hope to be able to look ahead, using all the research and marketing tools to strengthen RKO's position as much as possible."

"This whole field is still developing," Bender continued. "No one knows what the total evolution of network structures or programming will be. That's my challenge."

Torcasso

Continued from Page 1
and a very welcome addition to the station. He comes very highly recommended and, quite honestly, I haven't been this excited about a programming guy in quite some time."

Charter National PD Al Casey echoed Bacarella, saying, "Rick was my first choice for the programming vacancy in Detroit, and when Joe Bacarella met him, we hired him on the spot. I am very pleased that he's joining us. I have a feeling that he's going to shake the market up on the FM dial."

BRAD MESSER



Communicating For Morale

The staff of a major station recently learned of a change in air shifts by reading about it in a trade tipsheet. The incident created even further distance between that station's management and the working stiffs in the pits, because it was only one more in a long series of gaffes involving what might be called Army-type communication: tell 'em nothing and keep them guessing.

Poor communication among communicators is rampant across the nation. The "learn about it from the trades" syndrome is not at all uncommon. Neither is lackluster staff morale. Managers and programmers who have become expert in selling concepts and idea packages to time buyers often abandon their selling skills where they could be extremely effective, inside their own buildings.

A feeling of teamwork is invaluable. Teamwork is one of the most frequent themes of staff meetings. Football talk is used a lot as management attempts to charge up the staffers so they'll go out there and kill. Lack of effective, regular staff communication negates even the most soul-stirring thirty-minute pep talk.

If the jocks, newspeople, engineers, and other employees have no idea what the station is up to, it isn't likely they'll care much, if at all. How do effective team-makers accomplish their morale boosting? By memo, bulletin board notice, staff meeting... the method is not as important as the consistency. A regular flow of information about the station's current operations and plans for the immediate future gives employees the feeling that tends to make various departments "we" rather than "they."

We are getting some new cart machines for the jocks, and we are proud of Salesman of the Month Jack Sprutt because he cracked the barrier and got a big order from the Bazbo Company, and we beat the socks off Station X again when our newspeople scooped 'em on the water shortage, and our engineers managed to bring off the remote without a hitch.

At one station where weekly "What's Going On" notices were posted for the staff, salespeople learned about forthcoming promotions first, so they didn't have to suffer the humiliation of hearing the news first from a competitor on the street. Jocks learned what the newsmen had accomplished against great odds, and the various departments quickly got a feeling of the overall picture. The station became "us" instead of "us in our department, and them over in the other departments."

A mix of current station information, plans for the immediate future, pats on the backs of accomplishers, and outlines of problems for which solutions are being sought take a GM or PD perhaps fifteen minutes to compile in memo form. Regular staff communication that includes all departments is unquestionably an effective tool for maintaining staff morale and giving diverse employees a sense of being part of a team.

Station managers who allow important information to appear first in trades or tipsheets could benefit from a few moments of introspection about the incongruity of energetic staff-meeting pep talks followed by Army-type (lack of) communication.

Leaders who lead effectively seem to share the ability to communicate inside the station as well as outside.

CALENDAR

Nuke Sub Under The Ice Cap

MONDAY, AUGUST 3: Conventional submarines must frequently surface for air, run diesel engines to recharge batteries, and refuel. Nuclear subs have no such limitations, making extended high-speed submerged sailing possible. Twenty-three years ago today the first atomic sub, the "Nautilus," became the first ship to traverse the ice cap of the North Pole. Last year the "Nautilus" was finally retired, soon to be displayed as a museum piece.

Christopher Columbus, who may be the world's best-known sailor, left Palos, Spain, 489 years ago today for his voyage to the New World.

Singer Tony Bennett is 55. Designer Yves St. Laurent is 45. Entertainer Martin Sheen is 41.

Two Decades Of "Mr. Fantastic"

TUESDAY, AUGUST 4: Twenty years ago this week the first issue of Marvel Comics' "Fantastic Four" hit the magazine racks, featuring Mr. Fantastic, the Human Torch, the Invisible Girl and the Thing. Creator Stan Lee says the characters have been among the most commercially-successful fictional heroes of the past two decades, partly because they argue among themselves and make mistakes like real people.

The first motorcycle to go faster than 200mph did it 25 years ago today. The current bike speed record is held by Don Vesco's two-engine "Silver Bird," which hit 307mph at Bonneville salt flats in 1975.

Elizabeth of England, the "Queen Mother," is 81.

The Dead Man's Hand

WEDNESDAY, AUGUST 5: When James Butler Hickock ("Wild Bill") was shot to death 105 years ago today* at Deadwood, the Dakota Territory, he was in the middle of a saloon card game. The cards he held when the bullet hit him were a pair of aces and a pair of eights, which became known as the "dead man's hand." Hickock was shot by a man who claimed Wild Bill had killed his brother. (*Sources disagree and name both the 2nd and 5th of August, 1876.)

America's first traffic signal light was installed 67 years ago today in Cleveland. Movie star Marilyn Monroe died 19 years ago today of a sleeping pill overdose in Hollywood.

The first man on the moon, Neil Armstrong, is 51.

Electric Chair Victim: "Don't Get Excited!"

THURSDAY, AUGUST 6: William Kemmler was convicted of the axe murder of his sweetheart in Buffalo, and became the first man sentenced to die in the first electric chair. Ninety-one years ago today he reassured his Auburn State Penitentiary executioners by saying, "Don't get excited. I want you to make a good job of this!" (They didn't. After electrocuting Kemmler they discovered he was still alive, so they overcompensated by giving him so powerful a charge that he was literally cooked.)

The first movies with sound tracks were shown to the public 55 years ago today by Warner Brothers.

Television legend Lucille Ball is 70. Musician Isaac Hayes is 43.

What Do Shoplifters Lift?

FRIDAY, AUGUST 7: Until about 130 years ago the butcher, baker, and candlestick maker had their own separate stores, and in France there were even laws prohibiting sales of more than one kind of merchandise in a shop. Then the world's first department store was established. The Bon Marche (mur-SHAY) in Paris — in the 1850's — also had the first door prizes and price-markdown sales, showing the way for the Macys, Woolworths, and Wanamakers in America. The FBI says the shoplifters of today prefer stealing from the small leather goods counter, with women's and misses' suits in second place and costume jewelry third most-stolen.

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for the Best in **BUMPER STRIPS**
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AN EXCLUSIVE RADIO PROMOTIONAL EVENT

TOUR ART PROUDLY ANNOUNCES A NATIONAL TOUR OF ORIGINAL ART BY JOHN LENNON

BAG ONE is a collection of lithographs, created by John Lennon in 1969, depicting the events at the time of his marriage to Yoko Ono. The erotic nature of some of the lithographs sparked controversy at the first showing at the London Art Gallery in 1970. Only a limited number were produced and remain the only example of this type of visual art ever done by John Lennon.



JOHN LENNON/bag one -Fall/81 Tour is a 100 market t national presentation coming to your area; a unique and exclusive radio promotion that brings to the public an opportunity to experience this unique example of art by John Lennon. Each piece is 30" x 36" and personally signed by Lennon. A truly memorable event.

John Lennon

John Lennon/bag one

coming to these cities

ATLANTA, GA
JACKSONVILLE, FL
TAMPA, FL
MIAMI, FL
ORLANDO, FL
TALLAHASSEE, FL
SAVANNAH, GA
COLUMBIA, SC
CHARLOTTE, NC
GREENSBORO, NC
RICHMOND, VA
WASHINGTON, DC
BALTIMORE, MD
CHARLESTON, WV
LEXINGTON, KY
LOUISVILLE, KY
CINCINNATI, OH
COLUMBUS, OH
KNOXVILLE, TN
CHATTANOOGA, TN

CHICAGO, IL
INDIANAPOLIS, IN
SOUTH BEND, IN
TOLEDO, OH
DETROIT, MI
CLEVELAND, OH
PITTSBURGH, PA
BUFFALO, NY
ROCHESTER, NY
SYRACUSE, NY
BINGHAMTON, NY
SCRANTON, PA
PHILADELPHIA, PA
NEW YORK CITY, NY
NEW HAVEN, CT
HARTFORD, CT
ALBANY, NY
PROVIDENCE, RI
BOSTON, MA
WORCESTER, MA

PORTLAND, OR
ST. LOUIS, MO
SPRINGFIELD, IL
MILWAUKEE, WI
MADISON, WI
DAVENPORT, IA
DES MOINES, IA
COLUMBIANA, OH
SIOUX FALLS, SD
MINNEAPOLIS, MN
FARGO, ND
BISMARCK, ND
RAPID CITY, SD
MISSOULA, MT
SPOKANE, WA
BOISE, ID
POCATELLO, ID
SALT LAKE CITY, UT
LAS VEGAS, NV
RENO, NV

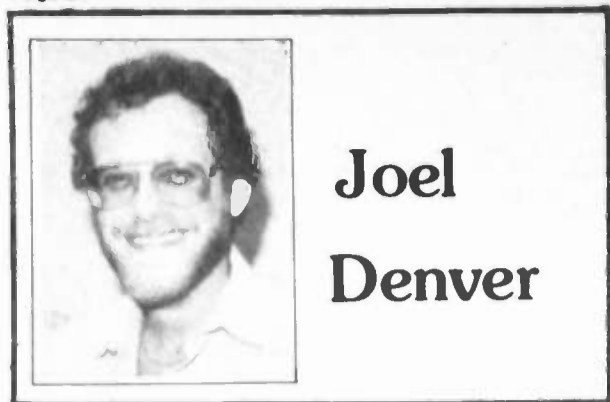
LOS ANGELES, CA
SAN FRANCISCO, CA
SAN DIEGO, CA
PHOENIX, AZ
TUCSON, AZ
ALBUQUERQUE, NM
DENVER, CO
KANSAS CITY, MO
WICHITA, KS
TULSA, OK
OKLAHOMA CITY, OK
DALLAS, TX
SAN ANTONIO, TX
HOUSTON, TX
NEW ORLEANS, LA
MOBILE, AL
BIRMINGHAM, AL
NASHVILLE, TN
MEMPHIS, TN
LITTLE ROCK, AR

61 STATIONS COMMITTED 1st WEEK

Stations interested in acting as exhibition host should contact:
TOUR ART 6300 Southcenter Blvd., Suite 202 Seattle, Washington 98188 (206) 241-2326

A portion of the nominal admission fee to be donated to the SPIRIT FOUNDATION.

Tour representation by American Talent International - New York



Joel
Denver



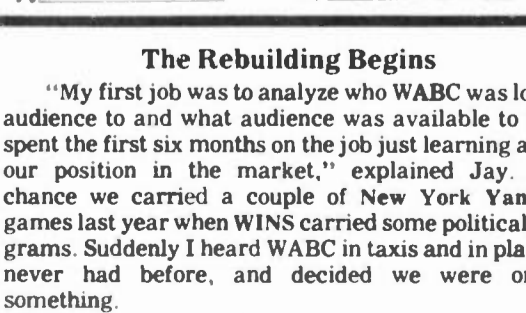
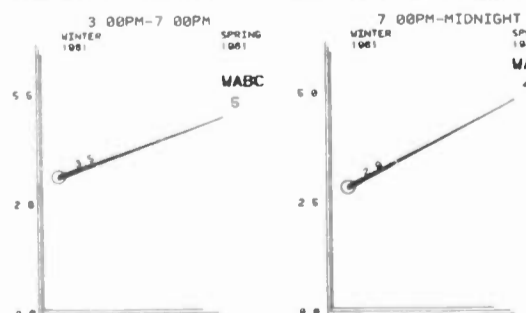
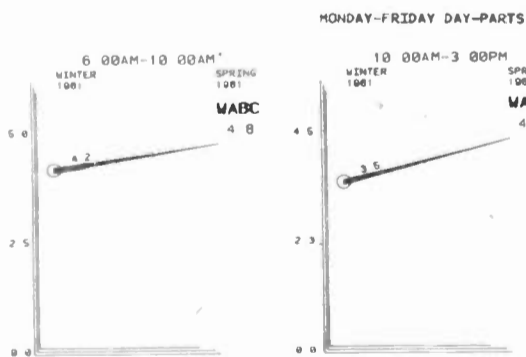
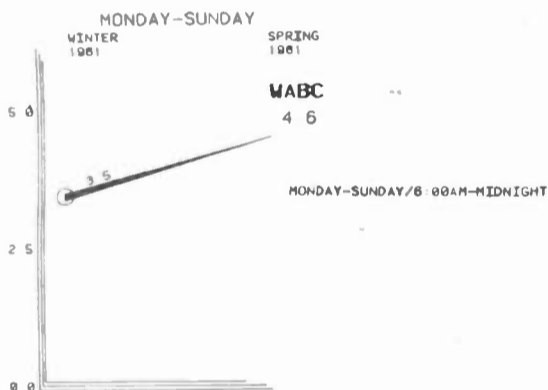
BASEBALL USED TO RECYCLE AUDIENCE

WABC Makes A Ratings Rebound

WABC was once the station that every aspiring young jock dreamed of working at. The last several years have slightly tarnished its once-shiny reputation. The problem... erosion from FM competition; the solution... adjust the station for a changing marketplace.

Jay Clark, Operations Director, has been in control of the programming at WABC for one year now. He describes in detail how he has taken one of the most powerful and influential AM stations in the country and handed in the first up ARB after 10 successive down books. First, let's take a look at WABC's spring numbers.

WABC SHARE TRENDS... PERSONS 12+
NEW YORK METRO AREA



The Rebuilding Begins

"My first job was to analyze who WABC was losing audience to and what audience was available to us. I spent the first six months on the job just learning about our position in the market," explained Jay. "By chance we carried a couple of New York Yankees games last year when WINS carried some political programs. Suddenly I heard WABC in taxis and in places I never had before, and decided we were on to something.

"At this point, we went into heavy negotiations with the Yankees to broadcast the games this year. We



won the rights to carry them and it became the groundwork for the rebuilding process. We hired Northcastle Partners, a New York-based advertising firm, to begin research on outdoor marketing campaigns."

Other staff changes began taking shape, "as Dan Ingram had indicated he wanted to go back to afternoons. I made that move as soon as I could," said Jay. "Now I had to look around for a morning show. What do you do when the audience has had some of the best in New York for years? I listened to a lot of tapes and different shows, and finally we negotiated a deal with Ross & Wilson, who wanted to leave Z93/Atlanta.

"The morning show has been further strengthened with additional news people and the inclusion of traffic information and radar weather information from outside sources. Both of them have direct lines to the control room for an 'in-studio' sound. An on-the-street reporter was also added."

So, now WABC has changed its lineup, and is to be the Yankees flagship station. "With all of this, we firmly decided to go for the 25-49 male and the 18-49 female demos. We even wrote out a complete description of what a typical couple would be like to clarify their image in everyone's mind.

"The next step was to find a bridge between the music and the Yankees. Art Rust has been doing sports with WMCA/New York for a long time and we hired him away. Now every evening he does a sports talk show from 7-9pm. It was to be the lead-in to baseball. Without baseball, we are continuing with the sports

talk show, but have contracted with NBC to run tapes of old World Series Games on Friday and Saturday nights, and Sunday afternoons. Response to the talk show and baseball, in one form or the other, has been tremendous."

Music & Marketing

"Once we decided on our new targets, the music needed to be restructured. I installed a callout research system," Jay explained. "This had never been done before at WABC. It's the first time anything besides sales had ever been utilized for music research. The music became very heavily dayparted. Anything that's played following a baseball game is very mass appeal so that we capture the older demos. Mike McKay does a great job for us late at night with this audience.

"In middays we have Ron Lundy and Johnny Donovan. Johnny does a countdown show every Tuesday that he incorporates with a lot of artist information. He does a similar show on Sunday mornings that runs against 'American Top 40,' and beats it."

Jay continued, "Dan Ingram sounds better than ever in afternoon drive, and Howard Hoffman carries the overnight show. Marc Sommers does a couple of weekend shows. It's a super lineup. The philosophy of WABC is radically different now. It used to be 'let's play the hits and let the others inform.' Now it's 'play the hits and inform.'

This Is How
They're Saying It:

"KLO-EE"

This Is How
They're Playing It:

WBEN-FM add 37	WERC add	KTKT add
WFIL on	WSGN deb 25	WJBQ add 31
WIFI on	G100 add 31	WGUY on
F105 add 30	WAAY on	WACZ add
WXKS-FM 25-21	Y103 add 39	WLAM add
JB105 34-29	FM100 22-19	WIGY add
94Q 30-27	WHBQ 14	WTSN on
WGCL add	WOKI on	WHEB add
KEARTH add	WRJZ on	95XIL 39-36
KIQQ on	WNOX add	95SGF on
KPLZ deb 32	WBCY add	WFOX add
KC101 add	WSEZ deb 35	WCGQ on
WICC on	WCSC on	WISE on
WPST 38-34	WGH on	WFLB 32-25
WAEB on	KJ100 on	FM99 32-30
Q106 add	WVLK deb 29	KQIZ-FM add
WKRZ-FM on	WGRD 35-30	WEAQ add 28
K104 39-34	WAKX on	WSPT on
WAQY deb 33	KOFM add	WTRU add 30
WHYN deb 21	Z104 add	KATI add
WKEE add 38	WMEE add	KQDI on
KEGL add	WOW add 23	KBOZ on
KHFI deb 29	KKXX deb 30	KOOK on
KXX106 30-28	KERN 33-28	KRLC deb 25
	KJRB add	

ELTON JOHN
"Chloe"



Produced by Elton John
and Clive Franks
for Frank-N-Stein Productions

Manufactured and Distributed by Warner Bros. Records

Altogether, It Was
Another Great Week
For Al & "Together":

94Q add	KJRB deb 29
Y100 37-34	KTAC on
WCKX deb 28	KHYT on
KPLZ on	WLAM 33-28
KSET-FM 30-27	95SGF add
KHFI add	WFOX on
KLAZ deb 40	WFLB deb 34
KXX106 deb 25	WANS-FM on
WMAK-FM on	WXLK deb 27
WNOX add	FM99 deb 34
WBCY deb 29	KVOL on
WAKX on	KKLS on
FM102 on	KYYA on
KGGI on	KRLC on



AL JARREAU
**"We're In This
Love Together"**

Produced by Jay Graydon



ON WARNER BROS. RECORDS

WABC Rebound

Continued from Page 24

"Once everything was in place, then our agency devised a marketing and advertising plan. We used mostly TV and the inside of subways. Campaign slogans were 'Catch The Yankees On WABC,' and 'Perk Up Your Mornings With Ross & Wilson.' We did very little on-air contesting because our research indicated the audience we desired would respond much better to advertising and marketing strategies."

The Baseball Factor

Look back again at the ratings, and you will notice there were increases in every daypart. "I think baseball had a large effect on our ratings. It was part of the whole marketing plan to be able to cross all racial and socioeconomic boundaries. It helped bring in cume that hadn't listened to WABC in years."

"We maximized this new cume potential and were able to recycle them into all other dayparts. During the game, we would run promos in the station breaks that talked about other features on the station, like baseball ticket giveaways on the Ross & Wilson show, etc. We also promoted very heavily into and out of the games."

"Without baseball, it's likely to hurt us a bit. When I take a look at our present numbers, I really feel that even without it we will be able to maintain or move up a bit. A lot more people are aware of us and how we sound now."

"The ratings have had a dramatic effect on everyone here. The staff has seen other PD's come in and try, but this has helped me to win their confidence. Morale is very high and we are very much like a family. They believe as do I that AM radio is not dead and can be turned around. New York is a very tough market to win, but everyone here believes that WABC can keep on winning. You can hear it on the air," added Jay confidently.

For a look at how well another ABC property fared in the recent ARB, read Jeff Gelb's AOR column next week (8-7) for a profile on WPLJ/New York. Next week in this column, I'll talk with KZZP/Phoenix PD Dave Anthony and KOPA/Phoenix PD Steve Rivers in a head-to-head interview about their recent ratings successes.



SURF'S UP IN VIRGINIA BEACH — Who says California has all the good-looking women and surfing? WQRK/Norfolk helped stage the "Miss East Coast Surfing Championship Beauty Contest" at a local night club. Shown amidst the bevy of contestants is station PD Ralph Wimmer.



KIQQ IS ON THE SOFTBALL — KIQQ/Los Angeles challenged the cast of ABC-TV daytime drama "General Hospital" to a rematch softball game. Over 18,000 fans showed up at El Camino College Stadium to witness the game, which featured RCA recording artist Rick Springfield, who plays Dr. Noah Drake on the TV show. Shown here is an overhead shot of a rather full stadium.

Motion

Lisa Kay leaves the all-night show at WCAO/Baltimore to do 10pm-2am at WPGC/Washington. Lisa replaces J.J. Jackson, who can be reached at (809) 773-7380. Sandra Newby has been appointed MD at WSGN/Birmingham, and the station welcomes Wayne Richards to the afternoon show.

Craig Powers moves from KUTE/Los Angeles across town to KIIS-FM for weekend work. Jim "Collins" Hampton is now doing afternoons at KSTN/Stockton, coming from KKIS/Pittsburg, CA. KPUR/Amarillo has a new midday personality, Tom Wall, from a similar slot at KUFO/Odessa.

WROR/Boston adds another news reporter, Carolyn Murdock, who will coanchor morning drive news. She comes from across the hall at sister station WRKO. Gary Leigh is the new KKXL-FM/Grand Forks PD, coming in from KCLD-FM/St. Cloud, MN. KGGI/Riverside has a new address: 2255 Besant, San Bernardino, CA 92404.

Ron Parker leaves the morning show at WQXM/Tampa to do all-nights at Y100/Miami. WDMS/Greenville, MS PD Todd Martin is promoted to Operations Director. Mark Mitchell leaves KERN/Bakersfield and segues across town to KKXX, doing the noon-3 show.

KGHO-AM-FM/Hoquiam, WA PD Jim Alan Willhight will leave his position effective 9-1 to give his full attention to his business venture, Willhight Radio Research. Steve Ryan, formerly with WTRU/Muskegon, joins KIDD/Monterey as MD and afternoon driver.

WLAN-FM/Lancaster night rocker Gary Maxwell moves to afternoons, Chris Silver leaves the overnight show to fill the night show, and parttimer D.J. Snyder is promoted to the all-night show. Doug O'Brien now does parttime work at WLAN-FM, coming in from Q106/York. Speaking of Q106, PD Steve York will become PD of KMAC/San Antonio effective 8-3.

Rocky Roberts is no longer MD at KDVV/Topeka. Music duties are being handled by PD Tony Stewart. Rick Reynolds moves from sister station KTOP/Topeka to do 6-10pm and Johnny Rabbit is the new all-nighter at KDVV. Gloria Perez is the new MD at KIMN/Denver, promoted from Special Programming Assistant.

Bits

Q104 (WQEN-FM)/Gadsden, AL just had a "Beach Boys Weekend," sending listeners to Six Flags Over Georgia to see the group in concert. The station played lots of Beach Boys music all weekend and reports super response.

KCMQ/Columbia is featuring a "Hot Summer Contest" in which listeners predict when the temperature will officially reach 100 degrees. The winner will get a two-person hammock and a 5000 btu air conditioner to keep cool.

KOBO/Yuba City is running its "Superfun 21" contest, in which listeners stop by participating sponsors and check out cards that are on display. When they are asked to call in, they are given the chance to combine those cards on display for cash if they total 21.

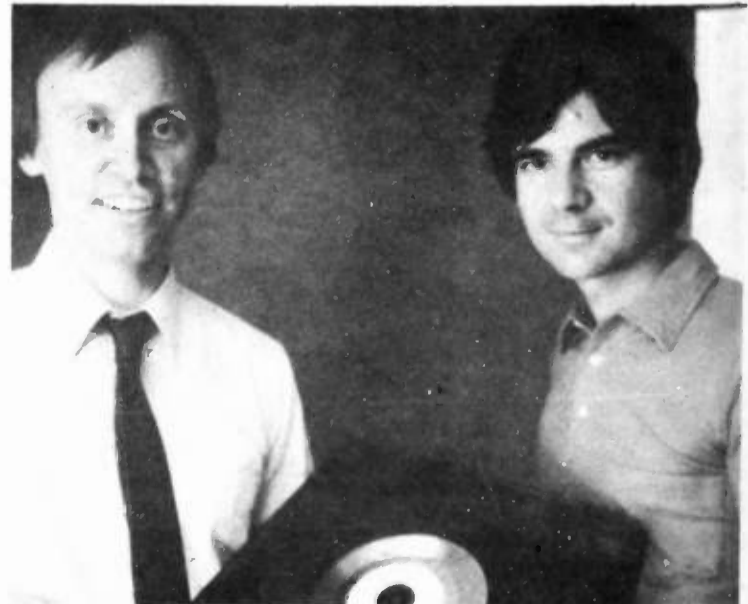
Summertime is the season for water activities and **14K/Sacramento** is holding its "Second Annual American River Raft Regatta" July 25 and expects over 1500 rafters to participate. There will be prizes for competitors in four different categories. The station claims this to be the largest summertime event in Sacramento.



BUNCHES OF BEATLES — WAAV/Huntsville recently completed a "Best Of The Beatles Weekend," playing lots of the group's music and giving away a complete Beatles catalogue. Shown (l-r) are morning men Rick Beckett and the winner.



13K ON THE BEACH — 13K(KGB-AM)/San Diego held a beach party to thank listeners for helping out in the "March Of Dimes Superwalk." Over 6000 folks showed up to greet Scotti Brothers recording artist John Schneider (left), holding the poster child, and (right) 13K night rocker Gary Knight.



WPST WHIPS IT INTO GOLD — WPST/Trenton Station Manager Tom Taylor recently got some gold for the station's walls. Shown here (l-r) is Taylor being handed the gold for Devo's "Whip It" by WB Philadelphia rep George Silva.

The
Bly-Hakim
Organization, Inc.
and
Bill Todd Promotion

Have A New Location:

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Suite #202
Tarzana, Calif. 91356

Phone # 213 — 907-0324

EAST
Most Added[®] Hottest
Moody Blues
Lulu
Eddie Rabbitt
Elton John
REO Speedwagon

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

SOUTH
Most Added[®] Hottest
Moody Blues
Beach Boys
Lulu
Kim Carnes

EAST

PARALLEL TWO

14Q/Worcester, MA
Gary Nolan

FRANKE/KNOCKOUTS
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
AIR SUPPLY 2-2
OAK RIDGE BOYS 8-7
CARPENTERS 13-11
ROSS/RICHIE 19-14

WBFB/Rochester, NY
Dave Mason

JOURNEY
TUBES
PABLO CRUISE
Hottest:
AIR SUPPLY 1-1
KENNY ROGERS 2-2
JOEY SCARBURY 3-3
MOODY BLUES 5-5
MARTY BALIN 6-6

WICC/Bridgeport, CT
Bob Mitchell

KIM CARNES
REO SPEEDWAGON
Hottest:
JOEY SCARBURY 1-1
MOODY BLUES 6-4
POINTER SISTERS 8-5
JUICE NEWTON 11-9
PHIL COLLINS 12-10

WKEE/Huntington, WV
Gary Miller

ELTON JOHN
ALLMAN BROS. BAND
LULU
SANTANA
SQUEEZE
AFTERNOON DELIGHT (dp)
Hottest:
POINTER SISTERS 2-1
ALAN PARSONS 3-2
ROSS/RICHIE 15-8
RONNIE MILSAP 17-9
JOURNEY 27-15

WPST/Trenton, NJ
Tom Taylor

ALLMAN BROS. BAND
GO GO'S
MOODY BLUES
REO SPEEDWAGON
Hottest:
AIR SUPPLY 1-1
BILLY SQUIER 4-3
RUSH 5-4
PHIL COLLINS 10-8
PAT BENATAR 28-23

WTRY/Albany, NY
Bill Cahill

RAYDIO
FRANKE/KNOCKOUTS
Hottest:
JOEY SCARBURY 2-1
JUICE NEWTON 13-10
COMMODORES 20-17
JOURNEY 21-19
ELO 26-24

WABE/Allentown, PA
Jefferson Ward

FRANKE/KNOCKOUTS
REO SPEEDWAGON
MICHAEL STANLEY B
LULU
Hottest:
AIR SUPPLY 1-1
CARPENTERS 11-4
RONNIE MILSAP 12-8
ALAN PARSONS 20-12
ROBBIE PATTON 26-19

WHYN/Springfield, MA
Mary Ferraro

MOODY BLUES
ALABAMA
EDDIE RABBITT
SMITH/SWEET
Hottest:
KENNY ROGERS 1-1
COMMODORES 8-4
JUICE NEWTON 6-6
GARY WRIGHT 17-13
ROSS/RICHIE 18-14

KC101/New Haven, CT
Danny Lyons

REO SPEEDWAGON
PHIL GENTILLI
LULU
ELTON JOHN
SMITH/SWEET
JOURNEY
JOHN DENVER
Hottest:
AIR SUPPLY 2-1
KENNY ROGERS 3-2
JOEY SCARBURY 4-3
ROSS/RICHIE 16-6
GARY WRIGHT 24-17

WFBR/Baltimore, MD
Andy Szulnaki

JIM STEINMAN
MOODY BLUES
REO SPEEDWAGON
LULU
Hottest:
HOSS/RICHIE 7-1
RONNIE MILSAP 12-8
CARPENTERS 13-9
JIM STEINMAN A-18
ELO 27-21

WBLU/Long Island, NY
Bill Terry

SMITH/SWEET
BEACH BOYS
KIM CARNES
STEVIE NICKS
EDDIE RABBITT
Hottest:
RICK SPRINGFIELD 1-1
MARTY BALIN 4-3
POINTER SISTERS 11-9
ROSS/RICHIE 20-11
COMMODORES 22-15

WTIC-FM/Hartford, CT
Rick Donahue

COMMODORES
STEVE NICKS
ELO
JOURNEY
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 6-2
PHIL COLLINS 9-7
ROSS/RICHIE 14-9
FOREIGNER 15-13

Q108/York, PA
Stevie Gallagher

EDDIE RABBITT
FRANKE/KNOCKOUTS
ELTON JOHN
MOODY BLUES
Hottest:
JOEY SCARBURY 2-1
POINTER SISTERS 5-2
PHIL COLLINS 12-10
JIM STEINMAN 16-13
COMMODORES 20-15

WHFM/Rochester, NY
Kelly McCann

FRANKE/KNOCKOUTS
GARY WRIGHT
BALANCE
SQUEEZE
TOM PETTY
Hottest:
RICK SPRINGFIELD 4-1
POINTER SISTERS 5-3
FOREIGNER 9-8
ROSS/RICHIE 26-12
OAK RIDGE BOYS 30-22

WFLY/Albany, NY
Jack Lawrence

MICHAEL STANLEY B
SILVER CONDOR
Hottest:
RICK SPRINGFIELD 1-1
PHIL COLLINS 11-7
PAT BENATAR 17-13
JOURNEY 26-20
STEVIE NICKS 25-22

K10W/Erie, PA
Bill Shannon

JIM STEINMAN
MICHAEL STANLEY B
ART GARFUNKEL
REO SPEEDWAGON
MOODY BLUES
GARY WRIGHT
GRAND FUNK
Hottest:
MOODY BLUES 4-1
PHIL COLLINS 19-10
PAT BENATAR 21-12
JOURNEY 29-19
CDB 27-21

V100/Charleston, WV
Jay Jervis

SHEENA EASTON
PABLO CRUISE
CANTINA BAND
Hottest:
JOEY SCARBURY 4-1
POINTER SISTERS 8-3
JUICE NEWTON 9-5
ROSS/RICHIE 12-6
COMMODORES 13-8

WABC/Springfield, MA
Mike Adams

REO SPEEDWAGON
MOODY BLUES
ALLMAN BROS. BAND
BEACH BOYS
SILVER CONDOR
Hottest:
JIM STEINMAN 4-1
TUBES 9-4
FOREIGNER 10-5
GREG KINN 13-8
JOURNEY 22-12

B104/Baltimore, MD
Rick James

KIM CARNES
ALLMAN BROS. BAND
MOODY BLUES
ROBBIE PATTON
Hottest:
KENNY ROGERS 2-1
MANHATTAN TRANSFE 10-7
JIM STEINMAN 14-8
GREG KINN 15-11
ROSS/RICHIE 25-15

WKRZ-FM/Wilkes Barre, PA
Jim Rising

KIM CARNES
MOODY BLUES
SILVER CONDOR
DIESEL
AFTERNOON DELIGHT
EDDIE RABBITT
Hottest:
POINTER SISTERS 3-1
GREG KINN 6-3
FOREIGNER 12-4
ROSS/RICHIE 14-9
BILLY SQUIER 21-12

PARALLEL THREE

13FEA/Manchester, NH
Keith Lemira

SHEENA EASTON
MOODY BLUES
LULU
REO SPEEDWAGON
SANTANA
Hottest:
JOEY SCARBURY 3-1
AFTERNOON DELIGHT D-5
CARPENTERS 13-10
BEACH BOYS D-18
STEVIE NICKS D-22

WCIR/Beckley, WV
Jim Martin

BEACH BOYS
KIM CARNES
LULU
MOODY BLUES
REO SPEEDWAGON
Hottest:
POINTER SISTERS 2-1
ALABAMA 6-2
STACY LATTISAM 10-3
ROSS/RICHIE 20-9
FOREIGNER 19-10

WPBQ/Altoona, PA
Tony Booth

SILVER CONDOR
KIM CARNES
STYX
JOHN DENVER
DON FELDER
OAK RIDGE BOYS
COMMODORES
LULU
MANHATTAN TRANSFE
CARPENTERS
PHIL COLLINS
RONNIE MILSAP
GREG KINN
MOODY BLUES
AIR SUPPLY
Hottest:
JOEY SCARBURY 1-1
KENNY ROGERS 2-2
POINTER SISTERS 4-3
COMMODORES 11-7
ROSS/RICHIE 27-17

WGUV/Bangor, ME
Doug Driscoll

Hottest:
JOEY SCARBURY 2-1
POINTER SISTERS 7-4
COMMODORES 19-13
ROSS/RICHIE 26-16
GREG KINN 24-18

WHIEB/Portsmouth, NH
Rick Bean

G. HARRISON
ART GARFUNKEL
GARY WRIGHT
MOODY BLUES
ELTON JOHN
Hottest:
JUICE NEWTON 4-1
KENNY ROGERS 7-3
POINTER SISTERS 8-4
CARPENTERS 11-8
RAYDIO 13-9

WJBO/Portland, ME
Ovee Cole

POINT BLANK
NIELSON/PEARSON
LULU
RAYDIO
GARY U.S. BCNDS
PAT BENATAR
GREG KINN
ROSS/RICHIE
ELTON JOHN
SMITH/SWEET
BEACH BOYS
SQUEEZE
Hottest:
AIR SUPPLY 1-1
STEVIE NICKS 37-16
GREG KINN A-19
PABLO CRUISE 39-27
ELTON JOHN A-31

WTSN/Dover, NH
Jim Sebastian

KIM CARNES
SANTANA
EDDIE RABBITT
REO SPEEDWAGON
MOODY BLUES
ART GARFUNKEL
TOM JONES
BERNADETTE PETERS
Hottest:
MARTY BALIN 2-1
JOEY SCARBURY 3-2
JUICE NEWTON 6-4
POINTER SISTERS 11-7
RICK SPRINGFIELD 15-10

WIGY/Beth, ME
Willie Mitchell

MICHAEL STANLEY B
MOODY BLUES
Hottest:
NIELSON/PEARSON
LULU
ALABAMA 3-1
ROSS/RICHIE 18-8
STACY LATTISAM 19-14
AFTERNOON DELIGHT 20-16
CLARKE/DUKE 25-20

WBBQ/Augusta, GA
Bruce Stevens

BEACH BOYS
MOODY BLUES
ALABAMA
BALANCE
Hottest:
POINTER SISTERS 7-1
BILLY SQUIER 12-6
JUICE NEWTON 14-7
BLACKFOOT 13-8
COMMODORES 19-14

WFMF/Baton Rouge, LA
Randy Rice

STACY LATTISAM
BEACH BOYS
LULU
MOODY BLUES
STEVIE NICKS (dp)
Hottest:
POINTER SISTERS 3-1
ROSS/RICHIE 5-3
STEVIE NICKS 16-9
JOURNEY 20-10
ELO 27-16

96X11/Parkersburg, WV
Terry Lee Collins

JIM STEINMAN
GRAND FUNK
BLUE OYSTER CULT
MICHAEL STANLEY B
GARY WRIGHT
Hottest:
KENNY ROGERS 2-1
CARPENTERS 12-6
CDB 15-8
JOURNEY D-34
KOOL & THE GANG D-35

WACZ/Bangor, ME
Michael O'Hara

PHIL GENTILLI
ART GARFUNKEL
FOGHAT
ELTON JOHN
Hottest:
JOEY SCARBURY 1-1
AIR SUPPLY 2-2
JIM STEINMAN 5-4
ALAN PARSONS 6-5
PHIL COLLINS 9-7

SOUTH

PARALLEL TWO

BJ106/Orlando, FL
Tom West

KIM CARNES
NIELSON/PEARSON
HERB ALPERT
BERNADETTE PETERS
JODY MORNING
Hottest:
OAK RIDGE BOYS 1-1
MANHATTAN TRANSFE 19-10
ROSS/RICHIE 32-17
SHEENA EASTON 24-18
AFTERNOON DELIGHT 37-29

KEEL/Shreveport, LA
John Frost

STEVIE NICKS
EDDIE RABBITT
ELO
Hottest:
JOEY SCARBURY 2-1
POINTER SISTERS 12-8
CARPENTERS 17-12
COMMODORES 19-15
ROSS/RICHIE 22-17

KTSA/San Antonio, TX
J.J. Rodriguez

RAYDIO
Hottest:
KENNY ROGERS 3-1
RICK SPRINGFIELD 15-8
STACY LATTISAM 18-9
COMMODORES 20-15
POINTER SISTERS 25-20

KXX108/Birmingham, AL
Chris Train

MOODY BLUES
OUR TOPS
AFTERNOON DELIGHT
ALLMAN BROS. BAND
COMMODORES 13-6
PABLO CRUISE 16-10
JOURNEY 30-23

WRVQ/Richmond, VA
Bill Thomas

RAYDIO
Hottest:
BILLY SQUIER 1-1
SANTANA 3-2
REO SPEEDWAGON 5-3
GREG KINN 7-4
TOM PETTY 9-5

WAKY/Louisville, KY
Gloria Buchanan

EDDIE RABBITT
ELO
FRANKE/KNOCKOUTS
SILVER CONDOR
Hottest:
POINTER SISTERS 3-1
ROSS/RICHIE 7-4
JUICE NEWTON 9-5
ALAN PARSONS 10-6
RAYDIO 19-16

WAXY/Ft. Lauderdale, FL
Rick Shaw

GARY WRIGHT
MOODY BLUES
BALANCE
REO SPEEDWAGON
Hottest:
JOEY SCARBURY 1-1
ROSS/RICHIE 9-3
COMMODORES 14-10
JOURNEY 22-11
SHEENA EASTON 27-16

WAYS/Charlotte, NC
Lou Simon

MOODY BLUES
BEACH BOYS
NIELSON/PEARSON
LULU
Hottest:
ALABAMA 3-1
ROSS/RICHIE 18-8
STACY LATTISAM 19-14
AFTERNOON DELIGHT 20-16
CLARKE/DUKE 25-20

WNOJ/Knoxville, TN
Bill Evans

JOURNEY
ELTON JOHN
AL JARREAU
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
RONNIE MILSAP 6-3
ALABAMA 16-7
FRANKE/KNOCKOUTS 24-17

WNOJ/Knoxville, TN
Bill Evans

MOODY BLUES (dp)
Hottest:
ROSS/RICHIE 2-1
SMITH/SWEET 18-14
PAT BENATAR 19-15
ALABAMA 23-16
FRANKE/KNOCKOUTS 24-17

WQW/Norfolk, VA
Bob Canada

KIM CARNES
DON MCLEAN
MICHAEL STANLEY B
DENICIE WILLIAMS
ICEHOUSE
NIELSON/PEARSON
Hottest:
JOEY SCARBURY 3-1
ROSS/RICHIE 16-8
RONNIE MILSAP 13-9
COMMODORES 14-11
EDDIE RABBITT 19-14

WHBQ/Memphis, TN
Mike Scelzi

JOURNEY
BEACH BOYS
AFTERNOON DELIGHT
SHEENA EASTON
Hottest:
JOEY SCARBURY 1-1
KENNY ROGERS 2-2
ROSS/RICHIE 7-6
RONNIE MILSAP 9-8
JOURNEY A-11

WJDX/Jackson, MS
Bill Crews

DENICIE WILLIAMS
RAYDIO
Hottest:
AIR SUPPLY 1-1
POINTER SISTERS 3-2
ROSS/RICHIE 9-5
STACY LATTISAM 13-8
DENICIE WILLIAMS A-28

WRJZ/Knoxville, TN
Edward/Dillman

SQUEEZE
ALLMAN BROS. BAND
BEACH BOYS
MOODY BLUES
AFTERNOON DELIGHT
Hottest:
RONNIE MILSAP 4-1
COMMODORES 8-5
CARPENTERS 13-9
PABLO CRUISE 18-11
MOODY BLUES 20-13

WSGN/Birmingham, AL
Sandra Newby

SHEENA EASTON
DENICIE WILLIAMS
REO SPEEDWAGON
MOODY BLUES
Hottest:
KENNY ROGERS 1-1
RONNIE MILSAP 5-3
COMMODORES 7-4
ROSS/RICHIE 13-7
PABLO CRUISE 16-11

Y103/Jacksonville, FL
Robert John

SHEENA EASTON
SILVER CONDOR
BLACFOOT
ELTON JOHN
Hottest:
JOEY SCARBURY 2-1
JUICE NEWTON 11-5
COMMODORES 13-6
PABLO CRUISE 16-10
JOURNEY 30-23

KBFM/McAllen-Brownsville, TX
Marcello Grajales

ELO
BEACH BOYS
LULU
EDDIE RABBITT
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 8-2
JUICE NEWTON 12-7
ROSS/RICHIE 19-14
GARY WRIGHT 25-20

KELP/E Paso, TX
Raymond Mesa

BEACH BOYS
FOREIGNER
EDDIE RABBITT
JOURNEY
Hottest:
KENNY ROGERS 1-1
MARTY BALIN 3-2
MOODY BLUES 8-3
POINTER SISTERS 16-9
PHIL COLLINS 18-12

FM100/Memphis, TN
Tom Prestigiacomo

MOODY BLUES (dp)
Hottest:
ROSS/RICHIE 2-1
SMITH/SWEET 18-14
PAT BENATAR 19-15
ALABAMA 23-16
FRANKE/KNOCKOUTS 24-17

WNOJ/Knoxville, TN
Bill Evans

JOURNEY
ELTON JOHN
AL JARREAU
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
RONNIE MILSAP 6-3
ALABAMA 16-7
FRANKE/KNOCKOUTS 24-17

WSKZ/Chattanooga, TN
David Carroll

RAYDIO
EDDIE RABBITT
BEACH BOYS
SILVER CONDOR
MOODY BLUES
Hottest:
POINTER SISTERS 2-1
JUICE NEWTON 8-5
ROSS/RICHIE 16-7
STEVIE NICKS 22-16
ELO 24-20

KINT/E Paso, TX
Jim Zippo

EDDIE RABBITT
AFTERNOON DELIGHT
Hottest:
KENNY ROGERS 1-1
RICK SPRINGFIELD 5-2
STACY LATTISAM 13-11
ROSS/RICHIE 20-16
FOREIGNER 21-17

WSEZ/Winston-Salem, NC
Bob Mahoney

DON MCLEAN
ART GARFUNKEL
KIM CARNES
JOHN DENVER
SANTANA (dp)
Hottest:
POINTER SISTERS 3-1
ALABAMA 8-5
RONNIE MILSAP 12-7
JUICE NEWTON 13-10
SHEENA EASTON 32-24

WERC/Birmingham, AL
Al Karrh

ELTON JOHN
LULU
JOURNEY
SMITH/SWEET
Hottest:
POINTER SISTERS 1-1
COMMODORES 5-2
ALABAMA 4-3
KENNY ROGERS 7-4
ROSS/RICHIE 10-5

KX104/Nashville, TN
Michael St. John

EDDIE RABBITT
ALABAMA
KIM CARNES
RICK JAMES
LULU
SILVER CONDOR
ALLMAN BROS. BAND
MOODY BLUES
Hottest:
POINTER SISTERS 3-1
ROSS/RICHIE 12-6
ROBBIE PATTON 32-18
JUICE NEWTON 38-19

KJ100/Louisville, KY
Tom Gilligan

MICHAEL STANLEY B
BLUE OYSTER CULT
ALLMAN BROS. BAND
NIELSON/PEARSON
ELO
MOODY BLUES
Hottest:
RICK SPRINGFIELD 2-1
JOE WALSH 4-3
FOREIGNER 8-7
JIM STEINMAN 9-8
JOURNEY 20-12

KHFI/Austin, TX
Ed Volkman

REO SPEEDWAGON
BALANCE
MOODY BLUES
AL JARREAU
Hottest:
JUICE NEWTON 2-1
ROSS/RICHIE 13-3
POINT BLANK 10-6
JOURNEY 12-9
FOREIGNER 20-14

KBFM/McAllen-Brownsville, TX
Marcello Grajales

ELO
BEACH BOYS
LULU
EDDIE RABBITT
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 8-2
JUICE NEWTON 12-7
ROSS/RICHIE 19-14
GARY WRIGHT 25-20

KFMK/Houston, TX
Jerry Steele

JOEY SCARBURY 2-1
JUICE NEWTON 12-7
ROSS/RICHIE 19-14
GARY WRIGHT 25-20

K09A/Little Rock, AR
Michael York

MOODY BLUES
EDDIE RABBITT
SHEENA EASTON
ALLMAN BROS. BAND
Hottest:
KENNY ROGERS 3-1
JOEY SCARBURY 5-2
ALAN PARSONS 7-5
FOREIGNER 11-8
ROSS/RICHIE 26-14

G100/Mobile, AL
Scott Griffith

LULU
SMITH/SWEET
ELTON JOHN
BALANCE
MOODY BLUES
Hottest:
POINTER SISTERS 3-1
KENNY ROGERS 1-2
JOEY SCARBURY 2-3
ROSS/RICHIE 14-10
JOURNEY 25-16

WAAV/Huntsville, AL
Jim Kendrick

ART GARFUNKEL
RICK JAMES
MOODY BLUES
MICHAEL STANLEY B
ALLMAN BROS. BAND
Hottest:
KENNY ROGERS 2-1
RONNIE MILSAP 5-3
COMMODORES 7-5
ROSS/RICHIE 15-6
SHEENA EASTON 0-21

CK101/Cocoa Beach, FL
Steve Ocean

EDDIE RABBITT
AFTERNOON DELIGHT
Hottest:
KENNY ROGERS 1-1
RICK SPRINGFIELD 5-2
STACY LATTISAM 13-11
ROSS/RICHIE 20-16
FOREIGNER 21-17

WMAK-FM/Nashville, TN
Scooter Davis

LULU
MICKY GILLEY
BALANCE
MOODY BLUES (dp)
KIM CARNES (dp)
REO SPEEDWAGON (dp)
SQUEEZE (dp)
ALLMAN BROS. BAND (dp)
Hottest:
POINTER SISTERS 1-1
ROSS/RICHIE 13-9
FOREIGNER 21-14
AFTERNOON DELIGHT 26-20
SHEENA EASTON 29-25

KNUB/Dallas, TX
Larry James

JOURNEY
RAYDIO
SHEENA EASTON
BALANCE
JOHN DENVER
SMITH/SWEET
Hottest:
JOEY SCARBURY 2-1
STACY LATTISAM 30-15
GINO VANNELLI 31-16
ROBBIE PATTON 32-18
JUICE NEWTON 38-19

KSET-FM/E Paso, TX
Jeff Blake

MIDWEST
Most Added. Hottest

Moody Blues
Raydio
Eddie Rabbitt

Ross & Richie
Joey Scarbury
Pointer Sisters

ADDS & HOTS

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

WEST
Most Added. Hottest

Moody Blues
Kim Carnes
Lulu

Ross & Richie
Joey Scarbury
Pointer Sisters

MIDWEST

PARALLEL TWO

WOW/Omaha, NE
J.C. Corcoran

82X/Columbus, OH
Teri Nutter
GARY WRIGHT
MOODY BLUES
Hottest:
JOEY SCARBURY 4-1
ROSS/RICHIE 9-4
FOREIGNER 13-8
PHIL COLLINS 18-14
PAT BENATAR 19-15

KIOA/Des Moines, IA
A.W. Pantoja

EDDIE RABBITT
STYX
Hottest:
AIR SUPPLY 1-1
POINTER SISTERS 12-6
MANHATTAN TRANSFE 13-8
MARTY BALIN 14-12
FOREIGNER 21-17

KOFM/Oklahoma City, OK
Chuck Morgan

CRYSTAL GAYLE
MICKEY GILLEY
ALABAMA
FRANKE/KNOCKOUTS
ELTON JOHN
Hottest:
OAK RIDGE BOYS 4-1
JOEY SCARBURY 9-3
POINTER SISTERS 10-8
ROSS/RICHIE 20-10
RICK SPRINGFIELD 25-15

KRAV/Tulsa, OK
Gary Reynolds

SHEENA EASTON
Hottest:
JUICE NEWTON 2-1
ROSS/RICHIE 10-3
POINTER SISTERS 6-4
ALABAMA 12-10
RONNIE MILSAP 13-11

KZ33/Peoria, IL
Keith Edwards

ROSS/RICHIE
ALLMAN BROS. BAND
MOODY BLUES
EDDIE RABBITT
REO SPEEDWAGON
Hottest:
PHIL COLLINS 1-1
GREG KIHN 5-3
FOREIGNER 9-6
JOURNEY 14-8
PAT BENATAR 15-10

WGRD/Grand Rapids, MI
Sean Stevens

Hottest:
BILLY SQUIER 2-1
JOEY SCARBURY 3-2
MOODY BLUES 6-6
ROSS/RICHIE 14-8
FOREIGNER 23-15

WHOT/Youngstown, OH
Dick Thompson

EDDIE RABBITT
RAYDIO
Hottest:
POINTER SISTERS 3-1
JUICE NEWTON 16-8
ROSS/RICHIE 20-9
PHIL COLLINS 14-10
RONNIE MILSAP 19-13

WMEE/Fort Wayne, IN
John Curry

ROBBIE PATTON
ELO
RAYDIO
JUICE NEWTON
ELTON JOHN
BEACH BOYS
Hottest:
POINTER SISTERS 5-1
ROSS/RICHIE 3-3
CARPENTERS 23-10
COMMODORES 24-12
RONNIE MILSAP 25-13

WNAP/Indianapolis, IN
Chad Hunt

ROSS/RICHIE
JUICE NEWTON
PABLO CRUISE
Hottest:
JOEY SCARBURY 1-1
JOE WALSH 12-6
CARPENTERS 17-12
GARY WRIGHT 21-17
COMMODORES 22-18

WNCI/Columbus, OH
Steve Edwards

MOODY BLUES
RAYDIO
ALABAMA
SILVER CONDOR
Hottest:
JOEY SCARBURY 3-1
ROSS/RICHIE 10-2
JUICE NEWTON 11-8
GREG KIHN 16-12
STEVIE NICKS 27-19

WOHO/Toledo, OH
John Zion

BEACH BOYS
Hottest:
AIR SUPPLY 1-1
ROSS/RICHIE 11-8
RONNIE MILSAP 13-11
SHEENA EASTON 18-15
JOURNEY 24-17

WRBR/South Bend, IN
J.C. Corcoran

STEVE NICKS
EDDIE RABBITT
Hottest:
OAK RIDGE BOYS 1-1
PHIL COLLINS 14-10
MANHATTAN TRANSFE 23-18
ROSS/RICHIE 29-22
JUICE NEWTON 27-23

WZOK/Rockford, IL
Ed Lambert

STEVE NICKS
JUICE NEWTON
GARY WRIGHT
Hottest:
ALAN PARSONS 3-1
PHIL COLLINS 4-3
FOREIGNER 12-6
ROSS/RICHIE 15-8
PABLO CRUISE 13-10

WVIC/East Lansing, MI
Jim St. John

STEVE NICKS
RAYDIO
EDDIE RABBITT
SANTANA
NIELSON/PEARSON
KIM CARNES
DON FELDER
MOODY BLUES
BERNADETTE PETERS
CARL CARLTON
MIKE QUATRO
BALANCE
PETER FRAMPTON
Hottest:
ROSS/RICHIE 11-1
POINTER SISTERS 6-3
ALAN PARSONS 5-4
PHIL COLLINS 15-12
PABLO CRUISE 21-14

KBTT/Davenport, IA
Bill Young

GARY WRIGHT
MOODY BLUES
GINO VANNELLI
FRANKE/KNOCKOUTS
STYX
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 4-2
OAK RIDGE BOYS 8-4
JUICE NEWTON 7-5
ROSS/RICHIE 28-12

WISM/Madison, WI
Barb Starr

MOODY BLUES
SILVER CONDOR
LULU
ALLMAN BROS. BAND
Hottest:
POINTER SISTERS 1-1
ROSS/RICHIE 18-12
JOURNEY 19-14
RAYDIO 23-18
STEVIE NICKS 27-23

KEYN-FM/Wichita, KN
Terri Springs

COMMODORES
KIM CARNES
REO SPEEDWAGON
Hottest:
JOEY SCARBURY 1-1
ROSS/RICHIE 11-8
PHIL COLLINS 12-10
PAT BENATAR 18-15
GINO VANNELLI 23-20

WYFM/Youngstown, OH
Jeff Tobin

ROSS/RICHIE
MANHATTAN TRANSFE
Hottest:
RICK SPRINGFIELD 1-1
JOEY SCARBURY 2-2
JUICE NEWTON 12-6
PHIL COLLINS 15-11
ROSS/RICHIE A-17

WTWR/Detroit, MI
Kurt Kelly

ELO
TUBES
Hottest:
RICK SPRINGFIELD 1-1
POINTER SISTERS 16-13
ROSS/RICHIE 21-18
JOURNEY 27-19
BEACH BOYS 29-25

WAKX/Duluth, MN
John Armstrong

BEACH BOYS
KIM CARNES
LULU
Hottest:
AIR SUPPLY 1-1
KENNY ROGERS 7-4
ROSS/RICHIE 14-5
COMMODORES 15-9
JOURNEY 20-18

WNAM/Appleton-Oshkosh, WI
Jay Tyler

SHEENA EASTON
MOODY BLUES
LULU
KIM CARNES
Hottest:
JOEY SCARBURY 2-1
COMMODORES 17-9
ROSS/RICHIE 23-11
JOURNEY 24-18
JIM STEINMAN 22-19

WGBF/Evansville, IN
Kevin Carpenter

ELO
FRANKE/KNOCKOUTS
RAYDIO
BEACH BOYS
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 7-4
ROSS/RICHIE 16-6
JUICE NEWTON 14-7
EDDIE RABBITT 30-16

WRBR/South Bend, IN
J.C. Corcoran

STEVE NICKS
EDDIE RABBITT
Hottest:
OAK RIDGE BOYS 1-1
PHIL COLLINS 14-10
MANHATTAN TRANSFE 23-18
ROSS/RICHIE 29-22
JUICE NEWTON 27-23

WZOK/Rockford, IL
Ed Lambert

STEVE NICKS
JUICE NEWTON
GARY WRIGHT
Hottest:
ALAN PARSONS 3-1
PHIL COLLINS 4-3
FOREIGNER 12-6
ROSS/RICHIE 15-8
PABLO CRUISE 13-10

Z104/Madison, WI
Matt Hudson

ELTON JOHN
SQUEEZE
FOREIGNER (dp)
Hottest:
JOEY SCARBURY 1-1
BILLY SQUIER 3-2
FOREIGNER 16-7
JIM STEINMAN 11-11
PAT BENATAR 25-15

WIKS/Indianapolis, IN
Mike Tinnis

RAYDIO
ELO
Hottest:
AIR SUPPLY 1-1
JOEY SCARBURY 13-4
MANHATTAN TRANSFE 22-16
COMMODORES 23-18
OAK RIDGE BOYS 27-20

US3/South Bend, IN
J.K. Deering

CARPENTERS
COMMODORES
Hottest:
JOEY SCARBURY 2-1
JUICE NEWTON 14-6
MOODY BLUES 13-7
ROSS/RICHIE 20-9
MARTY BALIN 15-10

WDJX/Dayton, OH
Joe Dawson

KIM CARNES
LULU
Hottest:
AIR SUPPLY 1-1
JOEY SCARBURY 6-2
OAK RIDGE BOYS 12-7
JUICE NEWTON 15-11
GREG KIHN 18-13

WLOL-FM/St. Paul, MN
Phil Houston

PHIL COLLINS
Hottest:
JOEY SCARBURY 2-1
KENNY ROGERS 4-4
POINTER SISTERS 7-7
JUICE NEWTON 8-8
PABLO CRUISE 17-14

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan
SHEENA EASTON
GINO VANNELLI
LULU
MOODY BLUES
Hottest:
AIR SUPPLY 1-1
JUICE NEWTON 5-2
PABLO CRUISE 7-4
JOEY SCARBURY 11-5
JOE WALSH 14-8

KKLS/Rapid City, SD
Mick Kjar

MOODY BLUES
SHEENA EASTON
JOHN DENVER
KIM CARNES
MICHAEL STANLEY B
Hottest:
ALAN PARSONS 1-1
GARY WRIGHT 10-7
FOREIGNER 17-13
PAT BENATAR 19-16
ELO D-28

KWLO/Waterloo, IA
Drew Bentley

MOODY BLUES
BEACH BOYS
Hottest:
PHIL COLLINS 4-1
KENNY ROGERS 9-4
PAT BENATAR 15-5
MANHATTAN TRANSFE 13-6
FOREIGNER 14-7

KKRC/Sioux Falls, SD
Dan Kleley

JOHN DENVER
ALABAMA
MOODY BLUES
SQUEEZE
DIESEL
Hottest:
AIR SUPPLY 1-1
JOEY SCARBURY 3-2
MARTY BALIN 4-3
POINTER SISTERS 8-4
JUICE NEWTON 10-7

KKXL/Grand Forks, ND
Jeff Parker

STEVE NICKS
FRANKE/KNOCKOUTS
JOHN DENVER
Hottest:
JOEY SCARBURY 1-1
KENNY ROGERS 4-2
POINTER SISTERS 7-3
JUICE NEWTON 10-5
MOODY BLUES 9-8

WEAQ/Eau Claire, WI
Rick Roberts

BEACH BOYS
EDDIE RABBITT
ELTON JOHN
Hottest:
ROSAMUND CASH 2-1
AIR SUPPLY 5-2
G. HARRISON 8-3
CARPENTERS 11-6
ALAN PARSONS 13-8

WRKR/Racine, WI
Steve Warren

SMITH/SWEET
PAT BENATAR
RICK JAMES
BALANCE
ROSS/RICHIE
DON FELDER
MOODY BLUES
Hottest:
AIR SUPPLY 1-1
POINTER SISTERS 9-2
JOEY SCARBURY 14-8
MANHATTAN TRANSFE 16-11
ELO 39-26

WSPT/Stevens Point, WI
Brad Fuhr

BALANCE
MOODY BLUES
RAYDIO
Hottest:
JUICE NEWTON 1-1
BILLY SQUIER 2-2
PAT BENATAR 25-16
JOURNEY 26-17
ROSS/RICHIE 32-22

WTRU/Muskegon, MI
Mike Stevens

MOODY BLUES
ELTON JOHN
SHEENA EASTON
Hottest:
GREG KIHN 3-1
POINTER SISTERS 5-2
COMMODORES 11-5
PHIL COLLINS 15-10
ROSS/RICHIE 22-13

KDVV/Topeka, KN
Tony Stewart

ELO
RAYDIO
SQUEEZE
BEACH BOYS
Hottest:
BILLY SQUIER 1-1
ROSS/RICHIE 12-2
JOURNEY 23-15
PAT BENATAR 24-18
GREG KIHN 27-21

KELO/Sioux Falls, SD
Paul Wescott

Hottest:
JOEY SCARBURY 1-1
AIR SUPPLY 2-2
JUICE NEWTON 6-3
POINTER SISTERS 16-7
ROSS/RICHIE 19-16

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron

STEVE NICKS
RAYDIO
KIM CARNES
ERIC HINE
VAN STEVENSON
EVELYN KING
Hottest:
AIR SUPPLY 1-1
ALAN PARSONS 19-10
ROSS/RICHIE 23-12
EDDIE RABBITT 30-22
JOURNEY D-28

KERN/Bakersfield, CA
Beau Reyes

RAYDIO
AFTERNOON DELIGHT
LULU
PABLO CRUISE
MOODY BLUES
ALABAMA
BLUE OYSTER CULT
SMITH/SWEET
Hottest:
JOEY SCARBURY 3-1
OAK RIDGE BOYS 2-2
JUICE NEWTON 10-6
KENNY ROGERS 12-7
ROSS/RICHIE 28-19

KZZX/Albuquerque, NM
Bruce Daniels

EDDIE RABBITT
ELO
PAT BENATAR
FRANKE/KNOCKOUTS
AFTERNOON DELIGHT (dp)
Hottest:
KENNY ROGERS 3-1
POINTER SISTERS 5-2
RONNIE MILSAP 15-9
ROSS/RICHIE 21-10
COMMODORES 20-14

KGW/Portland, OR
Janis Wojniak

JOURNEY
EDDIE RABBITT
Hottest:
JOEY SCARBURY 2-1
JUICE NEWTON 14-11
ROSS/RICHIE 17-12
RONNIE MILSAP 18-14
PABLO CRUISE 21-16

KJRB/Spokane, WA
Brian Gregory

KIM CARNES
ELTON JOHN
NIELSON/PEARSON
RICK JAMES (dp)
Hottest:
JOEY SCARBURY 3-1
JUICE NEWTON 10-4
ROSS/RICHIE 16-6
MOODY BLUES 26-21
BEACH BOYS D-25

KRQ/Tucson, AZ
Kent Lacey

BEACH BOYS
SHEENA EASTON
RAYDIO
Hottest:
MOODY BLUES 2-1
JOEY SCARBURY 7-4
ROSS/RICHIE 16-10
PABLO CRUISE 20-14
STEVIE NICKS 28-23

KTAC/Tacoma, WA
Bruce Cannon

LULU
RAYDIO
NIELSON/PEARSON
SHEENA EASTON
Hottest:
JOEY SCARBURY 1-1
MOODY BLUES 5-3
JUICE NEWTON 7-4
MARTY BALIN 8-5
MANHATTAN TRANSFE 9-6

KTKT/Tucson, AZ
Bobby Rivers

BEACH BOYS
ELTON JOHN
REO SPEEDWAGON
LULU
Hottest:
JOEY SCARBURY 1-1
JUICE NEWTON D-9
PABLO CRUISE 22-18
JOURNEY 23-19
AFTERNOON DELIGHT D-30

YFM/Fresno, CA
Ray Appleton

ELO
GARY WRIGHT
Hottest:
AIR SUPPLY 1-1
COMMODORES 15-8
FOREIGNER 17-10
PHIL COLLINS 22-12
GREG KIHN 21-16

KLUC/Las Vegas, NV
Randy Lunquist

JEFF STARSHIP
DON FELDER
GARY WRIGHT
Hottest:
MOODY BLUES 2-1
PABLO CRUISE 13-6
FOREIGNER 12-8
JOE VITALE 22-16
JOURNEY 25-17

KMJK/Portland, OR
John Shomby

SHEENA EASTON
BEACH BOYS
RAYDIO
BALANCE (dp)
KIM CARNES (dp)
Hottest:
ALAN PARSONS 2-1
PHIL COLLINS 14-10
ROSS/RICHIE 19-13
COMMODORES 22-15
PAT BENATAR 25-18

KIOY/Fresno, CA
Tom Saville

ROSS/RICHIE
KIM CARNES
SILVER CONDOR
Hottest:
GREG KIHN 2-1
MOODY BLUES 3-2
STEVIE NICKS 25-19
SHEENA EASTON 27-22
EDDIE RABBITT 30-24

KYNO-FM/Fresno, CA
John Lee Walker

GINO VANNELLI
DENICE WILLIAMS
PAT BENATAR
CHERYL LYNN
OAK RIDGE BOYS
Hottest:
AIR SUPPLY 2-1
COMMODORES 16-10
JACKSONS 18-11
JOURNEY 20-12
TEENA MARIE 23-14

KZZX/Albuquerque, NM
Bruce Daniels

EDDIE RABBITT
ELO
PAT BENATAR
FRANKE/KNOCKOUTS
AFTERNOON DELIGHT (dp)
Hottest:
KENNY ROGERS 3-1
POINTER SISTERS 5-2
RONNIE MILSAP 15-9
ROSS/RICHIE 21-10
COMMODORES 20-14

FM102/Salt Lake City, UT
Lorraine Winnegar

KIM CARNES
MOODY BLUES
DON FELDER
Hottest:
FOREIGNER 11-1
PAT BENATAR 19-13
JOURNEY 21-14
STEVIE NICKS 25-20
ELO 26-22

PARALLEL THREE

KBOZ/Bozeman, MT
Greg Williams

ART GARFUNKEL
KIM CARNES
MOODY BLUES
LULU
Hottest:
ALAN PARSONS 1-1
PABLO CRUISE 12-8
JUICE NEWTON 19-11
ROSS/RICHIE 22-17
JOURNEY 27-23

KCBN/Reno, NV
Larry Irons

SHEENA EASTON
LULU
ALLMAN BROS. BAND
SANTANA
DEBRA LAWS
Hottest:
POINTER SISTERS 1-1
JOURNEY 20-13
ROSS/RICHIE 26-19
COMMODORES 30-21
PAT BENATAR 33-24

KOZA/Pueblo, CO
Rip Avina

MOODY BLUES
BALANCE
LULU
RAYDIO
SHEENA EASTON
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
JUICE NEWTON 8-5
PHIL COLLINS 12-7
COMMODORES 13-8
ROSS/RICHIE 25-11

KHYT/Tucson, AZ
Rich Brother Robbin

AFTERNOON DELIGHT
RICKIE LEE JONES
REO SPEEDWAGON
RAFAEL CAMERON
DENICE WILLIAMS
CHAKA KHAN (RA)
PABLO CRUISE (RA)
Hottest:
POINTER SISTERS 5-1
RICHARD D. FIELDS 10-3
ROSS/RICHIE 13-4
COMMODORES 7-5
RICK JAMES 23-14

KIDD/Monterey, CA
Barry Brown

Hottest:
JOEY SCARBURY 1-1
FRANKIE SMITH 2-2
AIR SUPPLY 3-3
RICK SPRINGFIELD 4-4
MARTY BALIN 5-5

KGGI/Riverside-San Bernardino
Bob West

SHALAMAR
EVELYN KING
CHERYL LYNN
RAYDIO
STEVIE NICKS
RICK JAMES
Hottest:
RICK JAMES 1-1
AIR SUPPLY 6-2
KENNY ROGERS 8-5
ROSS/RICHIE 10-7
CLARKE/DUKE 15-10

KKXX/Bakersfield, CA
Squires/DeRoo

ART GARFUNKEL
GO GO'S
LULU
KIM CARNES
DON FELDER
STEVIE WONDER
SHEENA EASTON
Hottest:
POINTER SISTERS 5-1
PAT BENATAR 19-5
FOREIGNER 12-8
STYX 16-9
PABLO CRUISE 20-11

K96/Provo, UT
Jim Sumpter

ELO
REO SPEEDWAGON
ROSS/RICHIE
DON FELDER
Hottest:
POINTER SISTERS 3-1
ALAN PARSONS 4-2
MOODY BLUES 7-5
KENNY ROGERS 14-8
BILLY SQUIER 13-10

FM103/Salt Lake City, UT
Lorraine Winnegar

KIM CARNES
MOODY BLUES
DON FELDER
Hottest:
FOREIGNER 11-1
PAT BENATAR 19-13
JOURNEY 21-14
STEVIE NICKS 25-20
ELO 26-22

PARALLEL THREE

KBOZ/Bozeman, MT
Greg Williams
ART GARFUNKEL
KIM CARNES
MOODY BLUES
LULU
Hottest:
ALAN PARSONS 1-1
PABLO CRUISE 12-8
JUICE NEWTON 19-11
ROSS/RICHIE 22-17
JOURNEY 27-23

KCBN/Reno, NV
Larry Irons

SHEENA EASTON
LULU
ALLMAN BROS. BAND
SANTANA
DEBRA LAWS
Hottest:
POINTER SISTERS 1-1
JOURNEY 20-13
ROSS/RICHIE 26-19
COMMODORES 30-21
PAT BENATAR 33-24

KOZA/Pueblo, CO
Rip Avina

MOODY BLUES
BALANCE
LULU
RAYDIO
SHEENA EASTON
AFTERNOON DELIGHT
Hottest:
JOEY SCARBURY 1-1
JUICE NEWTON 8-5
PHIL COLLINS 12-7
COMMODORES 13-8
ROSS/RICHIE 25-11

KHYT/Tucson, AZ
Rich Brother Robbin

AFTERNOON DELIGHT
RICKIE LEE JONES
REO SPEEDWAGON
RAFAEL CAMERON
DENICE WILLIAMS
CHAKA KHAN (RA)
PABLO CRUISE (RA)
Hottest:
POINTER SISTERS 5-1
RICHARD D. FIELDS 10-3
ROSS/RICHIE 13-4
COMMODORES 7-5
RICK JAMES 23-14

KIDD/Monterey, CA
Barry Brown

Hottest:
JOEY SCARBURY 1-1
FRANKIE SMITH 2-2
AIR SUPPLY 3-3
RICK SPRINGFIELD 4-4
MARTY BALIN 5-5

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 tracked twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS.

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

Regional 100/25 44% National Summary
Reach Up 61
E 33% Debuts 20
M 21% Same 24
S 58% Down 0
W 10% Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on the charts including 25 new adds

44% — Percentage of this week's reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 31 — Number of stations moving it up on the charts
Debuts 20 — Number of stations debuting the song this week
Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31, 31, etc.)
Down 0 — Number of stations moving it down on their charts
Adds 25 — Total number of stations adding it this week

ALABAMA
Feels So Right (RCA)
LP: Feels So Right

Regional 87/13 40% National Summary
Reach Up 18
E 33% Debuts 5
M 24% Same 20
S 58% Down 0
W 10% Adds 25

AFTERNOON DELIGHTS
General Hospit-Tale (MCA)
LP: Afternoon Delights

Regional 61/17 23% National Summary
Reach Up 5
E 33% Debuts 17
M 24% Same 20
S 58% Down 0
W 10% Adds 25

ALLMAN BROTHERS BAND
Straight From The... (Arista)
LP: Give The People What They... *

Regional 61/27 23% National Summary
Reach Up 1
E 33% Debuts 27
M 24% Same 20
S 58% Down 0
W 10% Adds 25

AIR SUPPLY
The One That You... (Arista)
LP: The One That You Love

Regional 182/1 68% National Summary
Reach Up 135
E 33% Debuts 135
M 24% Same 20
S 58% Down 0
W 10% Adds 25

BALANCE
Breaking Away (Portrait)
LP: Balance

Regional 74/18 34% National Summary
Reach Up 25
E 33% Debuts 25
M 24% Same 20
S 58% Down 0
W 10% Adds 25

BEACH BOYS
The Beach Boys... (Capitol)
LP: The Beach Boys...

Regional 127/40 68% National Summary
Reach Up 18
E 33% Debuts 18
M 24% Same 20
S 58% Down 0
W 10% Adds 25

BEACH BOYS
The Beach Boys... (Capitol)
LP: The Beach Boys...

Regional 127/40 68% National Summary
Reach Up 18
E 33% Debuts 18
M 24% Same 20
S 58% Down 0
W 10% Adds 25

PAT BENATAR
Fire And Ice
LP: Prudential Time

Regional 149/8 68% National Summary
Reach Up 18
E 33% Debuts 18
M 24% Same 20
S 58% Down 0
W 10% Adds 25

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional 63/46 24% National Summary
Reach Up 1
E 33% Debuts 1
M 24% Same 20
S 58% Down 0
W 10% Adds 25

MARTY BALIN
Hearts (EMI America)
LP: Hearts

Regional 178/1 81% National Summary
Reach Up 53
E 33% Debuts 53
M 24% Same 20
S 58% Down 0
W 10% Adds 25

BLACKFOOT
Fly Away (Atco)
LP: Marsuder

Regional 61/1 28% National Summary
Reach Up 35
E 33% Debuts 35
M 24% Same 20
S 58% Down 0
W 10% Adds 25

BLACKFOOT
Fly Away (Atco)
LP: Marsuder

Regional 61/1 28% National Summary
Reach Up 35
E 33% Debuts 35
M 24% Same 20
S 58% Down 0
W 10% Adds 25

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional 63/46 24% National Summary
Reach Up 1
E 33% Debuts 1
M 24% Same 20
S 58% Down 0
W 10% Adds 25

CARPENTERS
Touch Me When... (A&M)
LP: Made In America

Regional 173/2 79% National Summary
Reach Up 135
E 33% Debuts 135
M 24% Same 20
S 58% Down 0
W 10% Adds 25

MARTY BALIN
Hearts (EMI America)
LP: Hearts

Regional 178/1 81% National Summary
Reach Up 53
E 33% Debuts 53
M 24% Same 20
S 58% Down 0
W 10% Adds 25

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional 166/2 76% National Summary
Reach Up 135
E 33% Debuts 135
M 24% Same 20
S 58% Down 0
W 10% Adds 25

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional 166/2 76% National Summary
Reach Up 135
E 33% Debuts 135
M 24% Same 20
S 58% Down 0
W 10% Adds 25

COMMODORES
Lady (You Bring... (Motown)
LP: In The Pocket

Regional 178/5 81% National Summary
Reach Up 152
E 33% Debuts 152
M 24% Same 20
S 58% Down 0
W 10% Adds 25

COMMODORES
Lady (You Bring... (Motown)
LP: In The Pocket

Regional 178/5 81% National Summary
Reach Up 152
E 33% Debuts 152
M 24% Same 20
S 58% Down 0
W 10% Adds 25

DON FELDER
Heavy Metal (F. M. Asylum)
LP: Soundtrack Heavy Metal

Regional 65/13 26% National Summary
Reach Up 7
E 33% Debuts 7
M 24% Same 20
S 58% Down 0
W 10% Adds 25

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional 106/32 48% National Summary
Reach Up 27
E 33% Debuts 27
M 24% Same 20
S 58% Down 0
W 10% Adds 25

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional 106/32 48% National Summary
Reach Up 27
E 33% Debuts 27
M 24% Same 20
S 58% Down 0
W 10% Adds 25

ELO
Hold On Tight (Jet)
LP: Time

Regional 162/27 74% National Summary
Reach Up 61
E 33% Debuts 61
M 24% Same 20
S 58% Down 0
W 10% Adds 25

ELO
Hold On Tight (Jet)
LP: Time

Regional 162/27 74% National Summary
Reach Up 61
E 33% Debuts 61
M 24% Same 20
S 58% Down 0
W 10% Adds 25

DON FELDER
Heavy Metal (F. M. Asylum)
LP: Soundtrack Heavy Metal

Regional 65/13 26% National Summary
Reach Up 7
E 33% Debuts 7
M 24% Same 20
S 58% Down 0
W 10% Adds 25

FOREIGNER LP: Foreigner 4 165/1 71% National Summary

JOURNEY Who's Crying... (Columbia) LP: Escape 198/14 85% National Summary

Stacy Lattisaw (continued) LP: Love On A... (Cotillion) 90/8 41% National Summary

Ronnie Milsap (continued) LP: There's No Getting... (RCA) LP: Out There Where The Bright... 183/3 84% National Summary

JUICE NEWTON Queen Of Hearts (Capitol) LP: Juice 180/5 82% National Summary

Moody Blues (continued) LP: Gemini Dream (Threshold/PolyGram) LP: Long Distance Voyager 163/1 74% National Summary

16 National Summary

17 National Summary

LULU I Could Never Miss... (A&M) LP: Lulu 91/52 42% National Summary

MOODY BLUES Gemini Dream (Threshold/PolyGram) LP: Long Distance Voyager 163/1 74% National Summary

12 National Summary

RAY PARKER JR. & RAYDIO That Old Song (Arista) LP: A Woman Needs Love 137/28 63% National Summary

18 National Summary

19 National Summary

20 National Summary

21 National Summary

22 National Summary

23 National Summary

FRANKE & KNOCKOUTS You're My... (Millennium) LP: Franke & The Knockouts 150/20 86% National Summary

24 National Summary

25 National Summary

26 National Summary

27 National Summary

28 National Summary

29 National Summary

30 National Summary

31 National Summary

32 National Summary

33 National Summary

34 National Summary

35 National Summary

36 National Summary

37 National Summary

38 National Summary

39 National Summary

40 National Summary

41 National Summary

42 National Summary

43 National Summary

44 National Summary

45 National Summary

46 National Summary

47 National Summary

48 National Summary

49 National Summary

50 National Summary

51 National Summary

52 National Summary

53 National Summary

54 National Summary

55 National Summary

56 National Summary

57 National Summary

58 National Summary

The Allman Brothers Band



Produced by John Ryan

GOES STRAIGHT!

- ***Straight to Top 40 and AOR, with tremendous nationwide response to their new single.***

AOR National Airplay Debut: 39*

- ***Straight to the charts, with bullets in Billboard and Record World, the first week of release.***
- ***Straight to the road, with an all-out coast to coast tour going through the summer.***
- ***Straight to the tube, with a performance seen by millions this week on NBC's Tomorrow Show.***

“STRAIGHT FROM THE HEART”^{AS 0618}

The blockbuster mass appeal hit by a great American band, from their just-shipping LP

BROTHERS OF THE ROAD. ^{AL 9564}

ARISTA

**THE IRRAYSISTABLE SOUND OF
RAY PARKER JR. AND RAYDIO.**

“THAT OLD SONG” ^{AS 0616}

BREAKER.

The second pop-R&B-A/C smash from
A WOMAN NEEDS LOVE, ^{AL 9543}
the explosive album by the group with the golden touch.

ARISTA

THE PICTURE PAGE

Nicks Clicks At Modern



Modern Records and its distributor Atlantic celebrated the release of Stevie Nicks's first solo LP in New York. Pictured (l-r) are Modern co-owner Danny Goldberg, producer Jimmy Iovine, Atlantic Vice Chairman Sheldon Vogel, Nicks, Atlantic President Doug Morris, Modern co-owner Paul Fishkin, and Atlantic Exec. VP/IGM Dave Glaw.

Kane Breaks In L.A.



Elektra's Kieran Kane visited the label's Los Angeles headquarters to plan strategies on his "You're The Best" single and forthcoming LP. Pictured (l-r) are EJA's Lou Gallani, Exec. VP Vic Faraci, Kane, label's Bill Smith, and Chairman Joe Smith.

Motels Rate New Zealand Gold



Capitol's Motels received gold records for both of their LP's in New Zealand recently. Pictured (l-r) are group's Tim McGovern and Martha Davis, Capitol/EMIA/Liberty President Don Zimmermann, group's Marty Jourard and Michael Goodroe, EMI New Zealand's David Snell, and group's Brian Glascock.

Revelation In New York



Handshake's Revelation recently played the Savoy in New York, and were congratulated backstage by label President Ron Alexenburg. Pictured (l-r) are group's Morris Gray and Phillip Ballou, Alexenburg, and group's Benjie Diggs and Kevin Owens.

John Cale Repose Pose



A&M's John Cale is pictured resting up after a show at Tut's in Chicago recently, flanked by A&M's Manny Frelser (left) and Alan Grollman (right).

Chrysalis Sayer Affair



With Leo Sayer in Los Angeles for recording purposes, the Chrysalis Music Group (which publishes his compositions) held an informal gathering in his honor. Pictured (l-r) are songwriter David Courtney, Sayer, songwriter Gary Benson, and Chrysalis Music VP Ann Munday.

Ocean Sails Into Epic



Epic recently held a New York listening party for Billy Ocean's label debut LP. Pictured (l-r) are manager Laurie Jay, E/PIA's Cheryl Machat, Ocean, and E/PIA's VP's Paris Eley and Ron McCarrell.

MCA Signs Wooley



Amy Wooley has been signed to MCA Records, with her self-titled album due out in mid-August. Pictured at the signing are (l-r) MCA President Bob Siner, Wooley, and manager Marty Pitchinson.

**Cross a hot artist with
a hot movie theme
and get...**



...a hot new smash!

**CHRISTOPHER
CROSS**

**"ARTHUR'S
THEME**

(Best That You Can Do)"

Produced By Michael Omartian Executive Producer: Stephen Paley ON WARNER BROS. RECORDS





Jeff Gelb



AOR Promo Reps Checklist

It's been nearly a year since we updated our list of national album promotion representatives for the major labels. In that time, some of those labels have disappeared, others have merged, and many have changed the people in the top promotional positions.

Here, then, is a new list to clip and save of those people to contact when you need record service or special consideration for promotions, or just to answer your questions about the record side of the industry.

A&M

Marko Babineau
1416 N. La Brea
Los Angeles, CA 90028
(213) 469-2411
J.B. Brenner
595 Madison Ave.
New York, NY 10022
(212) 826-0477

ALFA

Kevin Keogh
1015 N. Fairfax
Los Angeles, CA 90046
(213) 654-1100

ALLIGATOR

Otis Taylor
P.O. Box 60234
Chicago, IL 60660
(312) 973-7736

ARISTA (inc. NOVUS, GRP, BUDDAH, SAVOY)

Mike Bone
6 W. 57th St.
New York, NY 10019
(212) 489-7835

ASSOCIATED (inc. BANG, BLUE SKY, CARIBOU, JET, KIRSHNER, NEMPEROR, PAVILLION, VIRGIN, etc.)

Gordon Anderson
51 W. 52nd St.
New York, NY 10019
(212) 975-6700

ATCO (inc. ROLLING STONES, SWAN SONG)

Sean Coakley, Reen Nalli
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6400

ATLANTIC

Tunc Erim (212) 484-8176
Judy Libow (212) 484-6062
Alan Wolmark (212) 484-6017
75 Rockefeller Pl.
New York, NY 10019

BACKSTREET

Jon Scott
100 Universal Plaza Bldg. 473
University City, CA 91608
(213) 508-3378

BOARDWALK

Scott Kranzberg
9884 Santa Monica Blvd.
Beverly Hills, CA 90212
(213) 550-6363

CAPITOL (inc. HARVEST)

Ray Tusken
1750 N. Vine St.
Hollywood, CA 90028
(213) 462-6252

CHRYSALIS (inc. TAKOMA)

Mike Abramson
115 E. 57th St. 14th Floor
New York, NY 10022
(212) 935-8750

COLUMBIA

Paul Rappaport
51 W. 52nd St.
New York, NY 10019
(212) 975-8616

CREAM

Jack Bratel
8025 Melrose Ave.
Los Angeles, CA 90046
(213) 655-0944

DREAMLAND

Burt King
8919 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-8585

ELEKTRA/ASYLUM

Marty Schwartz
962 N. La Cienega Blvd.
Los Angeles, CA 90069
(213) 852-7211

EMI AMERICA/LIBERTY

Ken Benson
6920 Sunset Blvd.
Los Angeles, CA 90069
(213) 461-9141
Chris Hensley
1670 N.W. Freeway Access Rd.
Atlanta, GA 30329
(404) 321-5441

EPIC/PORTRAIT/ ASSOCIATED

Bob Feineigle (212) 975-5283
Harvey Leeds (212) 975-8661
51 W. 51st St.
New York, NY 10019

FANTASY (inc. GALAXY, MILESTONE, PRESTIGE)

Quincy McCoy
10th & Parker Sts.
Berkeley, CA 94710
(415) 549-2500

FLYING FISH

Jon Fox
1304 W. Schubert
Chicago, IL 60614
(312) 528-5455

415

Howie Klein
P.O. Box 14563
San Francisco, CA 94114
(415) 552-1379

GEFFEN

Johnny Barbis
9126 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010

HANDSHAKE

Joel Newman
8304 Beverly Blvd.
Los Angeles, CA 90048
(213) 655-8635

INNER CITY

Mark Brown
c/o MMO Music Gp., Inc.
423 W. 55th St., 7th floor
New York, NY 10019
(212) 245-4861

IRS

Michael Plen
595 Madison Ave., 32nd floor
New York, NY 10022
(212) 826-0477

JEM

John Costa
3619 Kennedy Rd.
S. Plainfield, NJ 07080
(201) 753-6100

LIFESONG

Bruce Shindler
488 Madison Ave.
New York, NY 10022
(212) 752-3033

MCA (inc. BACKSTREET, LAX, ROCKET)

Don Wasley
100 University City Pl.
University City, CA 91608
(213) 508-4018

MIRAGE

Bob Greenberg
9229 Sunset Blvd. Suite 707
Los Angeles, CA 90069
(213) 278-6350

MODERN

Chris Nicks
10 E. 49th St., 3rd floor
New York, NY 10017
(212) 355-3905

MOTOWN

Don Wright
6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 468-3454

OVATION

1249 Waukegan Rd.
Glenview, IL 60025
(312) 323-4398

PHILO

Carolyn Brewer
The Barn
N. Ferrisburg, VT 05473
(802) 425-2111

PLANET

Carol Peters
9130 Sunset Blvd., 3rd floor
Los Angeles, CA 90069
(213) 275-4710

POLISH

250 W. 57th St.
New York, NY 10019
(212) 974-0906

POLYGRAM (inc. CASABLANCA, MERCURY POLYDOR, RADAR, RIVA, RSO)

Jerry Jaffe, George Meier, Jim Sotet
810 7th Ave., 34th floor
New York, NY 10019
(212) 399-7075
Jim Delbalzo
1930 Century Park West, 2nd floor
Los Angeles, CA 90067
(213) 277-1374

RADIO RECORDS

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

RCA (inc. MILLENNIUM)

Bill McGathy
1133 Avenue of the Americas
New York, NY 10036
(212) 930-4095

REGENCY

Ron Farber
1116 N. Cory Ave.
Los Angeles, CA 90069
(213) 278-5131

ROBOX

Mark Cooper
2215 Perimeter Pk. Suite 21
Atlanta, GA 30341
(404) 451-5997

ROUNDER

Mary Weber
186 Willow Ave.
Somerville, MA 02144
(617) 354-0700

SWAN SONG

Lauren Siciliano
444 Madison Ave.
New York, NY 10022
(212) 838-3320

STIFF

Roy Rosenberg
157 W. 57th St.
New York, NY 10019
(212) 765-3977

THIRD COAST

Rich Piombino
1911 Ridge Ave.
Evanston, IL 60201
(312) 869-6290

TWENTIETH CENTURY-FOX

Dave Parks
8544 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-8210

VANGUARD

Duane Martuge
71 W. 23rd St.
New York, NY 10010
(212) 255-7732

WARNER BROS. (inc. BEARSVILLE, ISLAND, SIRE, etc.)

George Gerrity, Mary Perkins, Bonnie Simmons
3300 Warner Blvd.
Burbank, CA 91510
(213) 841-2400

WARNER BROS. (Jazz and ECM)

Ricky Schultz
3300 Warner Blvd.
Burbank, CA 91510
(213) 846-9090

WATERHOUSE

Kevin St. John
100 W. 7th St., Suite 415
Minneapolis, MN 55403
(612) 332-6575

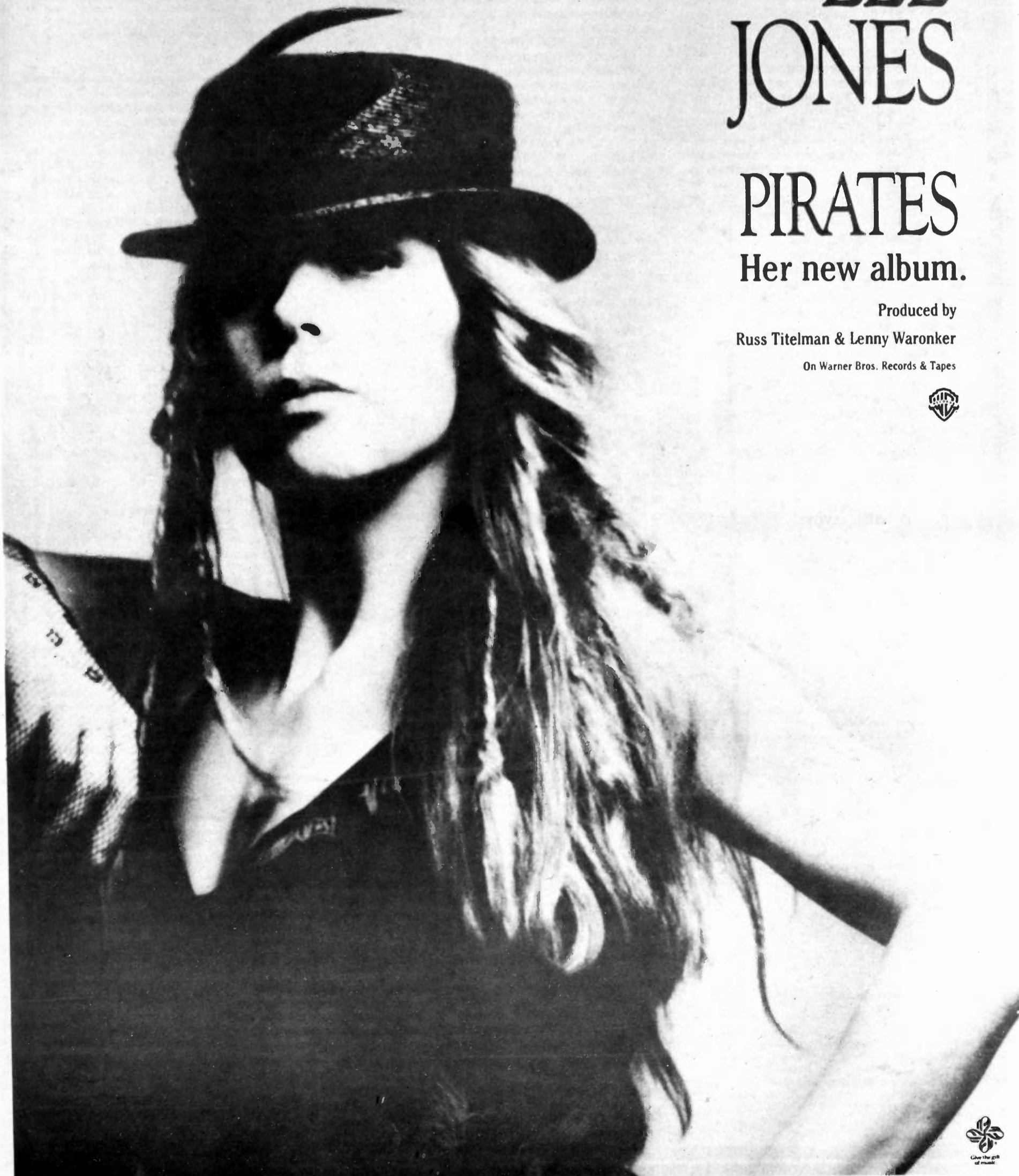
RICKIE LEE JONES

PIRATES

Her new album.

Produced by
Russ Titelman & Lenny Waronker

On Warner Bros. Records & Tapes



Jeff Gelb

EVOLUTION

Lots of changes this week: KXXY/Oklahoma City PD Andy Lockridge has crossed the street to KATT as Operations Director. Jeff Freund has vacated KATT's PD post but retains his airshift... Les Sarnoff has exited as MD at KINK/Portland... Jim Pemberton has joined WFBQ/Indianapolis as MD from WILS-FM; John O'Leary is his MD successor at WILS-FM... Jane Logan and John Duncan are the new co-MD's of KSAS/Kansas City, replacing Dale August, who will be exiting in September... WLRS/Louisville MD John Simon has exited... WAQX/Syracuse PD Ed Levine has formed Ed Levine Broadcast Consultants Inc.; his first client station is WZIR/Buffalo, effective immediately. He'll remain PD at WAQX... Elsewhere on the consultant front, Jeff Pollack has signed both KATT/Oklahoma City and WXEZ/Toledo as client stations... Marc Coppola has exited as MD of WBAB/Long Island to join WPLJ/New York for 10pm-2am... Allan Elvin has exited as News Director of KZAP/Sacramento... Jack Quigley has joined WYSP/Philadelphia from WEZX/Scranton as Promotion Director... WERI/Westerly's new morning man is Brian Sullivan... WNOR/Norfolk has hired back Phil Beckman for mornings, as Mike Arlo has moved into middays... Greg Fitzgerald has joined KTCL/Ft. Collins from KAZY/Denver for nights... Mando Camino has been upped to full-time middays for KNCN/Corpus Christi... Scott Watson has exited WIBA/Madison for independent production work. His replacement for nights is Jack Mitchell from WWQM/Madison. Also new to WIBA is Debra Glick, for overnights... Carol Ann Pretzel has joined WYDD/Pittsburgh for weekends, and Sharon Fialla has joined WYDD as Promotion Director... Brad Curtis has exited his airshift at WILS-FM/Lansing... Bill St. James has been upped to Production Director of KINK/Portland.

Moodys' Long Distance Voyage A Success:

Threshold/Polygram's Moody Blues returned after a three year absence with a new album and concert tour, greeting AOR reps at after-show parties throughout the country.



Pictured (l-r) are Polygram's Leslie Rogers, KZEW/Dallas MD Janel Dolan, group's Justin Hayward, KZEW air personality Charlie Jones, Polygram's George Meier.



Pictured (l-r) are Polygram's Jeff Laufer, KMET/Los Angeles's Hugh Surratt, group's Justin Hayward.



Pictured (l-r, bottom row) are group's Patrick Moraz, Polygram President David Braun, group's Graeme Edge and John Lodge, Jerry Weintraub of Management III, group's Ray Thomas and Justin Hayward; (l-r, top row) Polygram's Jerry Jaffe, Bill Cataldo, and Randy Roberts, WBAB/Long Island PD Bob Buchmann, WBAB MD Marc Coppola, WRNW/Briarcliff Manor PD Ron Rizzi, Polygram's Steve Greenburg and Joe Grossman.

COLOR

K-105 KOLLECTION: K105 (WWKK)/Ft. Knox tracked 105 albums during a recent weekend special, then awarded the entire collection to a winning listener.

YOU'RE NEVER TOO OLD TO ROCK AND ROLL: That's what WAQX/Syracuse was out to prove to its upper-demo listeners when it held a series of club nights for listeners over 25. They were admitted free for an evening of live music, and prizes that included weekend vacations, dinners and albums. Music was supplied by albums from upper demo AOR favorites like Bob Seger and Steely Dan.

STYX MIX FOR TIX, TUX: Huh? This cleverly-titled promotion was held by WSYR/Syracuse, in conjunction with a Styx local concert date. The station asked listeners to correctly identify the four songs in a "Styx mix" of riffs to win tickets to the band's show along with albums and Styx logo customized tuxedo jackets.

CRAZY TRAIN: Q107/Toronto, in conjunction with Jet, E/P/A, and the Ozzy Osbourne album, asked listeners to call with their imitation of Ozzy's screamed intro to "Crazy Train." Winners got tickets and transportation to Ozzy's nearby concert date, along with albums and T-shirts.

MORE STYX TIX: Here's another promotion held in conjunction with A&M's Styx. The group's Rockford concert date sold out, so Y95 arranged to send a winning listener in a card entry promotion to see the band in the city of his choice from the rest of the group's tour. Included was transportation, meals, tickets and accommodations.

ICEHOUSE & ICE CREAM: WTAO/Murphysboro has pacted with Chrysalis and the Icehouse album to award Icehouse albums and ice cream cones to listeners who correctly answer ice-related trivia questions ("how many cubes in a standard ice tray?", etc.).



PORTLAND PETITIONS REO: WYNZ/Portland, ME wants to help bring Epic's REO Speedwagon to town. To encourage the band, the station held a petition drive, amassing over 3500 signatures in less than three weeks. Pictured (l-r) with the results are MD G.V. Rapp, PD Danny Shewster, and Sales Manager Sam Stowell.

RATINGS HITS: This looks like one of AOR's best books ever, with lots of stations reporting great ARB Spring results. Some highlights: The Buzzards were flyin' in Cleveland (WMMS: 10.5)... KOME/San Jose posted a market-dominant 7.6... KLOL/Houston climbed to 6.2... Frank Cody's parting PD shot at KBPI was a killer, at a 9.9... DC 101/Washington showed major gains with a 6.0 (hello Denise Oliver!)... Fantastic news from WXP/Davenport (10.8)... WBAB/Long Island's 3.3 beat all L.I. and N.Y. AOR stations' L.I. showings... In the consultant battle, round one of Pollack's WCMF vs. Sebastian's WMJQ in Rochester ended in a Pollack decision, 7.2 to 6.7... Sebastian held his lead at WCOZ/Boston (11.1)... Superstars did great in Seattle (KISW's 8.6), Buffalo (7.6 at WGRQ), Pittsburgh (WDVE's 7.9), a mouth-watering 15.9 at WLWQ/Columbus, and a market-dominant 10.7 at WKLS/Atlanta, among others.

Looks like extended measurement could be a real plus for AOR's. And this is just the beginning, folks! Good luck to those awaiting numbers.



BIGGER THAN LIFE BUZZARD: You've seen radio station busboards and billboards. Well, WMMIS/Cleveland thinks B-I-G. It recently had its summer T-shirt design painted on the side of a building facing Cleveland State University.

UPDATE

Tulsa AOR listeners must have been a bit confused when they heard all the KMOD jocks on competing KWEN recently. The jocks were invited to do KWEN's final day of airshifts before the station switched to Country, and to remind listeners that AOR continued on KMOD-AM & FM... The eagle-eyed may be able to spot WMMR/Philadelphia air personality Michael Tearson in Brian DePalma's new film, "Blow Out," in which he has a small role... KROY-FM/Sacramento morning man Tony Cox sat in an enormous vat of popcorn dressed as a slab of butter this past weekend, broadcasting live while he took pledges for MD... WCOZ/Boston's sixth AOR anniversary is coming up, and to celebrate, Greg Kihn will be playing at an exclusive listener party for 500. The station's also working on a concert guide, a la KMET/Los Angeles's, which displays seating charts for all Boston area concert venues... KEZO/Omaha, in conjunction with Sunkist, has been holding a weekly suntanning contest whose winner will receive a Datsun pickup truck. The station also recently held a championship frisbee contest for dogs... WRIF/Detroit just held its annual boat cruise, wherein 1200 write-in requests were picked to sail with the station while dining, drinking and dancing... 1000 attended WILS-FM/Lansing's free outdoor concert featuring a local band, held as a warm-up to that night's Alice Cooper/Joe Perry show. Perry dropped in to trade licks with the local band during its act, much to the surprised delight of everyone present... Listeners who order WPLJ/New York T-shirts also receive a full-color poster of air personality Carol Miller... Congrats to WBWB/Bloomington, celebrating its third AOR anniversary.

COMING NEXT WEEK: WPLJ/New York posted its best ARB 12+ figure ever in the recent Spring ratings results. Next week we'll talk with PD Larry Berger about the station philosophies that have made WPLJ America's most listened-to AOR station (in cume figures). We'll also ask Promotion Director Kim Reis how a station in a city the size of New York successfully puts its image on the streets.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WAAF/Worcester presented Rods for \$1.07.

CONVERSATIONS: REO Speedwagon, Billy Squier on WDIZ/Orlando... Van Halen on WMMR/Philadelphia... Ozzy Osbourne, Styx on CITI-FM/Winnipeg... Silver Condor on KICT/Wichita... Gary Wright on KEZY/Anaheim... Jefferson Starship on KILO/Colorado Springs, KAZY/Denver... Spyro Gyra, Charlie Daniels on WPDH/Poughkeepsie... Holly Stanton, Blackfoot, States on WKZL/Winston-Salem... Split Enz, Tubes, Foreigner, Murray McLachlan on Q107/Toronto... Charlie Daniels, Rick Derringer on WEZX/Scranton... Tubes on WIOT/Toledo... Dregs, Pat Metheny, Go-Go's on KTIM/San Rafael... Charlie Daniels, Foghat on WBLM/Lewiston-Portland... Eric Burdon on KNAC/Long Beach... Judas Priest on WSYR/Syracuse... Billy Squier, Jefferson Starship on KDKB/Phoenix... Johnny Van Zant on KLAQ/EI Paso... Rockets on WLLZ/Detroit... Eric Burdon, Robert Klein on KLOS/Los Angeles.



STEVIE NICKS

STOP DRAGGIN' MY HEART AROUND

(STEVIE NICKS with TOM PETTY and THE HEARTBREAKERS)
PRODUCED BY JIMMY IOVINE AND TOM PETTY.

MR 7336

FROM THE ALBUM "BELLA DONNA." MR 34-139

PRODUCED BY JIMMY IOVINE.

ON MODERN RECORDS AND TAPES.



Modern
Records 1980



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Radio & Records AOR NATIONAL AIRPLAY/40

Chart Summary

July 31, 1981

165 REPORTERS

Album cuts are listed in order of airplay preference.

7/10	7/17	7/24	7/31	Artist	Label	Album	Notes
6	8	1	1	FOREIGNER	4	(Atlantic)	"Urgent" "Hero" "Night" "Girl"
1	1	2	2	MOODY BLUES	Long Distance...	(Threshold/PG)	"Voice" "Dream" "Meanwhile"
-	16	3	3	PAT BENATAR	Precious Time	(Chrysalis)	"Fire" Title "Just" "Dark"
2	2	4	4	TOM PETTY & HEARTBREAKERS	Hard Promises	(Backstreet/MCA)	"Woman" "Waiting" "Watchman"
9	5	6	5	BLUE OYSTER CULT	Fire Of Unknown Origin	(Columbia)	"Burnin'" "Joan" "Sole"
4	4	5	6	BILLY SQUIER	Don't Say No	(Capitol)	"Stroke" "Dark" "Lonely" Title
17	7	10	7	BLACKFOOT	Marauder	(Atco)	"Searchin'" "Fly" "Good"
-	-	7	8	JOURNEY	Escape	(Columbia)	"Crying" "Stone" "Don't" Title
8	9	11	9	TUBES	The C. B. Principle	(Capitol)	"Talk" "Don't" "Amnesia" "Tools"
12	11	12	10	GREG KIHN BAND	Rockinroll	(Beserkley)	"Breakup" "Womankind"
5	6	8	11	VAN HALEN	Fair Warning	(WB)	"Mean" "So" "Unchained" "Push"
3	3	9	12	JOE WALSH	There Goes The...	(Asylum)	"Life" "Rivers" "Things"
-	-	13	13	STEVIE NICKS	Bella Donna	(Modern/Atco)	"Stop" "Edge" Title "How"
16	18	16	14	SQUEEZE	East Side Story	(A&M)	"Tempted"
30	19	15	15	FOGHAT	Girls To Chat...	(Bearsville/WB)	"Live" "Wide" "Close" "Driver"
15	14	17	16	GARY WRIGHT	The Right Place	(WB)	"Really" "Rose" "Heartbeat"
-	-	17	17	HEAVY METAL	Various Artists	(Full Moon/Asylum)	Title ("Ride") "Lamp" "Bee"
13	15	18	18	DANNY JOE BROWN	Danny Joe Brown Band	(Epic)	"Edge" "Sundance" "Run"
27	23	21	19	ICEHOUSE	Icehouse	(Chrysalis)	Title "Get" "Walls" "Sister"
-	-	30	20	MICHAEL STANLEY BAND	North Coast	(EMI America)	"Heartland" "Hearts"
-	-	21	21	ZZ TOP	El Loco	(WB)	"Tube" "Party" "Pearl" "Hard"
11	12	19	22	PHIL COLLINS	Face Value	(Atlantic)	"Air" "Lines"
7	10	13	23	PETER FRAMPTON	Breaking All The Rules	(A&M)	Title "Rise" Kill Me"
10	13	20	24	SANTANA	Zebop!	(Columbia)	"Searchin'" "Winning" "Sensitive"
40	27	25	25	MICK FLEETWOOD	The Visitor	(RCA)	"Rattlesnake" "Fade"
34	26	28	26	JOE PERRY PROJECT	I've Got The R 'N' R...	(Columbia)	"East" "Listen"
14	21	22	27	OZZY OSBOURNE	Blizzard Of Ozz	(Jet)	"Crazy" "Know" "Crowley"
37	29	27	28	A'S	A Woman's Got The Power	(Arista)	Title
33	36	35	29	POINT BLANK	American Excess	(MCA)	"Nicole"
18	22	24	30	JEFFERSON STARSHIP	Modern Times	(RCA/Grunt)	"Stranger" "Find" Title
25	24	29	31	JIM STEINMAN	Bad For Good	(Epic/Cleveland Int'l.)	"R&R" "Stark"
-	38	-	32	POCO	Blue & Gray	(MCA)	"Widowmaker" "Writing"
-	40	40	33	DIESEL	Watts In A Tank	(Regency)	"Sausalito"
-	-	-	34	ELO	Hold On Tight	(Jet)	45
38	39	33	35	IRON MAIDEN	Killers	(Harvest)	"Wrathchild"
20	20	23	36	MARTY BALIN	Balin	(EMI America)	"Hearts" "Lydia" "Spotlight"
-	-	-	37	PABLO CRUISE	Reflector	(A&M)	"Cool" "Time" "Jenny" "Inside"
35	-	38	38	REO SPEEDWAGON	Hi Infidelity	(Epic)	"Don't" "Keep" "Take"
-	-	-	39	ALLMAN BROTHERS BAND	Straight From The Heart	(Arista)	45
32	28	32	40	KIM CARNES & HATE BOYS	Mistaken Identity	(EMI America)	"Draw" "Hit" "Betts" "Break"

It was an unusually steady week for AOR's top-played artists, with numbers 1-4 remaining the same. BOC inched up. BLACKFOOT jumped in hot. JOURNEY fell one notch to adjust for the stations adding the album; watch for a big jump next week as adds convert to upper airplay rotations. TUBES and KIHN resurg-ed. NICKS debuted with early LP adds plus 96 single mentions. SQUEEZE climbed in hot. FOGHAT held rock steady as WRIGHT inched up. METAL debuted with great adds plus mentions of the FELDER 45. BROWN held his own as ICEHOUSE climbed. STANLEY jumped in all rotations. ZZ debuted strongly with great add response and some early conversions. MICK maintained as PERRY rebound-ed. BLANK jumped in upper rotations. POCO bounced back, showing special strength in mediums. DIESEL made strong airplay gains in all rotations. ELO's single debuted with 66 men-tions. CRUISE debuted as REO maintained. ALLMANS debuted with 75 single mentions. The Significant Action albums came closest to charting this week.

New Entry

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in *italics* registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in *bold italic* type are also current singles.

MOST ADDED

Artist	7/31	7/24	7/17	7/10	7/3
1 ZZ TOP	129/123/86	00	00	00	00
El Loco (WB)	M-3	M-1			
"Tube Snake"	H-3	H-0			
2 HEAVY METAL	126/117/33	00	00	00	00
Various Artists (F.M./Asylum)	M-7	M-0			
Title "Ride"	H-2	H-0			
3 JOURNEY	150/119/26/74	00	00	00	00
Escape (Columbia)	M-7	M-5			
"Who's Crying Now"	H-33	H-7			
4 RICKIE LEE JONES	57/56	7/7	00	00	00
Pirates (WB)	M-1	M-0			
Title	H-0	H-0			
5 STEVIE NICKS	37/29	00	00	00	00
Bella Donna (Modern/Atco)	M-1	M-1			
"Stop Draggin' My Heart"	H-7	H-0			
6 DEF LEPPARD	25/25	00	00	00	00
High 'N'... (Polydor/PG)	M-0	M-0			
"Let It Go"	H-0	H-0			
7 BAD CAFE	25/25	00	00	00	00
Sad Cafe (Swan Song)	M-0	M-0			
"La-Di-De"	H-0	H-0			
8 MICHAEL STANLEY...	82/21	06/06	00	00	00
North Coast (EMI America)	M-4	M-2			
"Heartland"	H-17	H-0			
9 JON & VANGELIS	29/18	18/18	00	00	00
Friends Of... (Polydor/PG)	M-9	M-0			
"Independence"	H-2	H-0			
10 RAMONES	23/18	15/12	00	00	00
Pleasant Dreams (Sire)	M-4	M-0			
"We Want The Airwaves"	H-1	H-3			
11 BALANCE	47/14	42/14	37/28	19/18	2/7
Balance (Portrait)	M-27	M-24	M-9	M-1	M-0
"American Dream"	H-4	H-2	H-0	H-1	H-1
12 MICK FLEETWOOD	80/71	76/7	75/15	69/57	44/44
The Visitor (RCA)	M-52	M-55	M-44	M-11	M-0
"Rattlesnake"	H-17	H-14	H-18	H-1	H-0
12 ROCKETS	49/11	49/29	36/30	00	00
Back Talk (Elektra)	M-38	M-19	M-0		
"Satisfied"	H-3	H-1	H-0		
14 RODS	27/8	27/8	20/12	17/17	00
Rods (Arista)	M-15	M-11	M-9	M-0	
"Power Lover"	H-3	H-2	H-0		
15 DIESEL	82/8	55/5	60/10	44/9	34/3
Watts In A Tank (Regency)	M-39	M-38	M-35	M-21	M-18
"Sausalito"	H-15	H-14	H-15	H-15	H-15
15 CAROLYNE MAS	8/8	00	00	00	00
Modern... (Mercury/PG)	M-0	M-0			
Various Cuts	H-0	H-0			

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

MEDIUM

Artist	7/31	7/24	7/17	7/10	7/3
1 FOGHAT	104/84	108/88	95/84	88/8	13/0
Girls... (Bearsville/WB)	A-1	A-9	A-18	A-30	A-13
"Live Now - Pay Later"	H-18	H-14	H-13	H-0	H-0
2 ICEHOUSE	83/72	84/68	84/67	78/65	69/37
Icehouse (Chrysalis)	A-5	A-5	A-4	A-19	A-29
Title	H-18	H-13	H-9	H-4	H-3
3 BLACKFOOT	131/87	130/87	131/81	118/22	31/7
Marauder (Atco)	A-0	A-3	A-10	A-21	A-21
"Searchin'"	H-44	H-30	H-30	H-10	H-3
4 DANNY JOE BROWN	82/68	102/74	108/74	101/70	87/62
Danny Joe Brown... (Epic)	A-0	A-2	A-3	A-6	A-13
"Edge Of Sundown"	H-28	H-28	H-31	H-25	H-22
5 TUBES	116/90	124/83	126/84	119/84	128/71
The C. B. Principle (Capitol)	A-0	A-0	A-2	A-2	A-6
"Talk To Ya Later"	H-88	H-81	H-80	H-83	H-82
6 BLUE OYSTER CULT	142/57	143/54	142/58	119/53	117/24
Fire Of... (Columbia)	A-0	A-4	A-7	A-14	A-20
"Burnin' For You"	H-45	H-75	H-67	H-45	H-13
7 GARY WRIGHT	101/57	108/70	117/78	103/67	88/59
The Right Place (WB)	A-0	A-1	A-4	A-8	A-18
"Really Wanna Know"	H-44	H-38	H-37	H-28	H-20
8 A'S	87/58	89/52	70/54	57/48	61/38
A Woman's Got... (Arista)	A-4	A-4	A-5	A-8	A-17
Title	H-7	H-13	H-11	H-4	H-6
9 MICHAEL STANLEY...	82/54	88/2	00	00	00
North Coast (EMI America)	A-21	A-98			
"Heartland"	H-17	H-0			
9 JOE PERRY PROJECT	70/54	80/45	78/51	58/37	61/2
I've Got The... (Columbia)	A-4	A-3	A-15	A-17	A-29
"East Coast"	H-12	H-12	H-10	H-8	H-0
11 MICK FLEETWOOD	80/52	78/55	78/44	69/71	44/0
The Visitor (RCA)	A-11	A-7	A-18	A-57	A-44
"Rattlesnake"	H-17	H-14	H-16	H-1	H-0
12 SQUEEZE	98/49	98/35	96/35	80/57	68/52
Eastside Story (A&M)	A-2	A-3	A-1	A-8	A-18
"Tempted"	H-45	H-35	H-37	H-27	H-22
13 PETER FRAMPTON	78/43	101/59	122/88	119/80	132/85
Breaking All The... (A&M)	A-0	A-0	A-0	A-0	A-0
Title	H-38	H-43	H-88	H-88	H-87
13 IRON MAIDEN	57/43	55/39	52/39	47/32	44/27
Killers (Harvest)	A-2	A-4	A-7	A-9	A-13
"Wrathchild"	H-8	H-7	H-8	H-8	H-4
15 POCO	64/41	55/32	55/25	48/0	3/0
Blue & Gray (MCA)	A-8	A-10	A-25	A-47	A-3
"Widowmaker"	H-17	H-13	H-18	H-1	H-0

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

THE HOTTEST

Artist	7/31	7/24	7/17	7/10	7/3
1 FOREIGNER	157/146	160/137	161/24	44/5	6/0
4 (Atlantic)	A-2	A-5	A-118	A-37	
"Urgent"	M-15	M-16	M-11	M-2	
2 MOODY BLUES	158/137	158/136	162/141	144/125	168/133
Long... (Threshold/PG)	A-0	A-0	A-0	A-0	A-1
"The Voice"	M-19	M-20	M-21	M-18	M-21
3 PAT BENATAR	169/136	163/130	162/14	26/7	0/0
Precious Time (Chrysalis)	A-1	A-8	A-131	A-20	
"Fire & Ice"	M-14	M-14	M-7	M-3	
4 TOM PETTY...	144/129	139/121	164/132	138/128	147/130
Hard... (Backstreet/MCA)	A-0	A-0	A-0	A-0	A-0
"Women In Love"	M-24	M-19	M-21	M-13	M-8
5 BILLY SQUIER	125/100	133/100	141/116	139/107	136/106
Don't Say No (Capitol)	A-0	A-0	A-0	A-0	A-1
"The Stroke"	M-25	M-25	M-25	M-22	M-29
6 BLUE OYSTER CULT	142/85	143/75	142/87	119/80	117/73
Fire Of... (Columbia)	A-0	A-4	A-7	A-14	A-10
"Burnin' For You"	M-57	M-44	M-48	M-38	M-24
7 JOE WALSH	102/73	127/87	148/123	138/123	165/133
There Goes... (Asylum)	A-0	A-0	A-0	A-0	A-0
"A Life Of Illusion"	M-29	M-40	M-35	M-15	M-22
8 BLACKFOOT	131/84	130/80	131/80	118/70	51/3
Marauder (Atco)	A-0	A-3	A-10	A-8	A-7
"Searchin'"	M-67	M-67	M-61	M-22	M-21
8 VAN HALEN	163/84	121/79	128/83	117/81	126/101
Fair Warning (WB)	A-0	A-0	A-0	A-0	A-0
"Mean Street"	M-38	M-42	M-38	M-28	M-28
10 GREG KIHN BAND	88/60	86/58	105/63	100/63	168/80
Rockinroll (Beserkley)	A-1	A-3	A-1	A-2	A-5
"Breakup Song"	M-38	M-35	M-41	M-45	M-43
11 TUBES	116/88	124/81	126/80	118/63	128/62

RADIO HAS GOTTEN INTO THE SWING OF THINGS JOE JACKSON'S JUMPIN' JIVE

SP 4871

It takes something very special to make radio jump these days and the response to Jumpin' Jive has been phenomenal. Look at those jumps:

WLIR ADD-1
WRNW ADD-1
KNAC ADD-1
WQBK 35-1
KFML ADD-4
WXRT ADD-18
KTIM 32-9
KMTN ADD-7
WERI ADD-8
WHFS ADD-17
KFMH ADD-12

NEW ADDS WBCN
WBAB WBRU
WAER WCCC
WECM WNEW
WNCS WPDH
WTAO KFML
WQDR KSPN
KILO KMTN
KKSJN KWFM
KTCL KTIM
KLRB WKWF
WXRT KKKX
WDEK KKCA
WXTQ KZEL
WNOP KBCO
KBLE
KXFM
KRKN
WRAS
WUOG

PLUS: ALBUM NETWORK • BEST NEW MUSIC • 7/13/81



Produced by
Joe Jackson.

ON A&M RECORDS & TAPES.

FORWARD INTO THE FORTIES WITH JUMPIN' JIVE.



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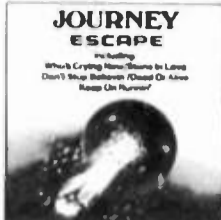
AOR BREAKERS

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

JOURNEY

Escape (Columbia)

"Crying" "Stone" "Don't" Title 81% of our reporters on it. Total album reports: 150. A-110, M-7, H-32. Charted this week at number 8.



JOURNEY

El Loco (WB)

"Tube" "Party" "Pearl" "Hard" 78% of our reporters on it. Total album reports: 128. A-123, M-3, H-3. Debuted this week at number 21.



HEAVY METAL

Various Artists (Full Moon/Asylum)

Title "Ride" "Lamp" "Bee" "True" 76% of our reporters on it. Total album reports: 128. A-117, M-7, H-2. Debuted this week at number 17.

Significant Action

- RICKIE LEE JONES**.....Plates (WB)
Title "Woody & Dutch".....Total: 57. A-58, M-1, H-0.
- ROCKETS**.....Back Talk (Elektra)
"Satisfied" "Shanghaied".....Total: 49. A-11, M-36, H-3.
- BALANCE**.....Balance (Portrait)
"American" "Breaking".....Total: 47. A-14, M-27, H-6.
- SILVER CONDOR**.....Silver Condor (Columbia)
"Survival" "Heart".....Total: 44. A-0, M-37, H-7.
- GEORGE HARRISON**...Somewhere In... (Dark Horse/WB)
"Tear Drops" "Years".....Total: 43. A-0, M-30, H-13.
- JOE VITALE**.....Plantation Harbor (Asylum)
"Lady" "Jungle".....Total: 42. A-4, M-24, H-14.
- JOHNNY VAN ZANT BAND**...Round Two (Polydor/PG)
"Right" "Music".....Total: 41. A-0, M-30, H-11.
- VOLUNTEER JAM VII**.....Various Artists (Epic)
"Queen" "Alabama".....Total: 40. A-0, M-32, H-8.
- STYX**.....Paradise Theater (A&M)
"Nothing" "Time".....Total: 37. A-0, M-17, H-20.
- JIM MESSINA**.....Messina (WB)
"Stay" "Sweet".....Total: 35. A-0, M-20, H-15.

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

JAZZ ON AOR

- P. METHENY/L MAYS**.....As Falls Wichita... (ECM)
"Ozark" Title
- MILES DAVIS**....The Man With The Horn (Columbia)
"Shout" "Fat"
- YELLOWJACKETS**.....Yellowjackets (WB)
"Idol" "Hour"
- LEE RITENOUR**.....Rit (Elektra)
"Is It You?"
- BRIAN AUGER**.....Search Party (Headfirst)
"See" "Voyager" "Gone"
- DREGS**.....Unsung Heroes (Arista)
"Crude" "Park"
- SADAO WATANABE**....My Dear Life (Inner City)
"World" Title
- TOM SCOTT**.....Apple Juice (Columbia)
Title
- JOHN KLEMMER**.....Hush (Elektra)
Title "Magic" "Hummingbird" "Free"
- KITTYHAWK**.....Race For The Oasis (EMI America)
Title "Killmanjaro"

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

104 WQBK FM Albany

518-462-5555

MC: ELLEN HEINERSON
MC: LYN HENDERSON

ADD: RICKIE LEE JONES (WB) "Woody & Dutch" Title
"Crying" "Stone" "Don't" Title
"Satisfied" "Shanghaied"
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
HEAVY METAL (Full Moon/Asylum) Various Artists
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

98 Rock why Baltimore

301-889-0098

MC: CHRIS DUCOFF
MC: TERRY GORD

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

104FM WBCZ Boston

617-288-1111

MC: BOB BIVENS
MC: LINDA FORTINE

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WECM Claremont

803-542-7735

MC: BOB BIVENS
MC: LINDA FORTINE

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WBLM Lewiston-Portland

207-783-2085

MC: JOSE DIAZ
MC: MIKE BISHOP

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

104 WQBK FM Albany

518-785-9800

MC: TED UZZ
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

i-95fm Bridgeport

203-579-9995

MC: BOB BIVENS
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

SOFT ROCK Boston

617-282-5900

MC: CLARA SMITH
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WHCN Hartford

203-247-1080

MC: DANIEL F. WIDEN
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WBAB Long Island

516-587-1023

MC: BOB BIVENS
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WZZO Allentown

215-694-0511

MC: LYN HENDERSON
MC: LYN HENDERSON

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
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BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WQZ Boston

617-287-9090

MC: ANDY WALSH
MC: TED EDWARDS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
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DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

SOFT ROCK Boston

617-282-5900

MC: CLARA SMITH
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
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TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WHCN Hartford

203-247-1080

MC: DANIEL F. WIDEN
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
MILES DAVIS (Columbia) "The Man With The Horn"
YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
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SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

WBAB Long Island

516-587-1023

MC: BOB BIVENS
MC: BOB BIVENS

ADD: HEAVY METAL (Full Moon/Asylum) Various Artists
JOURNEY (Columbia) "Escape"
ZZ TOP (WB) "El Loco"
RICKIE LEE JONES (WB) "Woody & Dutch"
DEF LEPPARD (Polydor/PG) "High 'N' Dry"
SAD CAFE (Swan Song) "Sad Cafe"
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YELLOWJACKETS (WB) "Yellowjackets"
LEE RITENOUR (Elektra) "Rit"
BRIAN AUGER (Headfirst) "Search Party"
DREGS (Arista) "Unsung Heroes"
SADAO WATANABE (Inner City) "My Dear Life"
TOM SCOTT (Columbia) "Apple Juice"
JOHN KLEMMER (Elektra) "Hush"
KITTYHAWK (EMI America) "Race For The Oasis"

EAST

WLIB FM 92.1 Long Island
516-485-9200

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

ADD: JOURNEY (Columbia)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WPLJ 95.5

New York
212-887-7777
96070

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

102.1 WQVE

Pittsburgh
412-582-5900

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

107

Scranton
717-981-1842

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WAAF Washington, D.C.
105
703-534-0320

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

DC 101 Washington, D.C.
AM FM
202-628-9932

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

105.5 WJHA

North Jersey
201-328-1055

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

104

Pittsburgh
412-382-2144

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

95X

Syracuse
315-682-9538

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WERI-FM 104

Westerly
401-596-7728

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WIOG

Philadelphia
215-687-8100

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

106 WPDH

Poughkeepsie
914-471-1500

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

94.6

Syracuse
315-472-9797

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WIOG

Philadelphia
215-687-8100

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

106 WPDH

Poughkeepsie
914-471-1500

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

94.6

Syracuse
315-472-9797

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WERI-FM 104

Westerly
401-596-7728

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WMMR

Philadelphia
215-581-0933

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WCMF 96

Rochester
716-288-3200

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

107

Toronto
416-967-3445

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WAAF 107FM

Worcester
617-752-5611

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WYSP 94 ROCK

Philadelphia
215-688-9480

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WCMF 96

Rochester
716-288-3200

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WOUR

Utica-Syracuse
315-797-0803

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WAAF 107FM

Worcester
617-752-5611

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WYSP 94 ROCK

Philadelphia
215-688-9480

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WCMF 96

Rochester
716-288-3200

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WOUR

Utica-Syracuse
315-797-0803

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

WAAF 107FM

Worcester
617-752-5611

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

SOUTH

WY99
the album station
806-359-8561

ADD: HEAVY METAL (Full Moon/Asylum)
ZZ TOP (WB)
BALANCE (Polygram)
JOURNEY (Columbia)
HEAVY METAL (Full Moon/Asylum)
ALL-STAR BROTHERS (Atlantic)
-ELO (Capitol)

MOST ADDED

ZZ TOP
El Loco (WB) 33/30

JOURNEY
Escape (Columbia) 35/25

HEAVY METAL
Var. Artists (Full Moon/Asylum) 24/22

RICKIE LEE JONES
Pirates (WB) 10/10

MICK FLEETWOOD
The Visitor (RCA) 21/6

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

DANNY JOE BROWN
Danny Joe Brown Band (Epic) 29/21

FOGHAT
Girls To Chat (Bearsville/WB) 25/21

ICEHOUSE
Icehouse (Chrysalis) 24/20

BLACKFOOT
Marauder (Atco) 35/17

TUBES
The C.B. Principle (Capitol) 23/16

MICHAEL STANLEY BAND
North Coast (EMI America) 21/15

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

FOREIGNER
4 (Atlantic) 34/32

PAT BENATAR
Precious Time (Chrysalis) 34/31

MOODY BLUES
Long... (Threshold/PG) 34/29

TOM PETTY & THE HEARTBREAKERS
Herd... (Backstreet/MCA) 30/24

BILLY SQUIER
Don't Say No (Capitol) 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.

MIDWEST

MOST ADDED

ZZ TOP
El Loco (WB) 38/36
HEAVY METAL
Var. Artists (Full Moon/Anytime) 22/28
JOURNEY
Escape (Columbia) 38/26
RICKIE LEE JONES
Phrases (WB) 15/16
SAD CAFE
Sad Cafe (Swan Song) 9/9

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

MEDIUM

FOGHAT
Girls To Cha-L (Beersville/WB) 28/24
BLACKFOOT
Marsuder (A to Z) 37/23
BLEU OYSTER CULT
Fire Of Unknown (Columbia) 42/18
ICEHOUSE
Icehouse (Chrysalis) 25/17
MICHAEL STANLEY BAND
North Coast (EMI America) 30/16

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

THE HOTTEST

MOODY BLUES
Long... (Threshold/PG) 43/37
FOREIGNER
4 (Atlantic) 42/38
PAT BENATAR
Precious Time (Chrysalis) 39/33
BILLY SOLNER
Don't Say No (Capitol) 35/31
TOM PETTY & THE HEARTBREAKERS
Hard... (Backstreet/MCA) 35/28

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

Appleton

414-734-9226

WJPM

22 TOP: ZZ TOP - "El Loco"
 23: ZZ TOP - "El Loco"
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Cleveland

216-781-9887

WJPM

22 TOP: ZZ TOP - "El Loco"
 23: ZZ TOP - "El Loco"
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Bloomington

812-332-9292

97.1 WB

22 TOP: ZZ TOP - "El Loco"
 23: ZZ TOP - "El Loco"
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Cleveland

216-391-1260

WJPM

22 TOP: ZZ TOP - "El Loco"
 23: ZZ TOP - "El Loco"
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Duluth

218-728-0421

WJPM

22 TOP: ZZ TOP - "El Loco"
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Flint

313-744-1570

WWCK 105 FM

22 TOP: ZZ TOP - "El Loco"
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Lansing

517-393-1320

101-FM

22 TOP: ZZ TOP - "El Loco"
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Chicago

312-440-5270

Loop

22 TOP: ZZ TOP - "El Loco"
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DeKalb

815-758-9250

WJPM

22 TOP: ZZ TOP - "El Loco"
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Evansville

812-477-8811

Album Station

22 TOP: ZZ TOP - "El Loco"
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Grand Rapids

616-456-6401

104-FM 97

22 TOP: ZZ TOP - "El Loco"
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Lafayette

317-448-1580

WXUS 93

22 TOP: ZZ TOP - "El Loco"
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Chicago

312-828-9191

Loop

22 TOP: ZZ TOP - "El Loco"
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Des Moines

515-265-8181

KGGO

22 TOP: ZZ TOP - "El Loco"
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Fargo

218-238-7300

98FM

22 TOP: ZZ TOP - "El Loco"
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Indianapolis

317-257-7565

WTBO 98.5 FM

22 TOP: ZZ TOP - "El Loco"
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Lincoln

402-476-6566

FM 102

22 TOP: ZZ TOP - "El Loco"
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Columbus

614-224-1271

O-FM-96

22 TOP: ZZ TOP - "El Loco"
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Detroit

313-398-1100

WJPM

22 TOP: ZZ TOP - "El Loco"
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Fargo

218-238-7300

98FM

22 TOP: ZZ TOP - "El Loco"
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Kankakee

815-936-4541

WJPM

22 TOP: ZZ TOP - "El Loco"
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Madison

608-249-9277

WJPM

22 TOP: ZZ TOP - "El Loco"
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Cincinnati

513-871-8500

WJPM

22 TOP: ZZ TOP - "El Loco"
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Detroit

313-863-1800

WJPM

22 TOP: ZZ TOP - "El Loco"
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Fl. Wayne

219-464-0560

WJPM

22 TOP: ZZ TOP - "El Loco"
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Kansas City

816-531-3400

SAS 106

22 TOP: ZZ TOP - "El Loco"
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Milwaukee

414-342-1111

WLPX 97 fm

22 TOP: ZZ TOP - "El Loco"
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Cincinnati

513-871-8500

WJPM

22 TOP: ZZ TOP - "El Loco"
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Detroit

313-827-9505

WRIF 101

22 TOP: ZZ TOP - "El Loco"
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Fl. Wayne

219-464-0560

WJPM

22 TOP: ZZ TOP - "El Loco"
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Kansas City

816-531-3400

SAS 106

22 TOP: ZZ TOP - "El Loco"
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 29: ZZ TOP - "El Loco"
 30: ZZ TOP - "El Loco"

Minneapolis

612-739-4000

101

22 TOP: ZZ TOP - "El Loco"
 23: ZZ TOP - "El Loco"
 24: ZZ TOP - "El Loco"
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WEST

KROQ 106.7 FM Pasadena 213-578-0830

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KROQ 106.7 FM Pasadena 213-578-0830



**Jim
Duncan**

Country

Pop Goes The Country

During the past year, more country artists than ever before have begun appearing on A/C and CHR playlists across the country. So many, in fact, that some pop stations are sounding more Country than their Country counterparts! Besides the already pop-oriented Kenny Rogers and Dolly Parton, an increasing series of country-based artists have bridged the enviable crossover gap, as evidenced by the current pop popularity of the Oak Ridge Boys, Alabama, Terri Gibbs, Juice Newton and a host of others. This trend was certainly foreseeable when you consider the increased acceptance of country music combined with the current "back to the basics" mood of the country in general.

In recent months, however, we've started noticing another trend among a few of our Country reporters who've opened up their playlists to include a sampling of the available pop product. While not widespread as yet, this drift away from the one-format stations of yore certainly warrants some attention. Are we witnessing a new trend toward a more multi-formatted, mass appeal-type programming philosophy? The three programmers we spoke to, WMUS-AM&FM/Muskegon, MI Station Manager Tim Achterhoff, WBGW-FM/Bangor, ME Program Director Rich Kimball, and WBCS-FM/Milwaukee PD Pat Martin, all vary their Country playlists with a number of pop-sounding selections, and the tactic has worked well in attracting the 25-54 demographic they're aiming at. Below, they outline the types of pop records that successfully cross over to Country and comment on why this mass appeal programming has worked in their markets.

WMUS . . . The Music Station

Tim Achterhoff explains the WMUS philosophy thusly: "In a market our size we really can't afford to be stereotyped as 'The Country Station.' We have to be more than just that, so we've been crossover-oriented for a long time trying to be a mass appeal radio station. We don't say 'Country' on the air. . . we're just 'WMUS, The Music Station.' Our whole sound reflects the Top 40



"You can't be all things to all people, but we try to have as broad a base as possible so as many people as possible can relate to the radio station."

— Tim Achterhoff

sound of the 70's, from the jingles we use to the contests on the air (we probably give away more money than anyone else in town) to the type of music we're playing.

"For instance, in 1970 we were playing the Poppy Family, Rick Nelson, Eagles, Bob Dylan, Lobo, Jimmy Buffett, etc. Recent crossover artists have included the Carpenters and James Taylor. We keep a certain amount of consistency so that there's some crossover in every hour, although we wouldn't play over four such records in any given hour. At the top of the hour we ID with a crossover gold, which is something that's mass appeal.

"About 55% of our music is oldies, and a lot of that is crossover material also, such as Gene Pitney, Orleans ('Dance With Me'), Christopher Cross, Commodores, and Starhuck ('Moonlight Feels Right'). It sounds bizarre but most of these songs only come up every couple of weeks. It's like seasoning. We know we have to play a certain amount of 'classic country,' but, again, we try to pick the ones that had the most crossover appeal when they were out.

"I think what we're doing here could work in a lot of markets, because there are a lot of people between

25-54 who would like to hear an Alabama, Johnny Lee or even a Jim Ed Brown/Helen Cornelius record. Those same people also might enjoy hearing Joey Scarbury or the Carpenters. You can't be all things to all people, but we try to have as broad a base as possible so as many people as possible can relate to the radio station. We don't play any Hank Williams Sr. or Ernest Tubb records, but we're not playing any Pink Floyd either!"

Pointer Sisters Score Points At WBGW

One of the first things that caught our eye on the WBGW playlist was the inclusion of the Pointer Sisters pop single "Slow Hand." Rich Kimball justifies his selection by noting, "I can always relate to the fact



"We're not trying to turn off our loyal listeners. . . we're just trying to give them a little more variety."

— Rich Kimball

that they've had a country hit before with 'Fairytale' back in 1974. That song, even though it had the steel guitars in it, didn't sound as country as the current one. 'Slow Hand' to me is just a nice honest song, the lyrics are good, and I think country music fans can relate to it. To me the thing that differentiates country music from all the other formats is that the songs have a really good lyrical content. If you can get that in a song and it's one that the audience is going to be hearing on other radio stations, then I think it's something that can help you out. We usually take a crossover song like that and put it right into the regular rotation so it doesn't stand out as much.

"The people we shoot for are a combination of the traditional Country listeners and the people who may have just come to it in the last few years, although we're not out to pick up people who were caught up in the 'Urban Cowboy' fad. We're not trying to turn off our loyal listeners. . . we're just trying to give them a little more variety by incorporating an equal mix of Ernest Tubb, Webb Pierce, Hank Williams Sr. and Patsy Cline with the newer stuff. Probably our two most requested artists are Kenny Rogers and Patsy Cline.

"Some of the crossover records in our oldies library include 'Please Come To Boston' by Dave Loggins, which surprisingly didn't cross over to country, and some of the Eagles songs that aren't really rock such as 'Best Of My Love.' There are some groups who just naturally seem to lend themselves to country; for example, Pure Prairie League, the Dirt Band, and Linda Ronstadt. Some of the pop music you couldn't justify, such as Klm Carnes's 'Bette Davis Eyes.' Even though she had a country hit with Kenny Rogers and the song is a #1 pop record, I can't see any Country station playing it.

"I'm at a little bit of an advantage since I also program music for our A/C station so I get an opportunity to hear all the songs and see how they're doing nationally. But, overall, I think it's merely a question of taking the time to look over the charts and listen to the music that you think would fit. As a whole, rock music has tended to soften up a bit and the A/C stations aren't playing a lot of hard rock. I think Country radio is headed in the direction of melding the two formats. . . it may already be there."

WBCS Is Appealing To The Masses

Pat Martin comes from both a Country and A/C background and also believes the future of Country radio lies in the combination of the two formats. "If we look at what's happening in rock and Top 40, you'll see that Country is going to go through an era of what I call synthesis programming concepts where you take two

formats and turn it into a third. Two excellent examples of this are the Doubleday/John Sebastian-type Top 40 stations where they have combined Top 40 and MOR into one format, or Schulke 2 which basically combines Beautiful Music and soft rock into a new format. What we're doing at WBCS is combining the current Country playlist with a few crossover records and soft rock. I guess the best thing to call us is Adult Contemporary Country.

"We play everything from the Amazing Rhythm Aces to Ernest Tubb but only selected things that we have callout-researched. We try to stay away from a category that we call 'twangers.' We wouldn't play Kitty Wells or that kind of sound. We're trying to achieve a wide, mass appeal-type sound. Some examples of artists that test out well are Buddy Holly, Elvis Presley, Johnny Rivers, all the old rockabilly stuff. During the rating period we played Jim Photoglo, the Marshall Tucker Band and Pure Prairie League, all of which tested out quite well.

"We don't have a formatted percentage but I would say approximately 40% is crossover material with 50% oldies. Some of the artists you might hear on our station include Glen Campbell, Skeeter Davis, Connie Francis, Bobbie Gentry, Merle Haggard, Sonny James, George Jones, Jim Reeves, Marty Robbins, Gordon Lightfoot, Tanya Tucker, all those kinds of records.

"I think the marketplace is dictating the type of music that is now crossing over. People are looking for something different, something that is exclusively theirs that they can identify with, and they can identify with the records that are out right now. Our station is basically a combination of rockabilly, soft A/C, and the



"Country is going to go through an era of what I call synthesis programming concepts where you take two formats and turn it into a third."

— Pat Martin

more pop-oriented country selections put together in one show. What we're playing is a consensus of what's happening in the world."

While these three programmers have philosophies that may differ radically from yours, they do reflect the constant change and growth of radio. Will the format of the future be a homogenized blend of several different forms of music or possibly some startling new concept? It's anyone's guess. But one thing is certain. There will always be room for creative, innovative individuals in radio, for without them the industry would have long ago ceased to exist.

— Carolyn Parks



SOME GUYS HAVE ALL THE FUN — The above photos were sent in with the following copy, word-for-word: "Former PD/morning man Bob Barnes returned to WBRD in Sarasota-Bradenton. Bob claims after a year of just jocking at KVET in Austin (and attending graduate school at the University of Texas), he was ready for the hard work and challenge of an Operations Manager's slot." Barnes and a few friends are seen on the beach, obviously hard at work.



BREAKERS

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

JANIE FRICKE

I'll Need Someone To Hold Me... (Columbia)

On 65% of reporting stations. National Summary: Up 16, Same 13, Down 0, Debuts 19, Adds 24. R&R Chart: Debut 42. A "Most Added" Record.

LEON EVERETTE

Hurricane (RCA)

On 65% of reporting stations. National Summary: Up 17, Same 24, Down 0, Debuts 18, Adds 13. R&R Chart: 49-43.

REBA McENTIRE

Today All Over Again (Mercury/PolyGram)

On 65% of reporting stations. National Summary: Up 36, Same 15, Down 0, Debuts 15, Adds 7. R&R Chart: 48-44.

MEL TILLIS & NANCY SINATRA

Texas Cowboy Night (Elektra)

On 62% of reporting stations. National Summary: Up 33, Same 13, Down 0, Debuts 15, Adds 7. R&R Chart: 50-45.

Most Added:

EDDIE RABBITT

Step By Step (Elektra/Curb)

JANIE FRICKE

I'll Need Someone To Hold Me... (Columbia)

TOM JONES

What In The World's... (Mercury/PolyGram)

JOHNNY RODRIGUEZ

Trying Not To Love You (Epic)

GLEN CAMPBELL

I Love My Truck (Mirage)

Hottest:

RONNIE MILSAP

(There's) No Gettin' Over Me (RCA)

KENNY ROGERS

I Don't Need You (EMI/Liberty)

RONNIE McDOWELL

Older Women (Epic)

MERLE HAGGARD

Rainbow Stew (MCA)

JOHNNY LEE

Prisoner Of Hope (Full Moon/Asylum)

DON WILLIAMS

Miracles (MCA)

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.

ED BRUCE "Everything's A Waltz" (MCA) 64/18

National Summary: Up 20, Same 15, Down 0, Debuts 13, Adds 18 Including WNYR, KOKE-FM, WOOO, WHK, KFH, KLAC, KCKC, WQNA-FM 32-26, WSIX-FM 38-23, WMNI 37-31, KEBC-FM 48-34, KEED 46-34, KMPS-AM-FM 28-19, KCUB 36-31. R&R Chart: Debut 49.

BOBBY GOLDSBORO "Love Ain't Never Hurt Nobody" (Curb/CBS) 63/10

National Summary: Up 27, Same 9, Down 0, Debuts 17, Adds 10, KIXZ, WYMI, WYDE, WMAQ, WIRE, WKCO-FM, KFEQ, WTHI, KLZ, KSON-AM-FM, WESC-AM-FM 43-38, KKYX 40-32, WQYK-FM 35-29, WCXI 40-36, KUZZ 22-19, KGA 38-29. R&R Chart: Debut 50.

MOE BANDY & JOE STAMPLEY "Honky Tonk Queen" (Columbia) 58/18

National Summary: Up 5, Same 19, Down 0, Debuts 15, Adds 18 Including KSO, WFMS-FM, KLZ, WOKQ, WYMI, WYDE, WMC-AM, KWKH, KBUF 35-28, WXCL 41-36, WIXY 4-28, KRMD-AM-FM 50-37.

RAY PRICE "It Don't Hurt Me Half As Bad" (Dimension) 55/8

National Summary: Up 21, Same 17, Down 0, Debuts 11, Adds 8, WMAQ, WKCO-FM, KLAC, KSON-AM-FM, KIXZ, WOOO, KTTS-AM-FM 34-29, KSSS 50-37, KMPS-AM-FM 27-18, KHEY 42-36, KIKK-FM 36-28, WTQR-FM 37-30.

WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 52/11

National Summary: Up 9, Same 18, Down 0, Debuts 14, Adds 11, WYVA, KOKE-FM, WGTO, KNOE, WBAI, WAXX, WKMF, WBCS-FM, KMAK, KLAC, KCKC, WBGW-FM 43-38, KENR 35-28, WDAF 4-27, KVOO 43-39, KEED 49-41, KCUB 38-28.

DOTSY "Somebody's Darling, Somebody's Wife" (Tanglewood) 50/5

National Summary: Up 30, Same 6, Down 0, Debuts 9, Adds 5, KLAC, KIDN, WOKQ, KIXZ, WIRK-FM, KMPS-AM-FM 4-30, WYAM 32-26, WSAI 36-30, KWMT 46-38, WKCO-FM 39-31, KFEQ 27-22.

DICKEY LEE "Honky Tonk Hearts" (Mercury/PolyGram) 49/3

National Summary: Up 23, Same 14, Down 0, Debuts 9, Adds 3, WYMI, KBUF, WITL-FM, KYXX 13-8, WQYK-FM 21-17, KFEQ 42-36, KEED 34-27, KGA 27-23, WQNA-FM 25-20.

RANDY PARTON "Shot Full Of Love" (RCA) 30/14

National Summary: Up 1, Same 12, Down 0, Debuts 3, Adds 14 Including WKXA, WWCS-FM, WBAP, WOKK, KNOE, WSLR, WBAI, WCXI, WKMF, KFEQ, KSSS.

RICH LANDERS "Hold On" (Ovation) 30/8

National Summary: Up 7, Same 8, Down 0, Debuts 6, Adds 6, WYDE, WKLM, KSO, KFGO, KWMT, WTHI, WBAM 33-27, KKYX 4-40, KTTS-AM-FM 47-40, KEED 43-37, KGA 4-38.

GLEN CAMPBELL "I Love My Truck" (Mirage) 28/20

National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 20 Including WYAM, WSEN, WYDE, WOKK, KNOE, WSUN, WIRK-FM, WUBE-FM, WHK, KSO, WCXI, KTTS-AM-FM, KLZ, KGA.

B.J. THOMAS "I Recall A Gypsy Woman" (MCA) 28/19

National Summary: Up 2, Same 3, Down 0, Debuts 2, Adds 19 Including WIXY, WYII, KRRV, KLVI, WESC-AM-FM, WBHP, WMC-AM, WIRK-FM, KVOO, KEED, KNIX-FM, KGA.

FAMILY BROWN "It's Really Love This Time" (RCA) 28/5

National Summary: Up 5, Same 13, Down 0, Debuts 3, Adds 5, WKLM, WSLR, WHBF, KICD-FM, KRDR, WYVA 37-34, KYXX 38-32, WSAI 39-34.

GUY CLARK "The Partner Nobody Chose" (WB) 23/7

National Summary: Up 4, Same 11, Down 0, Debuts 1, Adds 7, KWKH, WIRK-FM, WSLR, WHK, KSO, WXCL, KEED, KVET 48-43, KHEY 48-43.

WAYNE KEMP "Just Got Back From No Man's Land" (Mercury/PolyGram) 23/4

National Summary: Up 5, Same 10, Down 0, Debuts 4, Adds 4, KWKH, WSAI, KTTS-AM-FM, KUZZ, KVET 47-42, WFMS-FM 32-28, KEED 40-36.

BOBBY BARE "Take Me As I Am (Or Let Me Go)" (Columbia) 22/18

National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 18 Including WQNA-FM, KRRV, WESC-AM-FM, KIKK-FM, KLRA, WSM, KFGO, KFEQ, KSSS, KRDR, KTOM, KGA.

BURRITO BROTHERS "She Belongs To Everyone But Me" (Curb) 22/14

National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 14 Including WWCS-FM, KOKE-FM, WBHP, KWKH, WSLR, WSAI, WKMF, KMAK, KEEN, KGA.

JOHNNY RODRIGUEZ "Trying Not To Love You" (Epic) 21/21

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 21 Including WNYR, WMZQ-FM, KVET, KENR, KIKK-FM, WSM,

Radio & Records NATIONAL AIRPLAY/50

July 31, 1981

THREE TWO LAST WEEKS WEEKS WEEK

9	5	3	1	KENNY ROGERS/I Don't Need You (EMI/Liberty)
2	2	1	2	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
4	3	2	3	CRYSTAL GAYLE/Too Many Lovers (Columbia)
13	8	6	0	MERLE HAGGARD/Rainbow Stew (MCA)
16	10	7	0	CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)
28	16	12	0	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
20	13	10	0	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
14	12	8	8	VERN GOSDIN/Dream Of Me (Ovation)
6	4	4	9	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
12	11	11	10	GEORGE STRAIT/Unwound (MCA)
34	32	21	11	DON WILLIAMS/Miracles (MCA)
11	9	9	12	BELLAMY BROTHERS/They Could Put Me In Jail (WB/Curb)
27	18	18	15	WAYLON & JESSI/Wild Side Of Life (RCA)
1	1	5	14	ALABAMA/Feels So Right (RCA)
29	22	20	15	JUICE NEWTON/Queen Of Hearts (Capitol)
30	26	22	17	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
26	21	19	17	EDDY RAVEN/I Should've Called (Elektra)
37	33	24	11	MICKEY GILLEY/You Don't Know Me (Epic)
31	30	23	11	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
42	34	25	23	RONNIE McDOWELL/Older Women (Epic)
28	20	17	21	LARRY GATLIN/Wind Is Bound To Change (Columbia)
24	19	16	22	TERRI GIBBS/Rich Man (MCA)
38	37	27	22	KIERAN KANE/You're The Best (Elektra)
40	36	29	23	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
22	17	15	25	JOE STAMPLEY/Whiskey Chasin' (Epic)
39	38	31	24	GENE WATSON/Maybe I Should Have Been... (MCA)
49	42	36	27	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
41	39	33	24	JOHN DENVER/Some Days Are Diamonds... (RCA)
43	40	32	24	BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)
-	43	41	24	T.G. SHEPPARD/Party Time (WB/Curb)
33	36	28	31	REX ALLEN JR. & MARGO SMITH/While The Feeling's Good (WB)
7	7	14	32	TOMPALL & GLASER BROS./Lovin' Her Was Easier... (Elektra)
5	6	13	33	DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra)
-	48	43	34	WILLIE NELSON/Good Times (RCA)
-	45	42	34	RAZZY BAILEY/Midnight Hauler (RCA)
-	47	40	34	DOTTIE WEST/I'm Gonna Put You Back On The... (EMI/Liberty)
-	48	46	37	TANYA TUCKER/Should I Do It (MCA)
-	-	39	39	LACY J. DALTON/Takin' In Easy (Columbia)
-	-	44	39	EDDIE RABBITT/Step By Step (Elektra/Curb)
-	-	45	39	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
32	31	30	41	JOHN CONLEE/Could You Love Me (One More Time) (MCA) New Entry
-	-	-	42	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia) →
-	-	49	43	LEON EVERETTE/Hurricane (RCA)
-	-	48	44	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
-	-	50	45	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
3	14	35	46	BARBARA MANDRELL/I Was Country When Country... (MCA)
19	24	34	47	RICKY SKAGGS/Don't Get Above Your Raisin' (Epic)
8	15	26	48	JIM ED BROWN & HELEN CORNELIUS/Don't Bother To... (RCA)
-	-	-	49	ED BRUCE/Everything's A Waltz (MCA)
-	-	-	50	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)

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.

BILLY SWAN "I'm Into Lovin' You" (Epic) 47/15

National Summary: Up 7, Same 18, Down 0, Debuts 9, Adds 15 Including WSLR, KFGO, WHBF, KYTE, KTOM, WSOC-FM, WSIX-FM, WQYK-FM, WFMS-FM 35-31, KUZZ 44-38, WMZQ-FM 4-38, WYDE 40-36, KENR 4-38.

DOUG KERSHAW "Hello Woman" (Scotti Bros.) 42/9

National Summary: Up 9, Same 16, Down 0, Debuts 8, Adds 9, KIXZ, WSOC-FM, WOKK, WBAM, WSIX-FM, WIRK-FM, WHBF, WKCO-FM, WTHI, KIKK-FM 37-28, WFMS-FM 4-33, KEBC-FM 22-18, KSSS 42-38, KMPS-AM-FM 30-25.

JOHN ANDERSON "I Love You A Thousand Ways" (WB) 40/16

National Summary: Up 5, Same 12, Down 1, Debuts 8, Adds 18 Including WDAF, WTSO, KFEQ, KSSS, KEED, WBGW-FM, KOKE-FM, KHEY, WMC-AM, KWKH, KFGO 40-36, KCKC 20-15, WSIX-FM 37-22.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 39/8

National Summary: Up 15, Same 11, Down 0, Debuts 5, Adds 8, WOKQ, WMZQ-FM, WYVA, WOOO, WKLM, WCXI, WTSO, WBCS-FM, KHEY 50-42, WBAM 34-29, WIRK-FM 33-27, KSO 34-29, WXCL 45-38, KSOP 47-38.

Others Getting Significant Action

WIRK-FM, KBBR, KEBC-FM, KUZZ, KTOM, KMPS-AM-FM.

SMITH SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 19/12

National Summary: Up 0, Same 4, Down 0, Debuts 3, Adds 12, WQNA-FM, WGTO, KLRA, KKYX, WTQR-FM, WUBE-FM, WMNI, WIRE, KTTS-AM-FM, KEED, KMPS-AM-FM, KGA.

BILL ANDERSON "Homebody" (MCA) 18/13

National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 13, WYAM, WWCS-FM, WYII, KRRV, KNOE, WSM, WIRK-FM, WAXX, KWMT, KTTS-AM-FM, KFEQ, KVOO, KEEN.

JOHNNY CASH "Mobile Bay" (Columbia) 18/3

National Summary: Up 6, Same 7, Down 0, Debuts 2, Adds 3, KLVI, WESC-AM-FM, WCXI, KYXX 40-33, KBUF 38-32, KUZZ 32-27, KCUB 4-38.

DONNA HAZARD "Love Never Hurt So Good" (Excelstor) 17/4

National Summary: Up 3, Same 8, Down 0, Debuts 2, Adds 4, KLVI, WQYK-FM, KSOP, KGA, WGTO 48-44, WSAI 38-33.

DONNA FARGO "Lonestar Cowboy" (WB) 17/3

National Summary: Up 1, Same 9, Down 0, Debuts 4, Adds 3, WWCS-FM, KYXX, KFEQ, WMNI 4-37, KVOO 42-38.

DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 13/13

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 13, KENR, WSM, KRMD-AM-FM, WSUN, WIRK-FM, WMNI, WAXX, KFGO, WTSO, KEBC-FM, KSSS, KEED, KYTE.

DIANA "He's The Fire" (Sunbird) 13/5

National Summary: Up 1, Same 7, Down 0, Debuts 0, Adds 6, KRRV, KHEY, WESC-AM-FM, WBAM, KSOP.

TRICIA JOHNS "Cathy's Clown" (Elektra) 12/9

National Summary: Up 1, Same 2, Down 0, Debuts 0, Adds 9, WYVA, WESC-AM-FM, KRMD-AM-FM, KBBR, WAXX, WXCL, KTTS-AM-FM, KVOO, KSSS, KBUF 37-30.

JOHN ANDERSON "Chicken Truck" (WB) 12/5

National Summary: Up 1, Same 2, Down 0, Debuts 4, Adds 5, WYMI, KYXX, WIRK-FM, WBCS-FM, KYTE, WOOO 4-28, KSO 39-34.

TENNESSEE EXPRESS "Big Like A River" (RCA) 11/10

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 10, WYAM, WYVA, WGTO, KLRA, KBBR, KFGO, KWMT, KRDR, KTOM, KSOP.

Country Pictures



THE WSUN SHINE — From Tampa-St. Petersburg come these summer fun shots that include a look at the new official WSUN van, using the same logo design as its new billboard campaign. The second photo followed a recent WSUN softball game. Seen here with Warner Bros. recording artist Gail Davies are MD Les Howard, salesperson Jerry Ware (front) and PD Bill Gamble. Holding the microphone behind Ms. Davies is afternoon Kevin Murphy. Gail is covering her eye because she cut her eyelid when she missed a pop fly. Well, that's the way the ball bounces.



CHICAGO COUNTRY BENEFIT — Pictured here prior to the annual Lamb's Farm concert benefit is RCA recording artist Jim Ed Brown and members of sponsoring station WMAQ/Chicago. Shown backstage (l-r, back row) Bill Ryan, NBC Radio Network; Top Billing agent Ginger Hennessy, Diane Morgan, Jim Ed Brown, Christy Russell, and NBC Producer Brian Chau; (l-r, front row) Top Billing's Stan Stickland, WMAQ PD Ted Cramer, and WMAQ's Promotion and Advertising Coordinator Rob Chimeroff.



GILLEY GATHERING — Mickey Gilley recently was in Los Angeles to visit the Epic West Coast office for a listening party held to unveil his new album. Seen during the function are KZLA/Los Angeles MD Denise Galvan, CBS's Craig Applequist, E/PIA's Lori Holder, Mickey Gilley, and KZLA's OD Tom Casey.



DONKEY DASH — WKSX/Cleveland personalities Jon Olson, Jim Szymanski, Kevin Coan, and Rosemary Kubera get set for the recent "Paul Revere Stakes" feature race at Thistledown Race Track. The event was held on the Fourth of July, and for the record, Kevin Coan was the winner.



Biff Collie

Inside Nashville

REAL PEOPLE: George Jones, Paul Richey, and Billy Bob Barnett got together to talk about "The Possum," his checkered career, and where he's going from here. The cocktail party Wednesday (7-29) was to announce (multiple choice): a 1) change of direction 2) change of address 3) reunion 4) who's on first base in Jones's world. Will George move to Fort Worth (where Billy Bob's giant Texas club is located)?

The stars came out to roast Fred Foster Sunday night (7-26) and Fred announced a new staff at his Monument Records office, readying distribution of a new Kris Kristofferson single... The "Country Safari" block party on Nashville's West End Thursday (7-30), hosted by Bobby Bare and his animal friends, was a wild one and reminiscent of the old days of Music Row parties, with some new twists and treats... Jerry Lee Lewis, laughing and joking with the doctors and nurses, sounds like he's on his way back after a frighteningly close brush with death. He should, they say, be moved from intensive care at Memphis's Methodist Hospital this week... Juice Newton: congratulations are due for her just-received gold record on "Angel Of The Morning"... B.J. Thomas moving to Music City??? B.J. will be the main "guest star" in this year's "Miss America" pageant in Atlantic City September 12... WLJE/Valparaiso, IN owner and CMA Board Member Len Ellis pulled off a real membership coup for the CMA. As chairman of CMA's DJ committee, Len and Tom T. Hall worked up a party strictly for DJ's at this fall's Octoberfest, and Saturday (10-17) Tom T. and Dixie will host all CMA member air personalities at their Fox Hollow farm in nearby Franklin, TN. Any DJ who signs up with CMA up to that date will be invited to the party! Membership information from Country Music Association, Box 22299, Nashville, TN 37202 (Now you goin', gang!).

STARSHINE: Hall of Famer Gene Autry's marriage to 39-year-old Jacqueline Ellam surprised all but his closest friends. The 74-year-old multimillionaire had his movie sidekick Pat Buttram as his best man... New Music City resident Katie Ryder wrote a song and made an album about her "rainbow experience"; Dolly Parton says, "If you want the rainbow, you gotta put up with the rain; and I do want that rainbow!"... Sissy Spacek, after winning the coveted movie Oscar for her portrayal of Loretta Lynn in "Coal Miner's Daughter," says she wants an ordinary life. "Babies, to cook, to clean my house, to go to the store. It's nice to be admired, but I want a taste of real life as well." Sissy's brother Ed is a record promotion man in Houston... Archie Campbell last week added his signature to an oil-on-canvas mural that will hang permanently in the "green room" artists' lounge at the Opry House. The 6-by-10 painting depicts a typical Grand Ole Opry Show and audience at the old Ryman Auditorium downtown, which was the home of the Opry for 30-odd years... They opened that Rhinestone Cowgirls boutique in Beverly Hills. (Wonder where Tanya Tucker got the idea for the name of it.)... O.J. Simpson was seen at Nashville Metro

airport the other day, but he wasn't running; he was walking and he didn't get into a Hertz rent-a-car. He got into a big limousine!... They've decided to erect a statue of Hall of Famer Uncle Dave Macon on the grounds of nearby Rutherford County Courthouse. Interested parties may write for information to George Parrish, 1004 Christy Court, Murfreesboro, TN 37130... Waylon Jennings says he's got so many lawsuits against him, he thinks his mother might sue him for being sued so much!... "Hey, Loretta!" The immortal words of Mooney Lynn when those 5000 BMW cyclists started pouring into Hurricane Mills, TN to hold their annual rally at Loretta Lynn's Dude Ranch. Loretta was in Hollywood taping TV commercials. "Nicest bunch of people you'd ever want to meet!" Mooney said after they were gone. Matter of fact, he invited them back next year.

MEMO PAD: No date set yet on Slim Whitman's visit to the David Brinkley NBC-TV "Journal"... Larry "J.R." Hagman will host Mel Tillis, Tammy Wynette, the Oak Ridge Boys, Tanya Tucker, the Bellamy Brothers, and Con Hunley at "A Day In The Country" in NYC, but they didn't say "when." (Like inviting you to supper and not telling you where they live.)... Carl Smith's 92-year-old mother, Mrs. Ina Smith, died in her Maynardsville, TN home... The bearded man in black seen buzzing up and down Music Row the other day on a large black Honda was Eddie Rabbitt, "doing his thing" for the US magazine cameras... Bill Anderson's song "Homebody" happened after a newspaper interview prompted him to answer a question with "I guess I'm just a homebody." Bill then went home and wrote the song... The annual Tex Ritter Roundup and Reunion will be held this year on September 12 in Gainesville, TX. I sure hope I can be there... Ronnie Milsap just finished his stint at the Aladdin Hotel in Las Vegas... Wendy Holcombe's new job as waitress in Gabe Kaplin's new series this fall on NBC-TV will be another step in her trek to stardom... Box Car Willie, Ronnie Prophet, Bill Anderson, Dotsy, Hoyt Axton, Sonny James, Johnny Rodriguez, and Stephanie Winslow guested on host Tom T. Hall's "Pop Goes The Country" TV tapings... Roy Orbison will be the subject of an hour-long PBS special being shot by filmmakers Sol Korine and Blaine Dunlap.

DIDJA NOTICE: CBS Executive Producer Billy Sherrill debuts his new Columbia/Sherrill label with Zella Lehr's new single. Sherrill has made millions for CBS in the past 16 years; finally the Sherrill studio magic will have his name on the logo. Congratulations, Billy!



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Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists artists and labels for each region.

Table listing radio stations and artists in the EAST region, including stations like WOPN-FM Albany, NY and WYAF Albany, PA.

Table listing radio stations and artists in the MIDWEST region, including stations like WBLR Akron, OH and WYAF Albany, PA.

Table listing radio stations and artists in the SOUTH region, including stations like WYAF Albany, PA and WYAF Albany, PA.

Table listing radio stations and artists in the WEST region, including stations like WKAL Arroyo Grande, CA and WKAL Arroyo Grande, CA.

Table listing radio stations and artists in the WEST region, including stations like WKAL Arroyo Grande, CA and WKAL Arroyo Grande, CA.

NUMBER OF REPORTING STATIONS THIS WEEK: 110

Hottest Tracks: 'Grey Beard' KENNY ROGERS (EMI/America). COUNTRY ALBUMS: JOHN ANDERSON - John Anderson 2 - (WB) 'Children Truck' BOBBY BARE - As Is - (Columbia) 'Summer Wages' 'White Freightliner Blues' ED BRUCE - One To One - (MCA) 'No Regrets' 'You're The Best Break This Old Heart Ever Had' ROSANNE CASH - Seven Year Ache - (Columbia) 'Hometown Blues' JOHN CONLEE - With Love - (MCA) 'When It Hurts You Most' 'Love Is What You Need' SONNY CURTIS - Rollin' - (Elektra) 'Rollin'' 'Star-Studded Nights'

LACY J. DALTON - Takin' It Easy - (Columbia) 'Feedin' The Fire' 'Wild Turkey' 'Let Me In The Fast Lane' 'Everybody Makes Mistakes' 'Where Were You When I Needed You' 'Golden Memories' MERLE HAGGARD - Rainbow Stew/Live At Anaheim Stadium - (MCA) 'Blue Yodel No. 9' 'Fiddle Breakdown' ANNE MURRAY - Where Do You Go When You Dream - (Capitol) 'Another Sleepless Night' WILLIE NELSON - Minstrel Man - (RCA) 'Minstrel Man' 'Mountain Dew' 'Blackjack County Chain' OAK RIDGE BOYS - Fancy Free - (MCA) 'I'm Settlin' Fancy Free' 'She's Gone To LA, Again' 'I Would Crew All The Way (To The River)' KENNY ROGERS - Share Your Love - (EMI/Liberty) 'Grey Beard' 'Blame Of Glory' 'So In Love With You' RICKY SKAGGS - Waitin' For The Sun To Shine - (Epic) 'So Round, So Firm, So Fully Packed' STATLER BROTHERS - Years Ago - (Mercury/PQ) 'Years Ago' 'Memories Are Made Of This' 'Chat Atkins' Hand' 'You'll Be Back (Every Night In My Dream)'

TANYA TUCKER - Should I Do It - (MCA) 'Rodeo Girls' 'Halfway To Heaven' 'I Oughta Let Go' 'Shoulder To Shoulder' CONWAY TWITTY - Mr. T. - (MCA) 'Red Neckin' Love Makin' Night' 'Cheatin' Fire' 'Over Thirty (Not Over The Hill)' DON WILLIAMS - Especially For You - (MCA) 'I Needed You' 'Now And Then' THE NIGHT THE LIGHTS WENT OUT IN GEORGIA - Soundtrack - (Mirage) 'I Love My Truck' 'A Little Gettin' Used To' Most Requested: KENNY ROGERS 'I Don't Need You' (EMI/Liberty) RONNIE MILSAP '(There's) No Gettin'...' (RCA) RONNIE McDOWELL 'Older Women' (Epic) MERLE HAGGARD 'Rainbow Stew' (MCA) JUICE NEWTON 'Queen Of Hearts' (Capitol) CONWAY TWITTY 'Tight-Fittin' Jeans' (MCA)



Jeff
Green

Adult/Contemporary

Public Service Close-Up

No format participates in public service promotion more fully than Adult/Contemporary, and this column is dedicated to covering many of the recent meaningful activities of A/C stations.

Has your station been involved in a public service effort lately? Be sure to send in the details (photos are welcome, too) to Jeff Green, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067. Looking forward to seeing you on this page soon!

WMAL Helps Out In Washington

WMAL/Washington received a certificate of appreciation from U.S. Secretary of Education Terrell Bell for helping to obtain new uniforms and travel funds for a local high school marching band, which represented the city at the 1981 Rose Bowl. The fund-raising drive was so successful that over \$70,000 was left to establish a college scholarship for the school. Accepting the certificate for WMAL was Executive VP Andy Ockershausen.

Following this effort, the station went on to immediately collect \$4000 in two hours to support SOME (So Others Might Eat), a non-profit group that provides, among other services, meals to senior citizens. The money was used to send some of them to a five-day summer camp.

In yet another community relations project, WMAL helped raise more than \$120,000 for the Children's Hospital/National Medical Center in Washington from the 11th annual Harden & Weaver Golf & Tennis Tournament. The event attracted numerous celebrities and 410 amateur golfers.



WMAL/Washington morning drive team Frank Harden (center) and Jackson Weaver (left) broadcast their program from the clubhouse at the Montgomery Village Golf Course. The duo have generated over \$1 million for the Children's Hospital.

WSB Racks Up Awards

For outstanding programming focusing on families, WSB/Atlanta received the 1981 "Families In Media" Award from the Georgia Council on Family Relations. For the fifth time, WSB also received the Jack Williams Memorial Research Award from the American Cancer Society for excellence in communications about cancer.

Already scheduled is the WSB-Miller High Life Easter Seals Softball Marathon, with the Atlanta Braves participating in the event, which is spread over 20 softball fields.

Many prizes will be awarded, including gifts for the team and the individual with the most donations.

WOWO Goes To The Zoo

WOWO/Ft. Wayne, IN recently staged its annual 4th of July festivities to raise money for the local Children's Zoo. The station broadcast live continuously with interviews, features and reports from various parts of the zoo.

Many of the WOWO personalities participated in various attractions, such as animal feedings, mini-train rides, tortoise races, and animal shows.

KOMO's "Sounds Like Summer" Information

KOMO/Seattle recently presented "Sounds Like Summer," a new approach to giving information to listeners about places to go, what to do, how to do it, prices, etc., in and around the Seattle area. Over 40 reports and features were taped on location using the natural sounds of the reporter's experiences - from hydroplane rides, golf lessons, canoe trips, skydiving and other activities. The entire air staff participated in the tribute to summer, and in addition, visited and reported on nearly every natural, historical and tourist highlight in Western Washington.

In another public service event, KOMO has been sponsoring a "Hotel & Travel Fire Safety" campaign, in conjunction with the Seattle Fire Department, 7-Up and Safeway stores. The station produced over 100,000 four-page "bottle hangers" imprinted with fire safety tips, which are being distributed on 7-Up bottles at the stores, and through the city's 35 fire stations.

WGIR Wins National Award

WGIR/Manchester, NH, has been awarded first place in the radio category of the Muscular Dystrophy Association's

Broadcast Journalism Awards competition.

The prize-winning program was the station's weekly forum, which dedicated a lengthy broadcast to information and experiences about MDA.

In addition, WGIR just completed its annual Red Cross Blood Drive. With help from sister WGIR-FM, 360 pints were gathered.



WGIR/Manchester, NH Program Director Ed Brouder receives MDA's Pat Weaver Award for Broadcast Journalism from Christina Chase, 1980's New Hampshire MDA Poster Child.

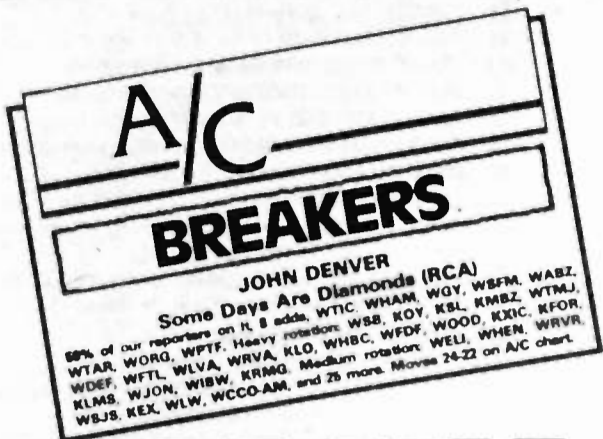
Progress

WBZ-AM/Boston's afternoon personality Bruce Bradley has moved to WYNY-FM/New York to handle morning drive... J.D. North is the new Program Director of WAEZ/Savannah. He moves up from the Music Director post, replacing Mark Howard, who is devoting his attention to his Director of Engineering duties... Gary Froseth has been named News Director of KDKA/Pittsburgh. He comes from Group W's WOWO/Ft. Wayne, IN, where he was also News Director. Replacing Gary at WOWO is Victor Locke, who anchors the morning news... Scott Fischer has resigned as Program Director WFTL/Ft. Lauderdale to handle afternoon drive at WKQX-FM/Chicago. Don Williams, Operations Manager for WFTL and sister WWJF-FM/Ft. Lauderdale, has assumed the Program Director duties... Dave Carlisle is the new Program Director at WGAC/Augusta, GA. He is the former Music Director at 95SGF/Savannah, GA... Stoney Richards has joined KHTZ-FM/Los Angeles as a weekend personality, returning after five years in Washington, DC at WKYS-FM and Q107... William L. Viands Jr., VP/GM of WIOD & 97AIA/Miami, has been elected to the Board of Directors of the Florida Association of Broadcasters. He will continue holding the President's post of the South Florida Radio Broadcasters Association. Also at WIOD/97AIA, Jim Beery has moved up from Chief Maintenance Engineer to Chief Engineer, replacing the retiring James Rayfield... Randy McCauley and Elsie T. McDermott are the joint interim Program Directors for KFMI-FM/Eureka and KATA-AM/Arcata, CA... Jim Paolucci takes the afternoon drive slot at WNIC-FM/Detroit, moving over from crosstown WRIF... 2WD(WWDE-FM)/Norfolk-Hampton, VA has named Chuck Allen to the new position of Production Director. Chuck continues as afternoon drive personality.

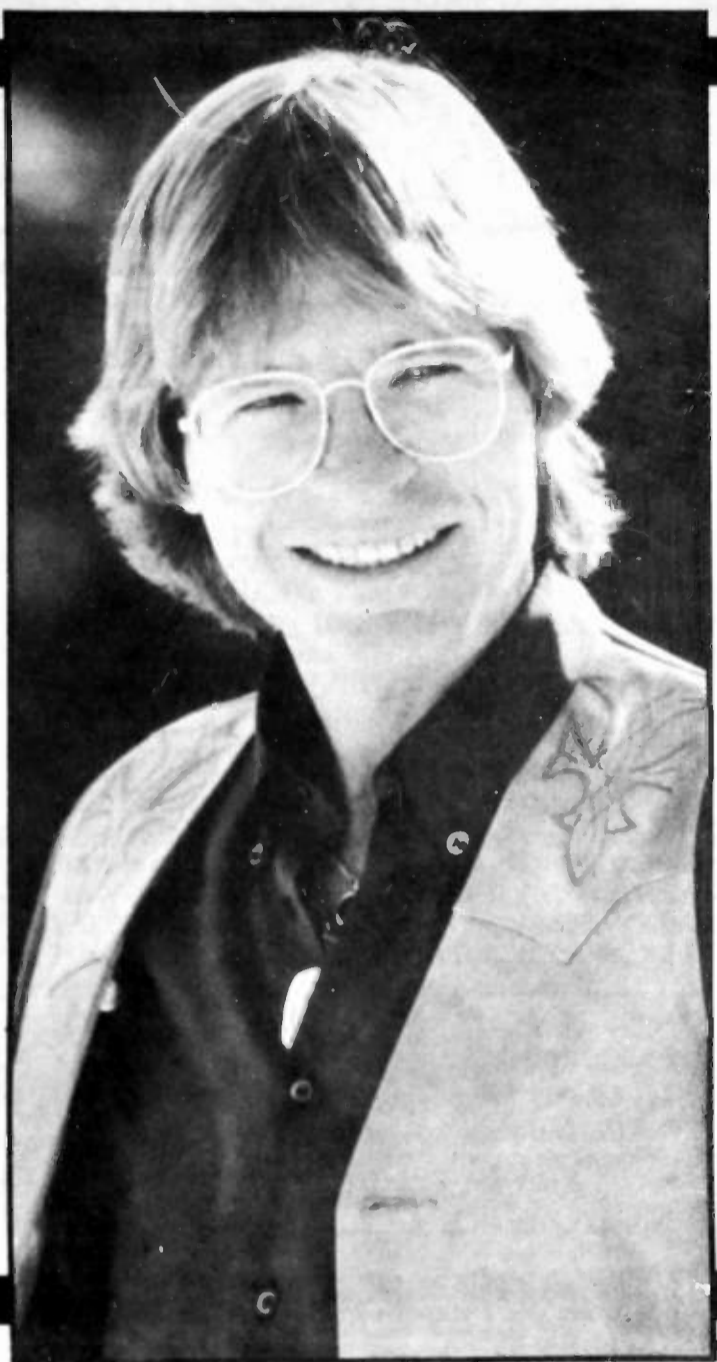


ALL SMILES IN SAVANNAH - WWSA-AM/WCHY-FM was honored as Georgia Association of Broadcasters Radio Station of the Year. Pictured at the award presentation are (l-r) Otto McDonald, President of GAB; Truman Conley, Exec. VP/GM of WWSA/WCHY; H. Hart Hagen, President of Bluegrass Broadcasting; and Martin Foglia, Chief Engineer for WWSA/WCHY.

'DIAMONDS' ARE RADIO'S BEST FRIEND



JOHN DENVER



**"SOME DAYS ARE DIAMONDS
(SOME DAYS ARE STONE)"**

JH12246

CHR ACTION TOO:

WHB ADD 21
KC101 ADD
KNUS ADD
WSEZ ADD
WFBG ADD
KKXL ADD
KKRC ADD

KKLS ADD
KEZR DEB 28
KPLZ 32-30
WFBR DEB 28
KINT 37-34
WERG 24-21
WSGN 10-6

WVIC 31-30
WLOL-FM 30-27
KOFM 21
KBOZ 28-24
WCAO ON
KVIL ON
WGCL ON

WZUU ON
KFI ON
KIMN ON
WBBF ON
KFMK ON
WAAY ON
WVLK ON
KIOA ON
KILE ON
KFYR ON
KYYA ON

A/C

BREAKERS

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

RAY PARKER JR. & RAYDIO That Old Song (Arista)

65% of our reporters on it, 29 adds, WCBM, WELI, WHEN, WRVR, KPPL, KLOK, WFYR, WGAR, WHIO, KMBZ, WNAB, WFSM, WYMC, WDBO, KRZI, KFQD, KLO, WAKR, WHBY, WKIQ, KGGF, WACI, KXIC, WDIF, KMRJ, WQUA, WSGW, WIBW, KRMG. Heavy rotation: 97AIA, WKHM, KLMS. Medium rotation: WBEN, WGR, WIP, WGY, WASH, WOAI-FM, KEX, KFMB, WLW and 17 more. Debuts at number 27 on A/C chart.

JOHN DENVER

Some Days Are Diamonds (RCA)

59% of our reporters on it, 8 adds, WTIC, WHAM, WGY, WFSM, WABZ, WTAR, WORG, WPTF. Heavy rotation: WSB, KOY, KSL, KMBZ, WTMJ, WDEF, WFTL, WLVA, WRVA, KLO, WHBC, WDFD, WOOD, KXIC, KFOR, KLMS, WJON, WIBW, KRMG. Medium rotation: WELI, WHEN, WRVR, WSJS, KEX, WLW, WCCO-AM, and 25 more. Moves 24-22 on A/C chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. Indicates one of this week's "most added" new songs.

DIONNE WARWICK "Some Changes Are For Good" (Arista) 64/8 add WHAM, WSB, 97AIA, WPTF, KAKZ, WFIR. Heavy rotation: KSL, WTMJ, WHAG, WSBA, WFTL, WLVA, WDBO, WRVA, KMED, KOLO, WDFD, KFOR, KLMS. Medium rotation: WISN, WHIO, KFMB, WRVR, WBT, WGY, WPRO, WELI, KRKK, KLO, KRKO, KUGN, KRZI, WTAR, WYMC, WIS, WDEF, WABZ, WCFR, WGIR, WEIM, WNAB, WIBW, WJON, KMRJ, KLTE, WDIF, KXIC, WACI, WHBY, WAKR. Holds at number 26 on A/C chart.

COMMODORES "Lady (You Bring Me Up)" (Motown) 56/7 add WASH, KING, WTVN, WRIE, WNFL, WKHM, KFOR. Heavy rotation: WGR, WLW, WTMJ, WORG, WSLI, WABZ, WCHV, WABZ, WOWO, KLMS. Medium rotation: WCBM, WIP, WTAE, WHEN, WBT, WRVR, WOAI-FM, WSJS, KNBR, WGAR, WCCO-FM, WEIM, WLNH, WCFR, WNEU, WJBO, KAAV, WMAZ, WYMC, WFIR, KRKO, KBAI, KRKK, WAKR, KWOS, WDIF, KMRJ, WSTV, WBOW, WHIZ. Moves 27-26 on A/C chart.

PABLO CRUISE "Cool Love" (A&M) 53/16 add WGR, KDKA, WHEN, KHOW, KOY, KEX, KNBR, WISN, WJBO, KRZI, KOB, KRKK, KLMS, KLTE, KAKZ. Heavy rotation: WSM-FM, WTMJ, WABZ. Medium rotation: WBEN, WIP, WOAI-FM, KFMB, WNAB, WEIM, WLNH, WNEU, WCHV, WSLI, KAAV, WMAZ, WORG, WFIR, KFQD, KRKO, KMJJ, WOWO, WACI, WKHM, KWOS, KFOR, WBOW, WHIZ. Debuts at number 28 on A/C chart.

MICKEY GILLEY "You Don't Know Me" (Epic) 52/9 add 97AIA, KEX, KMED, WYMC, WFTL, WNEU, WAKR, WKHM, WJON. Heavy rotation: KSL, WTMJ, WCCO-AM, WDBO, KRMG. Medium rotation: WBEN, WLTA, WHAS, WRVR, KOY, KLOK, WLW, KOB, WDEF, WABZ, WATR, WHBY, WHBC, KXIC, KFOR, KLTE, WIBW, WHIZ. Debuts at number 30 on A/C chart.

ANNE MURRAY "We Don't Have To Hold Out" (Capitol) 45/5 add WTMJ, KRZI, WKIQ, KXIC, WKHM. Heavy rotation: WSB, KSL, WCCO-AM, WRVA, WFTL, WSBA, WQUA. Medium rotation: WELI, WLTA, WRVR, KOY, KEX, KFMB, KRKK, KOLO, KMED, KUGN, KFQD, WNDP, WIS, WDEF, WGIR, WEIM, WHBY, WHBC, KFOR, KMRJ, WJON, WIBW. Debuts at number 29 on A/C chart.

DON McLEAN "It's Just The Sun" (Millennium) 42/9 add WELI, KEX, WYMC, WSLI, WDEF, WHAG, WKHM, KLMS, KMRJ. Heavy rotation: WLTA, 97AIA. Medium rotation: KOY, KSL, WCCO-AM, KBAI, KMED, WRVA, WDBO, WSBA, WHBY, KXIC, KFOR, WDIF, WJON.

STACY LATTISAW "Love On A Two Way Street" (Cotillion) 41/7 add WCBM, KLO, KMED, WAKR, WNFL, KFOR, WSGW. Heavy rotation: WLW, WHAG, WORG. Medium rotation: WIP, WGY, WOAI-FM, WSM-FM, WGAR, WFIR, WMAZ, WIS, WCHV, WABZ, KFQD, KRKK, WNEU, WLNH, WEIM, WHBY, WKIQ, WDFD, KXIC, KWOS, WJON, WSTV, WHIZ.

SHEENA EASTON "For Your Eyes Only" (EMI America) 39/16 add KING, WHIO, KMBZ, WLNH, WSBA, WABZ, WMAZ, WDBO, KRZI, KFQD, KRKO, KMED, WIBW, WDIF, KFOR, WHBY. Heavy rotation: WLTA, 97AIA, KSL. Medium rotation: WBEN, WELI, WHEN, KEX, WRIE, WATR, WIS, WSLI, WORG, WRVA, KLO, WJON.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 38/7 add WHAM, KNBR, WHIO, WDBO, KRKO, KBAI, KFOR. Heavy rotation: WCFR, WKHM. Medium rotation: WBT, WSJS, KEX, WLW, WHAG, WSBA, WABZ, WCHV, WIS, WSLI, WMAZ, WORG, WRVA, KFQD, KMJJ, KRKK, KGGF, KXIC, WQUA, WHIZ.

TERRI GIBBS "Rich Man" (MCA) 38/3 add KRKK, WDBO, WFTL. Heavy rotation: WTMJ, WCCO-AM, WDEF, WLVA, WHBC, KLMS. Medium rotation: WELI, WHIO, KMBZ, WEIM, WHAG, WIS, WNDP, KUGN, KMED, KBAI, KLO, KOLO, WHBY, KXIC, WKHM, KFOR, WDIF, KMRJ, WJON.

HERB ALPERT "Magic Man" (A&M) 19/12 add WIP, WLTA, WBT, KEX, WLW, KLO, KOB, WTAR, WFTL, WACI, WKHM, WDIF. Medium rotation: WJON.

JOURNEY "Who's Crying Now" (Columbia) 19/9 add WGR, WIP, WOAI-FM, KPPL, KEX, WABZ, KFQD, WKHM, WBOW. Medium rotation: WSM-FM, WLW, KBAI, WSLI, WHIZ.

ROBBIE PATTON "Don't Give It Up" (Liberty) 18/4 add WLW, WGAR, WWWV, WABZ. Medium rotation: WBEN, WGR, WLNH, WCHV, WMAZ, WHIZ, KXIC.

PURE PRAIRIE LEAGUE "You're Mine Tonight" (Casablanca/PolyGram) 16/2 add WSM-FM, WATR. Medium rotation: WLTA, WRVR, KBAI, WYMC, WDEF, WGIR, KGGF.

JOHNNY MATHIS "Nothing Between Us But Love" (Columbia) 16/0. Heavy rotation: WLTA. Medium rotation: WNAB, WATR, WDEF, WNDP, WFTL, KMED, KFOR, KGGF, WHBY.

GEORGE FISCHOFF "Foxy" (Heritage) 15/5 add WSB, KSL, WLW, WATR, WKIQ. Medium rotation: WDEF, KOB.

LARRY JOHN McNALLY "Just Like Paradise" (ARC/Columbia) 15/1 add KFQD. Heavy rotation: WLTA, 97AIA. Medium rotation: WCFR, WATR, KRKK.

BEACH BOYS "The Beach Boys Medley" (Capitol) 14/13 add WSM-FM, KFMB, KMBZ, WNAB, WRIE, WGIR, WSLI, WORG, KRKO, WKHM, KWOS, WSTV, KRMG.

DON WILLIAMS "Miracles" (MCA) 14/1 add KLO. Heavy rotation: KSL, KRMG. Medium rotation: KOY, WCCO-AM, WNDP, KXIC, KGGF.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 13/3 add WMAZ, WKHM, KLMS. Medium rotation: WJON.

ELO "Hold On Tight" (Jet) 12/11 add WIP, WTAE, WLW, KRKK, KBAI, WORG, WABZ, WNEU, WLNH, WDIF, WBOW.

Radio & Records . NATIONAL AIRPLAY/30

July 31, 1981

Three Weeks	Two Weeks	Last Week		
3	3	1	①	KENNY ROGERS/I Don't Need You (Liberty)
4	2	2	②	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
1	1	3	3	AIR SUPPLY/The One That You Love (Arista)
11	8	5	④	JUICE NEWTON/Queen Of Hearts (Capitol)
18	10	7	⑤	CARPENTERS/Touch Me When We're Dancing (A&M)
10	6	6	⑥	MARTY BALIN/Hearts (EMI America)
22	15	10	⑦	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
19	12	9	⑧	POINTER SISTERS/Slow Hand (Planet)
5	4	4	9	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
14	11	11	⑩	ALAN PARSONS PROJECT/Time (Arista)
-	26	16	⑪	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2	5	8	12	GEORGE HARRISON/All Those Years Ago (Dark Horse/WB)
9	9	12	13	SHEENA EASTON/Modern Girl (EMI America)
8	14	14	14	ROSANNE CASH/Seven Year Ache (Columbia)
13	13	15	15	OAK RIDGE BOYS/Elvira (MCA)
21	20	17	⑬	STANLEY CLARKE/GEORGE DUKE/Sweet Baby (Epic)
28	22	22	⑭	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
30	27	23	⑮	ALABAMA/Feels So Right (RCA)
24	21	20	⑯	CARL WILSON/Heaven (Caribou)
16	16	18	20	CAROLE BAYER SAGER/Stronger Than Before (Boardwalk)
7	7	13	21	LEE RITENOUR/Is It You (Elektra)
-	29	24	⑰	JOHN DENVER/Some Days Are Diamonds (RCA)
12	18	19	23	BARBRA STREISAND/Promises (Columbia)
6	17	21	24	NEIL DIAMOND/America (Columbia)
-	30	25	⑱	DIONNE WARWICK/Some Changes Are For Good (Arista)
-	-	27	⑳	COMMODORES/Lady (You Bring Me Up) (Motown)
-	-	→	㉑	RAY PARKER JR. & RAYDIO/That Old Song (Arista) New Entry
-	-	→	㉒	PABLO CRUISE/Cool Love (A&M)
-	-	→	㉓	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
-	-	→	㉔	MICKEY GILLEY/You Don't Know Me (Epic)

This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at least 60% of our reporters.

MOST ADDED

RAY PARKER JR. & RAYDIO
That Old Song (Arista)
EDDIE RABBITT
Step By Step (Elektra)
ELTON JOHN
Chloe (Geffen)
SHEENA EASTON
For Your Eyes Only (EMI America)
PABLO CRUISE
Cool Love (A&M)

HOTTEST

JOEY SCARBURY
Theme From "Greatest..." (Elektra)
KENNY ROGERS
I Don't Need You (Liberty)
AIR SUPPLY
The One That You Love (Arista)
POINTER SISTERS
Slow Hand (Planet)
MANHATTAN TRANSFER
Boy From New York City (Atlantic)

EDDIE RABBITT "Step By Step" (Elektra) 36/24 add WCBM, WGY, WSB, KOY, KSL, KHOW, KFMB, WFYR, WLW, WCCO-AM, WNAB, WLNH, WNEU, WABZ, WJBO, WSLI, WMAZ, WYMC, WRVA, KOB, KRKO, KMJJ, WIBW, WHIZ. Heavy rotation: KMBZ. Medium rotation: WSM-FM, KBAI, KFQD, WORG, WSTV.

JAMES TAYLOR "Summer's Here" (Columbia) 31/13 add 97AIA, KOY, KEX, KOLO, KRKO, KFQD, WRVA, WJBO, WHAG, KXIC, WDIF, WSGW, WHIZ. Heavy rotation: WCCO-AM. Medium rotation: WLTA, WBT, WSM-FM, KFMB, WNAB, WIS, KBAI, KLTE, WJON, KRMG.

YUTAKA "Love Light" (Alfa) 30/3 add 97AIA, WHAG, WCHV. Heavy rotation: WRVA, KLMS, WQUA. Medium rotation: KOY, KEX, KSL, WCCO-AM, WNDP, KFQD, KRKK, WHBY, KFOR, WJON, KRMG.

ELTON JOHN "Chloe" (Geffen) 28/20 add WBT, WRVR, WOAI-FM, KMBZ, WNAB, WLNH, WCFR, WABZ, WCHV, WDEF, WIS, WLVA, KOB, KFQD, KMED, KRKK, KXIC, WDIF, WQUA, WJON. Medium rotation: WSM-FM, KRMG.

GARY WRIGHT "Really Wanna Know You" (WB) 27/7 add WOAI-FM, WGAR, WWWV, WFIR, KFQD, WKHM, WNFL. Heavy rotation: WSM-FM, WABZ. Medium rotation: WBT, WRVR, WLW, KRKK, KRKO, WORG, WMAZ, WSLI, WNEU, WCFR, WLNH, WHAG, WKIQ, WHIZ.

STARS ON 45 "Medley II" (Radio/Atlantic) 25/4 add WTMJ, KRKK, WHAG, WSGW. Heavy rotation: KGGF. Medium rotation: WSJS, KMBZ, KBAI, KOB, WORG, WSLI, WIS, WCHV, WNAB, WKIQ.

GINO VANNELLI "Nightwalker" (Arista) 25/1 add WLW. Heavy rotation: WYMC. Medium rotation: WGR, KEX, WEIM, WHAG, WLNH, WCHV, WSLI, WORG, KFQD, KRKK, WKHM, WDIF.

ENGELBERT HUMPERDINCK "Maybe This Time" (Epic) 24/8 add WIP, KEX, WHIO, WATR, WSBA, WFTL, KLO, WHBY. Medium rotation: WLTA, KSL, WCCO-AM, WNAB, KFOR.

AL JARREAU "We're In This Love Together" (WB) 22/7 add KING, WCCO-AM, WHAG, WLVA, WKIQ, KLMS, WJON. Medium rotation: WLTA, WBT, WSM-FM, WDEF, WORG.

JOHNNY LEE "Prisoner Of Hope" (Full Moon/Asylum) 22/0. Heavy rotation: WSIX, KSL, KMBZ, WCCO-AM, WDEF, KGGF, KRNT, KLTE, KRMG. Medium rotation: WLTA, WSB, WHAG, WFIR, KLO, WHBC, KXIC, WJON.

Others Getting Significant Action

MOODY BLUES "Gemini Dream" (Threshold/PolyGram) 12/1 add WBZ-AM. Heavy rotation: WNEU, WLNH, WOWO. Medium rotation: KDKA, WBT, WNAB, WABZ, WCHV, KAAV, KFQD, WBOW.

MUPPETS "The First Time It Happens" (Atlantic) 11/4 add WCCO-AM, KLO, WSBA, WKIQ. Medium rotation: KSL, WRIE.

DAN HARTMAN "It Hurts To Be In Love" (Blue Sky/CBS) 11/1 add WHIO. Heavy rotation: WKHM. Medium rotation: WNAB, WHAG, WNEU, WNDP, KFQD, KLO, WHBC, KFOR.

CANTINA BAND "Summer '81" (Millennium) 10/2 add KBAI, WDEF. Medium rotation: WBEN, WGR, WSJS, WABZ, WNEU.

FLORENCE WARNER "Easy" (Mercury/PolyGram) 10/2 add KHOW, KSL. Medium rotation: WDEF, WFTL, KXIC, WJON.

BOBBY GOLDSBORO "Love Ain't Never Hurt Nobody" (Curb) 9/1 add KLOK. Medium rotation: WDEF, WNDP, WLVA.

SAMANTHA SANG "Let's Start Again" (Sutra) 9/0. Heavy rotation: WLTA. Medium rotation: KSL, WSBA.

LULU "I Could Never Miss You" (Alfa) 8/8 add WLTA, KMBZ, KMED, WORG, WSLI, WIS, KWOS, WJON.

CRYSTAL GAYLE "Too Many Lovers" (Columbia) 8/2 add KGGF, KRNT. Heavy rotation: WJON, KRMG. Medium rotation: WSIX, KMBZ, KLO.

JANIS IAN "Under The Covers" (Columbia) 7/1 add WJBO. Medium rotation: WNEU, KFQD.

WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 7/1 add WTMJ. Heavy rotation: KGGF. Medium rotation: WGY, KSL, KXIC, KRMG.



**Walt
Love**

Black Radio

News Views From Black Journalists

We constantly discuss music, personalities, programming techniques, and much, much more, but seldom do we elaborate on news or news personnel. I corralled two of the best news journalists in the country — bar none — who just happen to be black. Sharing conversation with these two "heavies" was exhilarating because I've had the good fortune of knowing both quite well. What I didn't know, prior to the interviews, was that one subject had been greatly influenced by the expertise and professionalism of the other.

Roy Wood Sr. is Vice President of Programming for the National Black Network in New York City, a division of the Unity Broadcasting Corporation, the nation's first black-owned and operated line-connected electronic communications system. He is also the only black board member of the Radio/Television News Directors Association (RTNDA). Marc Gibson is the White House correspondent for the Sheridan Broadcasting Network, the other black-owned and operated news network. Within the two interviews that follow are points of history, personal opinion, and an abundance of knowledge.

Roy Wood — 33 Years In Radio

I asked Mr. Wood when and how he began his extensive career in the biz. "I got my first job in 1948. However, I had been encouraged to become an announcer earlier by Jack L. Cooper in Chicago. Mr. Cooper told me that I had a nice voice and to get into radio. I responded by saying, 'Mr. Cooper, they don't have Negro (the descriptive adjective commonly applied to blacks at that time) announcers, and I don't want to be a Negro announcer.' He said, 'Well, Roy, I didn't tell you to be a Negro announcer, I said be a radio announcer.'"

Who is Jack L. Cooper? "He was the first black man to broadcast on commercial radio in 1923," Wood replied. "Jack Leonard Cooper broadcast on WHFC, a foreign language station in Chicago which sold him some air time later down the road. At that time he did a program called 'Sam and Henry,' a 'nigger' comedian-type thing, written and played (all parts) by himself. From that show came the idea for the 'Amos and Andy' series."

As an admirer of Mr. Wood, I wanted to know more about this interesting pioneer, specifically if he had ever made it to general market radio in the early years. "Yes, I did. Here's how it came about. After attending what is now known as the Columbia College of Fine Arts (in Chicago) to study broadcasting technique and radio acting, I got a job at a station in Gary, IN. Had it not been for some people who were colorless and raceless enough to recognize that I had the talent, ability, and determination needed to succeed, in an arena where blacks had never been given an equitable opportunity, it would never have happened. Howard Fisher, a college friend and owner of a radio station in California now, got me a job in Sound Bend, IN at WJVA; from there I was given the opportunity to broadcast on the Mutual Broadcasting System from 1950-1954 as a regular staff announcer, not the 'boy in the back' disc jockey."



Roy Wood Sr.

Advice To The Up-And-Coming

Mr. Wood gave us a statement of guidance for young blacks who want to know how to land those big-paying network news positions. "In this day and age, since the mass media, both electronic and print, are now controlled by the WASP community, the only way

that blacks will get that specific type of job is to force the FCC to allocate us an equal entry. I foresee the coming of men and women humane enough and concerned enough about this nation to make it epitomize what the Constitution and Declaration of Independence intended it to be. When that happens, we — a minority in a nation of minorities — will have our share of positions. Presently, there are some young people being prepared to ascend to the so-called upper level positions within the media, but because we don't make the yardsticks to measure excellence by, we are forced to measure up to a yardstick that we are not even allowed to see."

I asked Mr. Wood if he thought a news position might be an easier way for an individual to get into an on-air position, rather than a music-oriented personality approach. "I think it's the only way for blacks or other minorities to go if they want to get into the elec-

"(News) is the only way for blacks to go . . . into the electronic media. The entertainment end is automating live personality out of existence. The news is instantaneous — a record is canned."

— Roy Wood Sr.

tronic media. Fundamentally, the entertainment end of the broadcast industry is automating live personality out of existence. The news is instantaneous — a record is canned. You can play the same record 100 times, but you can't tell the same news story 100 times over in the same way."

What's next for Mr. Wood? "I don't really have any intention of retiring, but what I would like to do is own two or three facilities; I'm trying to make steps in that direction. Since the exodus is to the South, I think I'd like to own a Southern station. I am not hesitant about owning an entity in the South because I am firmly convinced that at least 70% of the difference occurring between ethnic groups is due to ignorance of one another rather than racial prejudice exclusively. 'If I knew you and you knew me and each of us our faults could see' etc."

In closing, Mr. Wood commented, "The business of news and information being a turnoff in Black radio has to be eradicated, and only you and I can do that. If you listen to any small town or big town white radio station, there's going to be a total newscast, sponsored by somebody. It is only in Black radio that you get 'slurbs and blurbs' of news, not sponsored by anybody."

Marc Gibson: Early Inspiration

As a young person in Kansas City who traveled to Chicago on summer vacations, Marc Gibson was inspired by Roy Wood Sr. "I would listen to him on the radio whenever my family took vacations. I wanted to do what he was doing because here was a man who made news on a Black station something other than the 'Amos and Andy' hour; he was intelligible and I admired that. Consequently, my opportunity came while serving in the Navy on Armed Forces Radio. As a baseball player during the European Armed Forces Championships, I was asked to file some stories. Our team lost the first game, I filed a story, my superiors liked what I filed, and eventually I began doing news."

I asked Marc why he thought he's been given an opportunity at general market stations. "First of all it happened because people like Mr. Wood, Mel Good, and Topper Carew had raised a lot of Cain to give youngsters like myself a chance. Another reason, which a lot of black reporters don't like to acknowledge, is the fact that we are black. There is a quota system, and if you notice, when a black newspaper leaves, he or she is replaced by another black newspaper. I was talented and qualified and when my creditability was proven then I got to do most of the big stories. At WNBC/New York, they knew that I was

dependable and would do a competent job — yet initially I got my foot in the door because I was black."

I asked Marc how he thought a young black person might approach the radio business. "First of all, I think young people must be very introspective, do a careful self-examination, and be very truthful with themselves. If they have problems reading, no matter how much they aspire to be reporters or talents, they will not be able to perform successfully. Another thing for young aspiring radio persons to consider is whether or not they can communicate without an abundance of 'you know's' and 'umm's.' Finally, because there are several areas to consider — news reporting, air talent, talk shows, programming, etc. — people must know exactly where they want to go and what they really want to accomplish."



Marc Gibson

"Black America's Dan Rather"

I asked Marc why he decided to leave NBC to go with Sheridan. "I always wanted to come back to Black radio and bring my expertise," he answered. "Also, here was an opportunity with a growing company that really has a true product of information for black America to consume. Sheridan gives me the opportunity to be black America's Charles Osgood or Dan Rather at the White House. Through my work at Sheridan I am black America's Charles Kuralt, on the road doing specials that afford other blacks an opportunity to have their own. No matter what I am, I am still black; my commitment is and always will be to my people. If through my work I can move some blacks to think and use their power of deductive reasoning, then I would say that my commitment is not in vain."

Aware that Marc's job is one which most news journalists would love to hold on to, I asked what was left for him to do in the field of broadcasting. "I would like to own a radio station, in fact I'd like to own three

"If you're not going to bring anything to the business, please stay out, because we have enough rappers, rhymers, and reporters who can't report."

— Marc Gibson

or four. That way I could apply my own philosophy as I see Dewey Hughes doing. Dewey, another influence in my life, owns and does air work on WOL/Washington, an information/entertainment station."

Marc Gibson's advice to young ambitious blacks in the business: "First we have to tell ourselves that we are not helpless. We must be cognizant of the fact that it's not going to be easy — whether it's Black or white radio we're in. If it is Black radio, we owe it to ourselves to improve the product rather than downgrade or debase it. If you're not going to bring anything to the business, please stay out, because we have enough rappers, rhymers, and reporters who can't report. We have enough managers who can't manage. Please, if you're entering the field of communications, bring something to it: commitment, competence and a lot of courage."

It has been particularly rewarding for me to interact with these two very special people. Even more pleasurable was the act of sharing them with you.

Just for your information: Roy Wood Sr. has two sons following in his footsteps: Roy Wood Jr., presently a news reporter at KDAY/Los Angeles, who has also worked at WLS and WMAQ/Chicago and WNBC/New York; and Arthur N. Wood, presently a TV news producer and weekend anchor person for KTRK-TV/Houston.

Black Radio

Hottest

July 31, 1981

EAST	SOUTH	MIDWEST	WEST
Evelyn King Stacy Lattisaw Teena Marie Denroy Morgan	Stacy Lattisaw Commodores Diana Ross & Lionel Richie Larry Graham	Evelyn King Debra Laws Stacy Lattisaw Teena Marie	Teena Marie Cheryl Lynn Cameo Evelyn King

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Rose/Richie
Natalie Cole
Afterback
Yutaka
Lionie Youngblood
Noel Pointer
Bill Summers
Carl Weathers
Dazz Band
Eddie Kendrick
Revelation
Dayton (12")

HOTTEST
Debra Laws
Rene & Angela
Carl Carlton
Larry Graham
Evelyn King
Maze
Roberta Flack
Stacy Lattisaw
Atlantic Starr
Commodores

WOAS
Philadelphia, PA
Joe Tamburro

ADDED
Gringoes
Nick Straker Band
Patti Austin
Archie Ball
Michelle Williams
Temptations
Donald Byrd & 125th Street
Johnny Mathis
Dazz Band
Barbara Mason

HOTTEST
Evelyn King
Maze
Stacy Lattisaw
Cameo
Teena Marie
Larry Graham
Commodores
One Way
Unlimited Touch
Cheryl Lynn

WXVY
Baltimore, MD
Tim Watts

ADDED
Sister Sledge
Yarborough & Peoples

HOTTEST
Isley Brothers
Stacy Lattisaw
Evelyn King
Denroy Morgan
Deniece Williams "Silly"
Brothers Johnson
Johnny Mathis
Debra Laws
Teena Marie
Pointer Sisters

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Revelation
Bibi & Pieces
Patti Austin
Samantha Sang
Brother To Brother
Alton McClain & Destiny
Johnny O'Michael
Donald Byrd & 125th Street
Players Association

HOTTEST
West Street Mob
Denroy Morgan
Unlimited Touch
Evelyn King
Count Coolout
Richard "Dimples" Fields
Larry Graham
Nick Straker Band
Yarborough & Peoples
Sugarhill Gang

WHUR
Washington, DC
Oscar Fields

ADDED
Donald Byrd & 125th Street
Patti Austin
Temptations
Nick Straker Band

HOTTEST
Richard "Dimples" Fields
Rick James "Fire"
Teena Marie
Sylvester
Stacy Lattisaw
Evelyn King
Quincy Jones
Rene & Angela
Denroy Morgan
Al Jarreau

WTKD
Hartford, CT
Eddie Jordan

ADDED
None

HOTTEST
Evelyn King
Rick James "Give"
Cheryl Lynn
Stacy Lattisaw
Denroy Morgan
Cameo
Atlantic Starr
Lee Ritenour
Teena Marie
Aurra

WWRL
New York, NY
Wanda Ramos

ADDED
Clarks/Duke "I Just Want"
Noel Pointer
Emotions
Donald Byrd & 125th Street
Bobby Broom
L.T.F.
Jean Carr

HOTTEST
Evelyn King
Denroy Morgan
Carl Carlton
Cameo
Rosa/Richie
Raydio
Al Jarreau
Commodores
Pointer Sisters
Patti LaBelle

SOUTH

WAOK
Atlanta, GA
Carl Connors

ADDED
Tyrone Davis
Patti Austin
Bill Summers
Herbie Hancock
Evelyn King
Randy Crawford
Herb Alpert
Gladys Knight & Pips
Peeches & Herb
T.T.F.

HOTTEST
Atlantic Starr
Yarborough & Peoples
Brothers Johnson
Maze
Roberta Flack
Dionne Warwick
Evelyn King
Commodores
One Way
Unlimited Touch
Cheryl Lynn

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Patti Austin
Nick Straker Band
Grace Jones "Use"
Dazz Band
Donald Byrd & 125th Street
Lee Ritenour "Countdown"
Vin Zee
Barbara Roy
Evelyn King

HOTTEST
Frankie Smith
Grace Jones "Bumper"
Rick James "Give"
Stacy Lattisaw
Stephanie Mills "Two"
Clarks/Duke "Sweet"
Maze
Commodores
Debra Laws

WLOU
Louisville, KY
Neal O'Rea

ADDED
Rose/Richie
Jacksons
Natalie Cole
Change
Atlantic Starr
Hymn/Henderson
Wanda Walden
Peeches & Herb
Wrecking Crew

HOTTEST
Shelamar
Stacy Lattisaw
Dayton
Debra Laws
Commodores
Quincy Jones "Raz"
Strikers
Clarks/Duke "Sweet"
Slave
Aurra

WTKI
Jackson, MI
Tommy Marshall

ADDED
B.B. & Q. Band

HOTTEST
Carl Carlton
Rick James "Superfreak"
Atlantic Starr
L.J. Reynolds
Maze
Teena Gardner
Cameo
Commodores
Stacy Lattisaw
Larry Graham

WTOY
Roanoke, VA
Donnie Deane

ADDED
Rick James "Superfreak"
Al Jarreau
L.J. Reynolds
Shelamar
Rufus
Eddie Kendrick
Dynasty
Millsie Jackson
Afterback
Wrecking Crew
Patti Austin

HOTTEST
Cameo
Grace Jones "Bumper"
Maze
Teena Gardner
Klique
Debra Laws
Stacy Lattisaw
Quincy Jones
Brothers Johnson
Commodores

WAIL-FM
New Orleans, LA
Barry Richards

ADDED
Carl Weathers
West Street Mob
Carl Carlton
Herb Alpert
Peeches & Herb
Temptations

HOTTEST
Maze
Richard "Dimples" Fields
Teena Marie
Gap Band
Stacy Lattisaw
Rick James "Give"
Brothers Johnson
Commodores
Kenny Rogers
Pointer Sisters

MIDWEST

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Manhattans
Denroy Morgan
Peeches & Herb
Natalie Cole
Bobby Broom
Clarence Carter
Vaughn Mason

HOTTEST
Debra Laws
Teena Gardner
Carl Carlton
Cameo
Ebony Webb
Teena Marie
Atlantic Starr
Aurra
Stacy Lattisaw
Evelyn King

WJMI
Jackson, MS
Jack Haynes

ADDED
Clarks/Duke "I Just"
Bill Summers
Briek
Deniece Williams "Silly"

HOTTEST
Carl Carlton
Larry Graham
Rene & Angela
Rosa/Richie
Brothers Johnson
Teena Marie
Dynasty
Alton McClain & Destiny
Commodores
Rick James "Superfreak"

WOWI
Norfolk, VA
Chester Benton

ADDED
West Side Mob
Ebony Webb
Peeches & Herb
Natalie Cole

HOTTEST
Stacy Lattisaw
Cameo
Evelyn King
Cheryl Lynn
Debra Laws
Rick James "Give"
Frankie Smith
Larry Graham
Commodores
Maze

WJJS
Lynchburg, VA
Art Young

ADDED
Blue Magic
Bell & James
S.O.S. Band
Deniece Williams "Silly"

HOTTEST
Teena Gardner
Stacy Lattisaw
Count Coolout
Debra Laws
Rick James "Give"
Aurra
Cameo
Larry Graham
Billy Ocean

WANT
Richmond, VA
Ben Miles

ADDED
Rick James "Superfreak"
Midnight Star
Rosa/Richie
Jacksons
Reddings
Carl Carlton
Smoky Robinson
Brothers Johnson
West Street Mob

HOTTEST
Larry Graham
Aurra
Stacy Lattisaw
Evelyn King
Debra Laws
Joe Simon
One Way
Donna Washington
Teena Marie
Atlantic Starr

WYLD-FM
New Orleans, LA
Brute Bailey/Paul Stephens

ADDED
Pure Energy
Tavaree
L.J. Reynolds
Lee Oscar
Brandy Wells
Joyce Lawston
Noel Pointer
Vin Zee
Bobby Broom
Revelation
Clay Hunt
Yutaka

HOTTEST
Maze
One Way
Commodores
Brothers Johnson
Third World
Stacy Lattisaw
Walter Jackson
Manhattans
Debra Laws
Raydio "Woman"

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Nick Straker Band
Afterback
Mighty Mike
T.T.F.
Noel Pointer
Terra
Omni
Cholly Rock
Eddie Fisher
Was (Not Was)

HOTTEST
Frankie Smith
Cameo
General Caine
Alicia Myers "Don't"
L.J. Reynolds
Atlantic Starr
Cameron
Strikers
Teena Gardner
Deniece Williams "It's"

WOIC
Columbia, SC
Ron Folks

ADDED
Chaka Khan
Change "Hold"
Raydio
Bill Summers
Carl Weathers
Rick James "Superfreak"
Deniece Williams "Silly"
Gladys Knight & Pips
Millsie Jackson
Evelyn King

HOTTEST
Carl Carlton
Rick James "Give"
Rosa/Richie
Larry Graham
Commodores
Rafael Cameron
Evelyn King
Stacy Lattisaw
Teena Marie
Pointer Sisters

KOKY
Little Rock, AR
Ronda Curtis

ADDED
Rick James "Superfreak"
Patti Austin
Deniece Williams "Silly"
Emotions
Carl Weathers
Teena Marie
Afternoon Delights
Vogues

HOTTEST
Commodores
Larry Graham
Cheryl Lynn
Evelyn King
Stacy Lattisaw
Rosa/Richie
Shelamar
Atlantic Starr
Debra Laws
Pointer Sisters

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Pointer Sisters
Leon Bryant
Luther Vandross
Archie Ball
Joyce Lawston
Brick
T.T.F.

HOTTEST
Evelyn King
Carl Carlton
Larry Graham
Debra Laws
Denroy Morgan
Chaka Khan
Rosa/Richie
Brothers Johnson
Commodores
Stacy Lattisaw

WTMP
Tampa, FL
Dabbie Parker

ADDED
Lakelands
Rafael Cameron
Carl Weathers
Brick
Deniece Williams "Silly"
Dynasty
Suzi Q
Bill Summers
Afternoon Delights
Namey Lewis

HOTTEST
Stacy Lattisaw
Larry Graham
Kurtis Blow
Kool & The Gang
Rick James "Give"
Dayton
Fatback
Cameo
Pointer Sisters
Fantasy

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Donald Byrd & 125th Street
Sister Sledge
Hymn/Henderson
Yarborough & Peoples
Noel Pointer
Evasions
Al Jarreau
Roberta Flack
Jacksons

HOTTEST
Dazz Band
B.B. & Q. Band
S.O.S. Band
Millsie Jackson
Rosa/Richie
Midnight Star
Teena Marie
Commodores
Larry Graham
Brick

WPDQ
Jacksonville, FL
Maxx St. Clair

ADDED
Noel Pointer
Debra Laws
Rick James "Superfreak"
Brick
Raydio
Al Jarreau
Luther Vandross
Carl Weathers

HOTTEST
Rick James "Give"
Frankie Smith
Stephanie Mills
Grace Jones "Bumper"
Clarks/Duke
Stacy Lattisaw
Chaka Khan
One Way
Raydio "Woman"
Cheryl Lynn

WBLX
Mobile, AL
Carmen Brown

ADDED
Bobby Broom
Deniece Williams "Silly"
High Energy
Little Milton
Leon Bryant
Peeches & Herb
Impressions
Jimmy McGriff
Ben E. King
Ella Fitzgerald
Maze
Klique
Evelyn King
Rene & Angela
Commodores
Stephanie Mills "Two"
Brothers Johnson
Side Effect
Cameo
Teena Marie

WENN
Birmingham, AL
Gene Wise

ADDED
Cameron
Time
Afternoon Delights

HOTTEST
Strikers
Ebony Webb
Rick James "Fire"
Sue Ann
Sugarhill Gang
Cameo
Klique
Reddings
Atlantic Starr
Carl Carlton

WVOL
Nashville, TN
Frad Harvey

ADDED
Gladys Knight & Pips
B.B. & Q. Band

HOTTEST
Sugarhill Gang
Debra Laws
Stacy Lattisaw
Cameo
Frankie Smith
Teena Gardner
Commodores
Pointer Sisters
Ebony Webb
Billy Ocean

WRIA
Memphis, TN
Mark Christian

ADDED
Cameron
Donald Byrd & 125th Street
Dynasty
Herbie Hancock
Patti Austin

HOTTEST
Carl Carlton
Rick James "Superfreak"
Evelyn King
Larry Graham
Teena Marie
Atlantic Starr
Deniece Williams "Silly"
Shelamar
Hymn/Henderson
Commodores

WRRK
Memphis, TN
Sharon Smith

ADDED
B.B. & Q. Band
Gladys Knight & Pips
Manhattan Transfer
Sister Sledge

HOTTEST
Pointer Sisters
Brothers Johnson
Evelyn King
Atlantic Starr
Cheryl Lynn
Larry Graham
Teena Gardner
Debra Laws
Commodores

WCIN
Cincinnati, OH
Everett Cork

ADDED
Luther Vandross
Nick Straker Band
Terra
Bobby Broom
Peeches & Herb
Sister Sledge

HOTTEST
Carl Carlton
Teena Gardner
Teena Marie
Atlantic Starr
Evelyn King
Shelamar
Commodores
Lina
Hymn/Henderson

WJMO
Cleveland, OH
Eric Stone

ADDED
Time
Johnny "Guitar" Watson
Grace Jones "Use"
Wrecking Crew

HOTTEST
Debra Laws
Billy Ocean
Rene & Angela
Atlantic Starr
Evelyn King
Shelamar
Commodores
Lina
Hymn/Henderson

WJWB
Detroit, MI
J. Michael McKay

ADDED
T.T.F.
Evasions
S.O.S. Band
Rosalie Cole
Carl Carlton
Seven Miles High
Manhattan Transfer
Afternoon Delights

WJWB
Detroit, MI
J. Michael McKay

ADDED
T.T.F.
Evasions
S.O.S. Band
Rosalie Cole
Carl Carlton
Seven Miles High
Manhattan Transfer
Afternoon Delights

HOTTEST
Atlantic Starr
Cheryl Lynn
Shelamar
Evelyn King
Debra Laws
Maze
Sylvester
T.F.O.
Quincy Jones
Stacy Lattisaw

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Bobby Broom
Deniece Williams "Silly"
High Energy
Little Milton
Leon Bryant
Peeches & Herb
Impressions
Jimmy McGriff
Ben E. King
Ella Fitzgerald
Maze
Klique
Evelyn King
Rene & Angela
Commodores
Stephanie Mills "Two"
Brothers Johnson
Side Effect
Cameo
Teena Marie

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Carl Carlton
Seven Miles High
Manhattan Transfer
Afternoon Delights

HOTTEST
Debra Laws
Stacy Lattisaw
Evelyn King
Atlantic Starr
Teena Marie
Quincy Jones "Raz"
Strikers
S.O.S. Band
Brick

WDMT
Cleveland, OH
Dick Edwards

ADDED
Al Jarreau

HOTTEST
Deniece Williams "Silly"
Smoky Robinson
Teena Gardner
Rick James "Give"
Gap Band
Frankie Smith
Commodores
Rosa/Richie
Raydio "Woman"
Richard "Dimples" Fields

WBMX
Chicago, IL
Pam Wells

ADDED
T.T.F.
Ebony Webb
Gene Chandler
Noel Pointer
Afterback
Vin Zee
Peeches & Herb
Peter Tosh
Four Tops
Donald Byrd & 125th Street

HOTTEST
Commodores
Unlimited Touch
Stacy Lattisaw
Debra Laws
Aurra
Evelyn King
Teena Marie
Denroy Morgan
Rene & Angela
Pointer Sisters

WRRK
Memphis, TN
Sharon Smith

ADDED
B.B. & Q. Band
Gladys Knight & Pips
Manhattan Transfer
Sister Sledge

HOTTEST
Pointer Sisters
Brothers Johnson
Evelyn King
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Cheryl Lynn
Larry Graham
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Teena Gardner
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B.B. & Q. Band
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Manhattan Transfer
Sister Sledge

HOTTEST
Pointer Sisters

Opportunities

Openings

EAST

Air Personalities for new major market A/C. Great opportunity with group broadcaster. Responses to Bill Parris, (301) 652-7707. EOE M/F (7-31)

WJRZ, Jersey Shore's top contemporary, has an immediate opening in news department. T&R & writing samples to Mr. Jefferson, Box 100, Manahawkin, NJ 08060. EOE M/F (7-31)

Accepting T&R for future morning personality. Send to Jack Armstrong, 14WK, 1201 Main St., Wheeling, WV 26003 or call (304) 232-2260. EOE M/F (7-31)

WMZQ/Washington, DC looking for Promotion Director. Should have experience in radio promotion, preferably Country. Salary negotiable. Contact Gil Rozzo, (202) 362-8330. EOE M/F (7-31)

Medium market AM needs morning, midday, afternoon talent. Format going Black/Rhythm. Production a must. T&R to J.P. Conner, Box 140, Salisbury, MD 21801. EOE M/F (7-31)

A/C WMGQ seeks warm, experienced personalities for possible ft/pt openings. Send T&R to Bob Dunphy, WMGQ, Box 100, New Brunswick, NJ 08903. EOE M/F (7-31)

WBLI/Long Island accepting T&R for possible future full-time jock openings. Send T&R to Bill Terry, WBLI, 31 W. Main St., Patchogue, NY 11772. EOE M/F (7-31)

Z 95/WZZO/Allentown/Bethlehem/Easton superstars AOR looking for experienced newperson. T&R to Lyn Corey, PD, Suite 205, Westgate Mall, Bethlehem, PA 18017. EOE M/F (7-31)

Albany area A/C needs experienced part-time personalities. T&R to Dava Covey, WWSC, 217 Dix Ave., Glen Falls, NY 12801. EOE M/F (7-31)

92FLY/Albany looking for weekend talent. Also future full-time openings. You gotta be good! T&R to Kelly Stevens, Box 12279, Albany, NY 12212. EOE M/F (7-31)

Viacom Radio

Looking for qualified announcers, newscasters and sportscasters to fill positions in our 8 major market radio stations. Make your move now to this equal opportunity, fast-growing company. Send tapes (cassettes), resume & salary requirements to: Bill Flgenshu, VP Programming, VIACOM INTERNATIONAL, 1211 6th Ave., New York, NY 10036.

Professional communicators needed by expanding people-oriented company. T&R plus salary needs to Kent Thurston, Box 159, Skowhegan, ME 04976. No calls please. (7-31)

KC101/Connecticut has immediate opening for personality with production. T&R to Curtis Hansen, KC101-FM, 59 Quinipiac Ave., North Haven, CT 06473. No calls please. EOE M/F (7-31)

WCPA/Clearfield, PA seeking evening drive A/C personality. T&R to Bob Day, 110 Healy Ave., Clearfield, PA 16830. EOE M/F (7-31)

WVNH/Salem, NH seeking mature announcers for weekends/swing. MOR/Big Band format. T&R to Russ Mottle, Box 1110, Salem, NH 03079. (7-31)

WTBL/Hanover, NH needs announcer/production. Minimum 1 year experience. Good pipes, strong production. T&R to Bob Sherman, WTSL, Box 1400, Lebanon, NH 03786. EOE M/F (7-24)

Talk show host, highly motivated, well-informed, not afraid of controversy. Salary negotiable. Send resume now to WQBK, Box 1300, Albany, NY 12201. (7-24)

WPRR/Altoona Stereo Rock now accepting T&R from qualified announcers full and part-time. Write Dave Benke, PD, Box 1827, Altoona, PA 16801. (7-24)

WHFM/Rochester, NY has immediate opening for air personality with minimum 3 years experience. T&R to Kelly McCann, 344 East Ave., Rochester, NY 14804. EOE M/F (7-24)

Q106/York-Harrisburg needs experienced morning drive entertainer. Send T&R to Steve Gallagher, Q106, Box 2508, York, PA 17402. EOE M/F (7-24)

WIBZ looking for PD/on-air for AOR. Must be able to deal with people. T&R: Don Staats, WIBZ, Box 1747, Parkersburg, WV 26101. EOE M/F (7-24)

\$25,000 and super benefits for right morning person/sales combination. Experience a must. T&R to Ron Hill, WCIR, 306 Reservoir, Beckley, WV 25801. (7-24)

SOUTH

Wizard 96, WWZD looking for one full-time and one part-time/summer relief air personality. T&R: Derby James, 133 W. 21st, Buena Vista, VA 24416. EOE M/F (7-31)

Openings

Central Florida A/C needs production pro/midday DJ. Great company, good pay. No beginners. T&R to Merrill Craig, PD, 15Q, Box 1777, Deland, FL 32720. EOE M/F (7-31)

Sunbelt station in two-college market needs morning personality with good production. T&R to Box 430, Ruston, LA 71270 or call (318) 256-2530. EOE (7-31)

Send T&R now! One of the South's leading broadcast organizations seeks experienced mature personalities. Send to Steve Reed, Box 2209, Lufkin, TX 75901 or call (713) 639-4466. EOE M/F (7-31)

News anchor/reporter wanted. Experienced, good writing, delivery, sharp editing essential. T&R to Tyler Cox, WAVE, Box 32970, Louisville, KY 40232. EOE M/F (7-31)

Wanted: Ace reporter for #1 AM/FM combo. Shift includes afternoon anchor. Good bucks. T&R to Randy Thompson, WVMI, Box 4606-WBS, Biloxi, MS 39631. EOE M/F (7-31)

WCGQ/Columbus, GA looking for an experienced Music Director/morning air talent. T&R to Joe McClure, Box 1537, Columbus, GA 31994. EOE M/F (7-31)

WYDE-Country/Birmingham is looking for adult communicators with a personable approach. Females encouraged. T&R to Jim Powell, Box 3326-A, Birmingham, AL 35266. (7-31)

New station in East Texas needs help! News and jocks. Full positions open. Call Dan, (214) 683-2258. EOE M/F (7-31)

WANS-FM looking for copy writer/Production Director plus part time air talents. T&R: Bill McCown, Box 211, Anderson, SC 29622 or call (803) 224-3424. EOE M/F (7-31)

WBT/Charlotte has an opening for the all night Country show. Need experienced personality. T&R to Andy Bickel, 1 Julian Price Place, Charlotte, NC 28208. (7-31)

Wanted: Aggressive night person who wants to be part of a winning team. Minorities preferred. Contact K.C. Jones, WOLO, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (7-31)

Award-winning news department needs top-notch reporter/anchor. Call Diane Kopley, WCMS-AM/FM, (804) 424-1050 or rush T&R to 900 Commonwealth Place, Virginia Beach, VA 23464. EOE M/F (7-31)

WWBA is looking for Beautiful Music announcer with excellent voice. Call (813) 576-8988. (7-31)

100,000 watt Country station needs evening personality. Top pay, benefits. Send T&R to Dan Hollingsworth, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (7-31)

Have opening for mature announcer with big market experience. Call Dutch, WWLF/St. Petersburg at (813) 229-8850. (7-31)

WBKZ/Chattanooga is accepting tapes for future news openings. Send to Gary Mac, Box 11202, Chattanooga, TN 37401. EOE M/F (7-31)

News person needed today! Great place to springboard to bigger markets. Send tape today to: KKYN, Box 147, Plainview, TX 79072 or call (806) 293-2661. EOE M/F (7-24)

Major Market AOR

looking for communication pros to keep us on top. If you're a Production Director who can make our stop sets sound as hot as the music, a newperson who digs and has News Director potential, or a unique air personality who can entertain, send T&R to Radio & Records, 1930 Century Park West, #252, Los Angeles, CA 90067.

99FM/Montgomery, AL has opening for mid-day and afternoon drive. T&R to Joe Cook, Box 11411, Montgomery, AL 36188. EOE M/F (7-24)

KXX106/Birmingham has a future PM drive opening. T&R to Smokey Rivers, Box 10904, Birmingham, AL 35202. No calls. EOE M/F (7-24)

WTMC currently looking for a full-time air personality. T&R including production, writing samples to Bill Mansfield, P.O. Box 897, Ocala, FL 32878. (904) 629-8008. EOE M/F (7-24)

KBBB/Borger, TX has opening for Sports Director. Local play-by-play. T&R to Billy Sheldon, PD, Box 1478, Borger, TX 79007. EOE M/F (7-24)

Morning man needed now. Top rated contemporary Country. T&R to Tom Bates, KYXK, Box 2727, Longview, TX 75608. EOE M/F (7-24)

BJ105/WLOF/Orlando seeking news anchor- man/street reporter. T&R to Alan Spector, Box 15748, Orlando, FL 32808. No calls please. EOE M/F (7-24)

958GF talent search continues. One-to-one afternoon drive communicator for 100,000 watt CHR FM. T&R to Doug Weldon, Box 876, Savannah, GA 31498. EOE M/F (7-24)

KRZI has rare night time opening. Mature delivery, sharp production a must. Join a winner. T&R: Clay Steele, Box 8093, Waco, TX 76710. (7-24)

Openings

WBLQ 65Rock/Montgomery looking for air talent for future openings. Excellent production. AOR superstars format. T&R: Mike McNeal, Box 6000, Montgomery, AL 36192. (7-24)

Future opening for News Director and straight man for mornings. Strong in local news and a communicator. Call Merrill Craig, PD, (904) 734-9386. (7-24)

WQRK/Norfolk, VA has future openings. 4 years experience. T&R only to Ralph Wimmer, WQRK, 160 Newton Road, Virginia Beach, VA 23462. EOE M/F (7-24)

WKGN/Knoxville looking for a full-time air talent. T&R to Jonathan Keyes, 2900 Southerland Ave., Knoxville, TN 37919. EOE M/F (7-24)

WTMC currently looking for News Director to handle anchor position and some street reporting. T&R: Bill Mansfield, Box 897, Ocala, FL 32878. (904) 629-8008. EOE M/F (7-24)

Southwest's #1 growing CHR rocker needs energetic night communicator. T&R to Bobby Hart, KIXY-FM, City Hall Plaza, San Angelo, TX 76903. EOE M/F (7-24)

MIDWEST

Hilliard Radio Group looking for aggressive talent for new stations. Positions in news, announcing, agriculture and sales are available. Call Al Jamieson, (308) 636-1320. (7-31)

Successful Midwestern

Country station needs aggressive and knowledgeable Program Director. Good pay and benefits for the promotion-minded qualified person. T&R to Radio & Records, 1930 Century Park West, #253, Los Angeles, CA 90067.

KLZR prides itself on its variety of music and vitality. We have a rare opening. T&R to John Conrad, Box 3007, Lawrence, KS 66044. EOE M/F (7-31)

Aggressive News Director wanted for WTCJ/Tell City, IN. T&R to Ron Phillips, WTCJ, Box 250, Tell City, IN 47586. EOE M/F (7-31)

Air talent needed for CHR station. Send photos, tapes & resumes to Lenny Harrison, WTCY, Rt. 540, Bellfountain, OH 43311. No calls. EOE M/F (7-31)

Screamer needed for high energy Top 40. (Terre Haute market.) Send T&R to Richard Kaufman, WBDJ, Box 400, Brazil, IN 47834 or call (812) 446-2317. EOE M/F (7-31)

Local Music Correspondent desired for weekly national radio program. Audition tape required. Call Bechler Lane Productions, (313) 439-8376. (7-31)

WBCS looking for the best air talent in America for future openings. Send T&R to Pat Martin, WBCS, Milwaukee, WI 53208. EOE M/F (7-31)

Wanted: News Director immediately for top flight news operation. Contact KSAL, attention Tom Mulligan. Good salary, good benefits. (913) 823-3701. EOE M/F (7-31)

KZ93, Midwest CHR accepting applications for future opening. T&R to Lou Patrick, PD, 3131 N. University, Peoria, IL 61604. EOE M/F (7-31)

Midwest major R&R giant needs state-of-art inventive production. No airshift. T&R to Alan Young, KQRS, 917 N. Lilac Dr., Minneapolis, MN 55422. EOE M/F (7-31)

WTRX/Flint, MI has immediate opening. Evening talk show host. Area's top rated A/C-Information station has rare opportunity with up-scale pay. Bob Meadows, (313) 743-1150. (7-31)

WKBW/Cleveland is looking for Contemporary personality who can communicate with people. John Olson, WKSX, 1 Playhouse Square, Cleveland, OH 44115. No calls. EOE M/F (7-31)

KKXL-AM-FM, brand new CHR, has immediate air talent openings. All shifts considered. Rush T&R to Don Nordine, 505 University Ave., Grand Forks, ND 58201. (7-31)

KJJY/106

Greater Des Moines's hot new FM, KJJY/106, has an immediate opening for a morning pro with minimum two years AM drive experience. T&R including references to Beverlee Bleisch, PD, KJJY/106, 1551 NE 66th Ave., Des Moines, IA 50313. No phone calls. A Fuller-Jeffrey Group Station. EOE M/F.

Stuart Broadcasting has openings for Country and also CHR air talent. Call Orv Koch, (402) 476-4204. EOE (7-31)

Openings

WEAQ/Eau Claire has opening for all-night air personality. T&R to Rick Roberts, Box 1, Eau Claire, WI 54702. EOE M/F (7-31)

WABX-FM seeking Production Manager. 3 years experience in commercial copywriting, on-air work, radio production. Casey Curslop, 20780 Coolidge, Detroit, MI 48237. EOE M/F (7-31)

Full service A/C needs take charge PD. Station's got good numbers; needs someone to get more. Call Jim Metzger, WTRX/Flint, MI, (313) 743-1150. (7-31)

50,000 watt News/Talk KCMY has immediate opening for Program Director. No beginners; solid news/talk background essential. The person we want has super creativity, re-defines the word "self-starter," and has a sense of humor in the outer stratosphere! Is this for you? Ready to work yesterday? If so, rush resume and cover letter to Tom Tradup, KCMO, 4500 Johnson Dr., Fairway, KS 66205. No calls! EOE M/F (7-31)

Experienced AOR announcer sought to replace our afternoon drive announcer who desires to go into sales. Must have excellent production skills! Top facility and equipment! Excellent staff! \$13,000-\$15,600 depending on talent. T&R to GM, KQDS, Box 6167, Duluth, MN 55806. (8-14) •

WEST

Hot AOR format in development stages. 25+ demo aim. Hit oriented. Call Joe Costanzo at (213) 248-8992 (mornings) or Box 8027, La Crescenta, CA 91214. (7-31)

66/KLZ, Colorado country needs part-time air personality to start ASAP. T&R to Bill Bradley, PD, KLZ, 2149 S. Holly St., Denver, CO 80222. EOE M/F (7-31)

Major Talent Search

Major broadcast group in top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining, or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: TALENT SEARCH, Box 7350, San Francisco, CA 94120.

Experienced 6-midnight jock needed now at KEXO. T&R to Mike Connors, Suite 1018, Valley Federal Plaza, Grand Junction, CO 81620. EOE M/F (7-31)

K-93 FM/Santa Rosa, CA rocker, needs experienced production/copywriter with automation experience. Solid company, advancement, benefits. Tapes to Box 309, Heraldburg, CA 95448. (7-31)

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TELEPHONE: (213) 553-4330

Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

CHANGE OF ADDRESS AND RENEWAL:

Mr./Mrs./Ms. (please print) _____
 address _____
 city _____ state _____ zip code _____

MAIL TO: RADIO & RECORDS
 1930 Century Park West, L.A., CA 90067

Opportunities

Openings

Openings

Positions Sought

Positions Sought

WEST

Northern CA coastal A/C AM and CHR FM needs experienced PD/morning personality. Fast growing group with management growth potential. Must have promotion, music, and leadership experience. Natural adult on-air sound a must. Tape, resume and salary requirements to Gary Katz, KFMI, Box 3710, Eureka, CA 95501. EOE M/F (7-31) •

PO's and air talent! If you sizzle, send a presentation to David Garlano, John Sebastian & Assoc., N. 24th St., #208, Phoenix, AZ 85016. EOE M/F (7-31)

IMMEDIATE OPENINGS

National traffic reporting service has immediate openings for professional broadcasters to anchor "traffcasts" in several of our cities. Must be willing to relocate. Good salary, and benefits. Excellent growth potential. Send resume and cassette to Joyce Carberry, National Director of Operations, Metronetworks, 1 N. Charles Street, Suite 1114, Baltimore, MD 21201.

Air talent for top A/C in Bend, OR. Minimum 3 years experienced for future drive spot. T&R to Chip Lewis, KBND, Box 5037, Bend, OR 97708. EOE M/F (7-31)

6-10pm slot open at KGE0. Will also watch automation and do public service. T&R: Mike Evans, Box 280, Bakersfield, CA 93302. EOE M/F (7-31)

Programming Talent

Expanding chain needs exceptional programming talent for growing Southwest market. Must be creative, take-charge leader. Experience in CHR, A/C helpful. Rush tape/station composite, resume and programming portfolio. Also, looking for seasoned morning pro for Western market. Looking for informational communicator with the ability to relate to adults. Rush tape/resume and salary requirements to Radio & Records, 1930 Century Park West, #250, Los Angeles, CA 90067. EOE M/F

KXFM/Banta Marie finally has an opening. Production skills and a knowledge of AOR programming and research a must. Contact Ed Ryba, (805) 922-2156 after 2pm. EOE M/F (7-31)

Immediate opening for experienced morning personality. Adult MOR station. No beginners please. T&R, picture: Larry Crawford, OM, KLYO, Box 1499, Bakersfield, CA 93302. EOE M/F (7-31)

Looking for experienced newperson for AM/FM contemporary 100,000 watt Country. Station in small college town. KOJM/QZ92, Box K, Haver, MT 59501. (7-31)

KRQK/KLVV looking for full and part-time air personalities. T&R to Sam Jackson, 518 North H St., Lompoc, CA 93436. EOE M/F (7-24)

KZEL/KBOF/Eugene needs quality newperson with sense of humor. T&R to Peyton Mays, KZEL, Box 70128, Eugene, OR 97401. No calls please. (7-24)

Positions Sought

RON WALKER currently working but looking for better opportunity. Experience in A/C, Country & CHR. Call anytime, (215) 461-1072. (7-31)

Experienced Sportscenter seeks hockey play-by-play position. Will do other sports including reporting. Will relocate anywhere. Call MARC afternoons, (218) 749-4983. (7-31)

6 years experience news/sports reporter. Play-by-play. Available immediately. Call JIM BRESHNAHAN, (614) 438-8133. (7-31)

Former Classical FM PD and AM morning person desires airshift and/or management in Classical, Contemporary Christian, Beautiful or Big Band formats. RICHARD, (207) 772-9857. (7-31)

MIKE BRADFORD, middays at KPUR/Amarillo looking for medium to major market personality position. Call (806) 353-9245. (7-31)

Boston... Where's your Country? AM drive from KRKE/Albuquerque arrives 9/1 ready to make you sound established. Write FRANK SCHUBERT, 1415 Manzano N.E., Albuquerque, NM 87110. (7-31)

Radio programmer, 10 years experience including news and sales. Complete format ready to roll for right bucks. Airshift included! CARL BAKER, Box 128, Easton, PA 18042. (215) 268-8429. (7-31)

I'm tired of dog food. Experienced jock and sales. Herd working. Currently employed. Seeks TV dinner pay. PAUL WESTON, (208) 532-1200. (7-31)

Female jock, 6 years experience in all formats and time slots. Personality oriented. (818) 731-8365. (7-31)

Outrageous talk-show host/producer. Willing to go anywhere. Call for details. (212) 889-0794. (7-31)

Veteran anchor/reporter, 10 years experience, good sense of humor. Prefer mornings. Will relocate. Available now. Call JOHN, (602) 265-2658. (7-31)

CHR and Country, PD/MO experience looking for team position. Midwest or West preferred. Major or medium market. Call DAN, (314) 221-0960. (7-31)

Aggressive, seasoned, young air personality with promotion and programming experience, looking for same in medium/major market. Ambitious and responsible! Call ROB, (916) 486-0265. (7-31)

RANDY O'NEILL, entertaining personality with 7 years experience-Dallas to Detroit. Good pipes and production. CHR and AOR. Call (214) 243-8525. (7-31)

Afternoon drive/MO of #1 CHR in the state, seeks PD spot in medium market. Prefer the South. For programming philosophies, call (615) 472-2034. (7-31)

Talk show host, 10 year veteran. Moderate, conservative with humor. (801) 375-8939. (7-31)

Good used broadcaster looking for a challenge and a nice place to settle. Call MIKE, (515) 423-2335. (7-31)

Ahead of my time. I'm a versatile, class talent, hotly pursuing promotion, production, sports. East. Can do for night guru. WAYNE, (614) 676-6661. (7-31)

Jock available August 1st. P-B-P on audition tape. (919) 366-4181. LARRY KINCAID, HHC 4th Payops, Ft. Bragg, NC 28307. (7-31)

Veteran black announcer seeks CHR gig. Experience includes PD-ship with Burkhardt/Abrams station, KMJQ/Houston, BJ105/Orlando. Call ROSHON, (312) 783-2635. (7-31)

Don Imus, Steve Dahl, the Grassman all rolled into one! JEFF CONRAD seeks mornings or personality shift with medium or major market station. (306) 392-1916. (7-31)

News pro with good pipes now unhitched. Major or large markets only. Call R. HUBERT, (803) 556-3867. (7-31)

Versatile 3 year pro looking for college town Contemporary. Call MIKE at (319) 372-7337. (7-31)

PD with proven AOR format wanting FM opportunity. Will relocate. Call ERIC, mornings and evenings. (219) 663-7205. (7-31)

Help! Get me back to civilization. Nighttime cooker looking for East Coast market formerly WAVZ, WHYN. Call BILL, (603) 524-6050. (7-31)

Long time on the broadcast end. Would like to expand my sales background. Also can double as MD. KEN MCKAY, (714) 887-6680. (7-31)

DONNA HALPER is ready to put 14 years of programming knowledge to work for your station in all formats. Call (617) 266-6666. (7-31)

Teens are yours when this high-energy rocker busts loose for your CHR. Sizzling production, voices, phones, involvement. Own mobile DJ unit. DAN MCKAY, (504) 895-8112. (7-31)

Dedicated jock, close 2 years pro. Multi-voice, good listener response. Currently with personality cornerstone KMED. Wake up to the Fox! JON FOX, (503) 664-6060 or (503) 855-7716. (7-31)

10 year Los Angeles county broadcaster seeks news, air, production in L.A., San Diego. (213) 277-7769 or (213) 622-3444 and leave message. BILL. (7-31)

Want to learn CHR. Major market AOR, A/C, News/Talk, and Jazz. Call KERRY LOWEN, (206) 827-3228. (7-31)

Experienced, productive, versatile AOR soft-rock jock looking for small market. T&R available. Will relocate. BRUCE KACHER, (215) 289-1023 or (215) 824-4830. (7-24)

Good Morning Mouth! Outrageous bits, characters & phones. Major market pro. Formerly WGST, WSPD, still working. Prefer Midwest & Northeast larger markets. D.A.D. (803) 246-4656. (7-24)

JONATHAN KEYB PD WKGN, K102/Ft. Lauderdale looking for similar position. Call (615) 691-2601 or (615) 521-8220. (7-24)

Top 40 play-by-play/sportscenter wants job anywhere ASAP. College or pro football and/or basketball a must. Employed 7 years, degree. GARY, (502) 897-7759. (7-24)

Nam-Vet no probe - 7 years Journalism, 3 years DJ, AS degree. Mature, responsible, dependable, AOR & Country experience. Make decent proposal RTO, 3612 Bristol Ave, TX 79109. (7-24)

Looking for PD position Adult Contemporary or CHR. Indiana preferred, Midwest considered. 10 years experience including WFYR, WNAP. Award winning production. Call (217) 423-5456. (7-24)

I'm looking for you. 20 year pro, excellent production. All markets considered for PD, MD or air talent. Available yesterday. Excellent references. CAL (319) 373-1069. (7-24)

GARY RYDER, former KAAV, KRBE jock looking for work in Midwest or West Coast. 13 year pro. (713) 497-6798. Prefer Adult Contemporary or CHR. (7-24)

CHR night jock. Up-tempo, exciting. 3 years experience. Good numbers. Florida, Southeast only. (306) 721-0582. (7-24)

Announcer: news, production, copywriting, program & ND experience. 1st ticket. Seeking position with solid medium market. Available immediately. Prefer Central PA. LARRY KAY, (717) 653-2500 after 3pm. 203 Springfield Gardens, Mt. Joy, PA 17552. (7-24)

Country music PD/MO/air talent available today. PD KIKX/Tucson. 3 1/2 years at same. Formerly KCUB, KJJJ. Prefer Western U.S. BOB JONES, (602) 889-6296. (7-24)

Looking for overnight or weekend air position at Urban Contemporary or R&B station. 2 years experience. Call CARL DILLARD, (315) 476-3268. (7-24)

Looking for highly creative production person and on-air personality? Give me a call at (318) 436-8439. Ask for KIRK. (7-24)

Black medium-market stations: Looking for non-nerve approach to success? Major market jock. L.A./Washington, D.C./San Francisco. Prefer East, Midwest or South. CHUCK, (213) 296-8891. (7-24)

3 years experience and 20 years old. Am ready to work in Central Pennsylvania and Delmarva areas. Call WALLY, (717) 677-8603 after 6pm. (7-24)

Experienced AOR announcer with 5 years including MD. Excellent knowledge of Rock & Jazz. Seeks position. Call TONY, (615) 829-1980. (7-24)

Sportscenter - one of the finest play-by-play sports-casters in America. Now in a medium market. (516) 781-0037. (7-24)

Available full or part-time radio. Prefer Los Angeles. 14 years, 1st ticket. Call DOUG, (213) 366-1560. (7-24)

Experienced female Public Service Director/news-caster/call-in talk show host. Seeking position in medium-large market. T&R upon request. Will relocate. VALERIE, (213) 821-2142. (7-24)

Pro communicator, 9 years experience looking for PD, MD, production or on-air in Carolina or Georgia. Call JIM LANE, (803) 278-0623. (7-24)

4 year pro looking for day-time work in Texas. Former MD with experience in Country, CHR & Easy Listening plus sportscentering. (915) 877-0128. (7-24)

24 year old male looking for news/sports or PD position. Over 5 years experience. Good voice, professional. Prefer Minnesota area. (414) 281-7877, afternoons. (7-24)

Sports reporting in medium market is the type of situation I seek. 5 years play-by-play experience. Contact MIKE, (507) 437-6598. (7-24)

A good current on-air medium market MD looking for right offer. Experience: KISS-FM, KUTE 102, KORK. Call MARK, (702) 731-3253. (7-24)

PRESTON THOMPSON, Top 40 personality pro looking for drive-time opening in medium-major market. Over 8 years experience. Call (603) 639-8601. (7-24)

ROY ROSEN formerly of WAYS looking for medium market Top 40 airshift. (704) 588-1882. (7-24)

News intern with KOKA/Pittsburgh. 1 year experience as reporter/anchor in Top 50 market. College degree. Call JIM PARSONS, (412) 287-6698. (7-24)

Attention Superstars/AOR stations in West and Southwest. LEE ROBERTS of 96ROCK Superstars Tucson looking to join winning Superstars AOR team. (602) 747-5330. (7-24)

Changes

RADIO

Rocky Zagarl, formerly of KCRS/Midlands, TX, moves to middays at KITY/San Antonio, TX.

Genl Donaghey joins the sales staff at KISS 108/Medford, MA.

Bill Dotson, formerly with WTRB/Bailey, TN, moves to 10am-1pm shift at WMC/Memphis, TN.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *		
1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.


Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



WE NEED TALENT WITHOUT AN ACT! Comfortable, confident personalities are needed. MusiConnection on Transtar Radio Network will broadcast to the nation via satellite from beautiful Colorado Springs, and air talent is what we're looking for. Six day on-air week. Off-air duties include writing and production of lifestyle features for 25 to 34 year olds. We have the ideas - you must take 'em and run and write and produce! If you can relate to your audience by helping them cope with their lives, if you can creatively weave lifestyle info into your raps without getting foot-in-mouth disease, if you watch "Dallas," "60 Minutes," "The Dukes Of Hazzard," and "M*A*S*H" (and love them), if you read People and the WSJ, if you can really feel what the guy with a pack of Luckies rolled up in his T-shirt sleeve is all about, we need you. No calls. Send aircheck (cassette), resume, sample of your writing (Topic: "What you can do for fun this weekend," in 60 seconds of copy), history of your life, hobbies, goals, and list of ten things you talked about on your show this week.

NEWSPERSON NEEDED! So you think you're Paul Harvey! Transtar's MusiConnection is looking for a unique newsactor/writer-person who can prepare and deliver rapid-fire news that borders on commentary too. You've gotta be able to tell "short stories." If you can rip, rewrite, and more than read, and if you understand the concerns of the contemporary 25 to 34 year-old American and how he and she must be informed to cope with 1981 and next year too - you could be the person we are looking for. You'll be forced to live in beautiful Colorado Springs, and to work at the base of Pikes Peak. No calls. Send cassette of 3 three-minute newscasts (each with 10 or more different stories).

Send to:

**E. Karl, Sunbelt Broadcasting Group,
1422 Monterey Plaza, San Luis Obispo, California 93401**
A splendid time is guaranteed for all.

Opportunities

Changes

Changes

Changes

Changes

RECORDS

Jim Blevins named Special Market Promotion manager for Elektra/Asylum, Los Angeles.

Mike Webster appointed Special Market Promotion Manager for Elektra/Asylum, Chicago.

Sheek Monger appointed Special Market Promotion Manager for Elektra/Asylum, Detroit.

Tyrone Miller named Special Market Promotion Manager for Elektra/Asylum, Charlotte.

Joyce Straws named Special Market Promotion Manager for Elektra/Asylum, Miami.

Susan Levin upped to Elektra/Asylum Promotion Coordinator/Assistant.

Cori Glazer has been promoted to Director of Recording at Elektra/Asylum.

Mary Widmer upped to Director of Administration for Elektra/Asylum.

David Dial appointed Director, Procedures, Controls & Auditing, CBS Records.

Yvonne Rice named Singles Specialist at WEA Dallas Branch.

INDUSTRY

Greg Hagglund promoted to Regional Director of Promotion, M.S. Distributing Co.

Robert P. Eastwood has been appointed Product Manager for videocassette recorders and videodiscs for Magnavox, N.A.P. Consumer Electronics Corp.

Charles E. Nelson has been named Audio Product Manager for Magnavox, N.A.P. Consumer Electronics Corp.

Theodore H. Thompson advances to Product Manager, Video for Magnavox, N.A.P. Consumer Electronics Corp.

C.S. Kirkendell named Sales Manager for Magnavox, N.A.P. Consumer Electronics Corp.

Neil L. Macht has been named Audio Visual Manager for Magnavox, N.A.P. Consumer Electronics Corp.

James J. McFalls appointed Price Positioning Manager for Magnavox, N.A.P. Consumer Electronics Corp.

Jim Gibson joins the Word Music Group as Director of Music Marketing.

Charlotte Bowling appointed Administrative Assistant at Word Music Group.

Den Raines joins Word, Inc. as Marketing Director for Word Video Communications.

Marilyn Kilonsky named MTV Account Manager.

Donne Aida appointed Promotion Manager at MTV.

Gale Sparrow named MTV Talent Coordinator.

Helene Gross appointed MTV Continuity Director.

Miscellaneous

Record rep! AOR in Louisville ADI, blazing new trails! We believe in good product. Call Thom Robinson, K105-FM, (502) 351-1188. (7-31)

WFTN/Franklin, NH needs single and album service from all labels. Send to Mike O'Neal, WFTN, Box 99, Franklin, NH 03235 or call (603) 934-2500. (7-24)

Wanted: Drop-in voices for morning jock. Will buy from you and/or trade. J. Clarke, Box 72, Brettleboro, VT 05301. (7-24)

Marketplace

Tote Bags T-shirts
CANVAS INDUSTRIES, INC.
136 West 21st Street, N.Y., N.Y. 10011
Telephone 212-691-0001

WE PAY **CASH** FOR RECORDS
Guaranteed top \$\$\$ paid for LP's, pic discs, limited editions, radio station libraries, etc.
2621 Wilshire Blvd.,
OFF THE RECORD Santa Monica, CA 90403, (213) 829-7379

GREAT JINGLES STATION ID'S
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CONTINENTAL RECORDINGS
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FREE ISSUE OF **Galaxy**
Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead.
ALL AIRSHIFT READY!
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RADIO JOB OPENINGS
From Vegas comes the American Network to the Openings. By missing us you probably missed over 3,000 additional job openings last year: 100 to 200 weekly. Disc Jockeys, Engineers, News Production, Programming, and Sales. Receive this computed list \$6.00 for one week. SPECIAL — receive 4 consecutive weeks for \$12.50; you save \$11.50!!
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The book is out and stations are making changes! We have the jobs and we'll help you get them. We need news, Country/Western, and CHR talent today! Call today! (504) 392-3665
Pro't'call Invest in your career.
3700 Rue Delphine New Orleans, LA 70114
Visa Mastercharge

CHUCK BUELL'S SUPER GOLD
A weekly three-hour program of America's favorite past hits. "Audience response has been terrific! The best show of its kind!" Lindsey English, PD, KKBZ/Santa Paula, CA. For rate and availability in your market call (303) 756-9091.
TIMBERLINE PRODUCTIONS
Box 9541 So. Station, Denver, CO 80209

The most talked about **Comedy Service** in the industry.
Complimentary snack: **"LOLA'S LUNCH"**
Call (313) 434-6142
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

Contemporary COMEDY
Hundreds renewed again!
Free sample!
Write on station letterhead to:
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

CURRENT AIRCHECKS
Issue #16 features KWST/London & Engelman, KFI/Jack Armstrong, Y100/Bill Tanner, KMJK/Andy Barber, KYA/Russ Syracuse, and from Honolulu, KIKI. Back issues available.
Cassettes \$5.00
CALIFORNIA AIRCHECK
P.O. Box 4408, San Diego, CA 92104

ELECTRIC WEENIE
RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970
Dr. Don Rose, KFRC. "I depend on it more than any other." Gary Owens, KMPC.
"Aids the creative, helps the beginner."
FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
Honolulu, Hawaii 96825 (808) 395-9600

CLASSIC '68-'78 AIRCHECKS
Classic issue #C-9 features KFVB/Lohman & Barkley-1968, KKD/Humble Harv-1974, KBLA/Bob Dayton-1966, WCFL/Larry Lujack-1974, KFRC/Big Tom Parker-1978, and KCBQ/Shotgun Tom Kelly & Gene Knight-1975. Cassettes \$10.00
CALIFORNIA AIRCHECK
P.O. Box 4408, San Diego, CA 92104

R&R MARKETPLACE ADVERTISING
Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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13 Insertions	\$25.00
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Volume Rates Available
Additional \$10.00 per week charge for Blind Box ads
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.
Submit to **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

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FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE — 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:
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FREE SAMPLE ISSUE of radio's most popular humor service!
For sample, write on station letterhead to: **O'Liners**
1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502

pro 't' call
MANAGERS & PD'S
The book is out! Are you planning to make some changes? Pro't'call has the talent you need to make you #1. All formats, news and sports. Inquiries are CONFIDENTIAL and our service is FREE to you.
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New Orleans, LA 70114

Increase Sales Results
The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?
It's a sure way to generate qualified sales leads
Just call **PAM** at (213) 553-4330
for more information.

THE BACK PAGE

BREAKERS

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

RAY PARKER JR. & RAYDIO That Old Song (Arista)

63% of our reporters on it. Moves: Up 63, Debuts 19, Same 26, Down 0, Adds 29 including CKGM, KVIL, KRILY, CKLW, KS95-FM, WGCL, WTRY, KTSA, WIKS, WHOT, KERN, WJBQ, WFOX, WSPT, KDZA. See Parallels, charts at number 29.

BEACH BOYS

The Beach Boys Medley (Capitol)

58% of our reporters on it. Moves: Up 16, Debuts 33, Same 38, Down 0, Adds 40 including Z93, KRLA, KIMN, Q103, WBLI, WAQY, WFMF, WBCY, WAKX, KTKT, WCIR, Z102, KDVV, KSLY. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. Indicates one of this week's "most added" new songs.

SHEENA EASTON "For Your Eyes Only" (Liberty) 105/32
Moves: Up 27, Debuts 24, Same 22, Down 0, Adds 32 including WKBW, WBEN-FM, WIFI, WROR, Y100, WCKX, KSLQ, KRLA, KEZR, 13K, KOPA, WHBQ, WNAM, KKXX.

TUBES "Don't Want To Wait Anymore" (Capitol) 104/4
Moves: Up 52, Debuts 6, Same 38, Down 4, Adds 4, CKGM, CKLW, WBBF, WTWR, WKBW 29-22, JB106 16-9, KBEQ 4-3, KJR 17-14, KPLZ 16-11, WAQY 9-4, KINT 20-14, WERC 20-18, Y103 24-19, FM103 10-8, KRLC 13-11.

GINO VANNELLI "Nightwalker" (Arista) 97/7
Moves: Up 47, Debuts 10, Same 33, Down 0, Adds 7, WKBW, WXKS-FM, KOPA, KINT, KSTT, KYNO-FM, KTAC, KFYR, WCAO 22-18, CKLW 28-22, KEARTH 30-26, B104 22-20, KXX106 24-21, KEYN-FM 23-20, KKXX 28-22, KILE 23-18.

MOODY BLUES "The Voice" (Threshold/PolyGram) 94/82
Moves: Up 3, Debuts 6, Same 3, Down 0, Adds 82 including WBEN-FM, WFIL, WPGC, KRBE, 94Q, WLS, WLS-FM, CKLW, KBEQ, KEARTH, KFI, KIQQ, KYYX, KPLZ, G100.

LULU "I Could Never Miss You (More Than I Do)" (Alfa) 91/52
Moves: Up 1, Debuts 10, Same 28, Down 0, Adds 52 including WBEN-FM, WFIL, WIFI, WCAO, WROR, WXKS-FM, KRILY, KXOK, WZUU, KEZR, KYYX, KPLZ, WFBQ, WBFM, KYSN.

STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 90/6
Moves: Up 62, Debuts 3, Same 14, Down 5, Adds 6, CKLW, KIQQ, KFRC, WFMF, WANS-FM, KPUR, WPGC 18-15, Y100 23-19, KRLA 11-8, K104 26-20, WMAK-FM 6-3, KGGI 9-8, WCIR 10-3, KILE 9-5, WEAQ 10-9.

ALABAMA "Feels So Right" (RCA) 87/13
Moves: Up 47, Debuts 6, Same 20, Down 2, Adds 13, WPGC, Z93, WHYN, WBBQ, KX104, WOKI, KOFM, WNCI, KERN, 96SGF, WFOX, WROV, KKRC, 94 Q 22-16, KIMN 28-23.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 78/19
Moves: Up 17, Debuts 8, Same 34, Down 0, Adds 19 including WBEN-FM, KPLZ, KOPA, WFLY, WKRZ-FM, KX104, WOKI, WAKY, WISM, WNCI, KIOY, WJBQ, WFBG, WANS-FM, KSLY.

STYX "Nothing Ever Goes As Planned" (A&M) 77/3
Moves: Up 39, Debuts 4, Same 31, Down 0, Adds 3, KSTT, KIOA, WFBG, CHUM 28-20, KRBE 23-19, B104 20-18, WHFM 29-23, WFMF 26-21, KJ100 19-14, WAKX 32-29, Z104 12-10, KKXX 16-9, WHYY 29-26, KOOK 20-18.

BILLY SQUIER "The Stroke" (Capitol) 76/1
Moves: Up 27, Debuts 3, Same 23, Down 22, Adds 1, WBBF, Q107 1-1, Z93 6-3, Q102 12-9, KFRC 19-12, WPST 4-3, WKEE 4-3, KEGL 1-1, WBBQ 12-6, WRVQ 1-1, WGRD 2-1, K96 13-10, WISE 1-1, KDVV 1-1, KENI 8-6, KOOK 14-9.

BALANCE "Breaking Away" (Portrait) 74/18
Moves: Up 23, Debuts 8, Same 25, Down 0, Adds 18 including WCAO, 94Q, WZUU, KOPA, WHFM, KNUS, KHFI, KLAZ, G100, WAXY, WBBQ, WMAK-FM, KMJK, WRKR, KDZA.

ELTON JOHN "Chloe" (Geffen) 73/29
Moves: Up 12, Debuts 9, Same 23, Down 0, Adds 29 including WBEN-FM, WGCL, KEARTH, KC101, WKEE, WERC, WNOX, KOFM, WOW, KJRB, WACZ, WHEB, KQIZ-FM, WTRU, KATI.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 73/11
Moves: Up 38, Debuts 7, Same 14, Down 3, Adds 11, Y100, WBLI, KC101, WHYN, KNUS, WERC, G100, KERN, WJBQ, KVOL, WRKR, WXKS-FM 28-22, Q103 21-17, WHYY 26-23, KCBN 21-17.

BLACKFOOT "Fly Away" (Atco) 61/1
Moves: Up 34, Debuts 3, Same 22, Down 1, Adds 1, Y103, Z93 19-14, KEZR 21-18, K104 26-22, WAQY 15-11, WBBQ 13-8, WBCY 16-12, KJ100 11-10, WAKX 28-26, WDJX 20-18, KMJK 30-27, 96XIL 24-20, WCGQ 26-19, KKRC 29-28, KDZA 30-28.

Radio & Records

NATIONAL AIRPLAY/30

July 31, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
6	5	4	1	POINTERS SISTERS/Slow Hand (Planet)
2	2	1	2	JOEY SCARBURY/Thema From "Greatest..." (Elektra)
3	3	3	3	KENNY ROGERS/I Don't Need You (Liberty)
1	1	2	4	AIR SUPPLY/The One That You Love (Arista)
27	21	10	5	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
4	4	5	6	MARTY BALIN/Hearts (EMI America)
15	11	8	7	JUICE NEWTON/Queen Of Hearts (Capitol)
10	8	7	8	ALAN PARSONS PROJECT/Time (Arista)
23	19	14	9	COMMODORES/Lady (You Bring Me Up) (Motown)
22	15	12	10	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
17	14	11	11	PHIL COLLINS/In The Air Tonight (Atlantic)
8	7	6	12	MOODY BLUES/Gemini Dream (Threshold/PolyGram)
9	9	9	13	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
21	17	15	14	CARPENTERS/Touch Me When We're Dancing (A&M)
26	24	20	15	PABLO CRUISE/Cool Love (A&M)
25	23	17	16	FOREIGNER/Urgent (Atlantic)
-	28	22	17	JOURNEY/Who's Crying Now (Columbia)
13	12	13	18	OAK RIDGE BOYS/Elvira (MCA)
28	25	21	19	GREG KINN BAND/Breakup Song (They...) (Berserkeley)
-	29	25	20	GARY WRIGHT/Really Wanna Know You (WB)
30	27	24	21	PAT BENATAR/Fire And Ice (Chrysalis)
-	-	26	22	S. NICKS w/TOM PETTY.../Stop Draggin'... (Modern/Atco)
29	26	23	23	JIM STEINMAN/Rock & Roll... (Epic/Cleveland International)
16	13	18	24	STANLEY CLARKE/GEORGE DUKE/Sweet Baby (Epic)
-	30	27	25	ROBBIE PATTON/Don't Give It Up (Liberty)
-	-	28	26	ELO/Hold On Tight (Jet)
-	-	29	27	FRANKE & KNOCKOUTS/You're My Girl (Millennium)
-	-	30	28	EDDIE RABBITT/Step By Step (Elektra)
-	-	-	29	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
-	-	-	30	BEACH BOYS/The Beach Boys Medley (Capitol)

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 50% of our reporters.

MOST ADDED

MOODY BLUES "The Voice" (Threshold/PolyGram)
LULU "I Could Never Miss You" (Alfa)
KIM CARNES "Draw Of The Cards" (EMI America)
BEACH BOYS "The Beach Boys Medley" (Capitol)
EDDIE RABBITT "Step By Step" (Elektra)

HOTTEST

ROSS & RICHIE "Endless Love" (Motown)
POINTERS SISTERS "Slow Hand" (Planet)
JOEY SCARBURY "Greatest American..." (Elektra)
JUICE NEWTON "Queen Of Hearts" (Capitol)
COMMODORES "Lady (You Bring...)" (Motown)

Complete Regionalized Listings on Pages 30 and 31.

Parallel Listings Begin on Page 32.

DON FELDER "Heavy Metal" (Full Moon/Asylum) 55/13
Moves: Up 7, Debuts 6, Same 29, Down 0, Adds 13, WBEN-FM, KEGL, WVIC, WOW, KKXX, FM103, K96, KLUC, WFBG, WFOX, KILE, WRKR, KFXD, KBEQ 20-17, WKRZ-FM 25-21.

KIM CARNES "Draw Of The Cards" (EMI America) 53/48
Moves: Up 3, Debuts 3, Same 1, Down 0, Adds 46 including WCAO, Z93, KFI, KYYX, WICC, KINT, WSEZ, WVIC, KEYN-FM, KJRB, KCPX, WCIR, KVOL, KCLS, KOOK.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 51/27
Moves: Up 1, Debuts 2, Same 21, Down 0, Adds 27 including KRLA, KYYX, B104, WKEE, KQ94, WAAY, KX104, WRJZ, KJ100, KZ93, WISM, WFOX, KILE, KCBN, KQDI.

AFTERNOON DELIGHTS "General Hospitale" (MCA) 51/17
Moves: Up 9, Debuts 7, Same 17, Down 1, Adds 17 including JB106, Q105, WKRZ-FM, 14Q, WKEE, KXX106, CK101, WHBQ, WRJZ, WNOX, WOW, KERN, KHYY, KZZX, WANS-FM.

Others Getting Significant Action

SQUEEZE "Tempted" (A&M) 46/12
Moves: Up 9, Debuts 2, Same 22, Down 1, Adds 12, KRBE, WHFM, WFLY, WKEE, WMAK-FM, WRJZ, WBCY, Z104, WJBQ, WLAM, WIGY, KKRC, KDVV, WCAO 18-15, KBEQ 16-12, B104 16-12.

POINT BLANK "Nicole" (MCA) 38/2
Moves: Up 13, Debuts 4, Same 17, Down 2, Adds 2, WJBQ, KQDI, PRO-FM on, KRBE 3-3, WAQY 19-16, KINT 23-19, KHFI 10-6, KJ100 22-18, WVIC 25-23, KERN on, WACZ 13-10, 95XIL 27-24, KILE 17-16, KSEL 16-12, KVOL on.

SANTANA "The Sensitive Kind" (Columbia) 35/9
Moves: Up 7, Debuts 5, Same 14, Down 0, Adds 9, WIFI, JB105, WKEE, WSEZ, WVIC, WIGY, WTSN, 13FEA, KRBE d-28, KFRC on, WFLY 29-24, KSET-FM 29-26, KHFI 30-28, KYNO-FM 21-17.

REO SPEEDWAGON "In Your Letter" (Epic) 34/30
Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 30 including KEARTH, KFI, KIQQ, WFBQ, WAEB, WAQY, KHFI, WSGN, WOKI, WBCY, KEYN-FM, KTKT, 13FEA, 96SGF, KOOK.

TOM PETTY & THE HEARTBREAKERS "A Woman In Love (It's Not Me)" (Backstreet/MCA) 34/1
Moves: Up 14, Debuts 3, Same 15, Down 1, Adds 1, WHFM, 96KX d-30, KBEQ 9-6, KIQQ 33-27, B104 on, WAQY 20-18, WBBQ on, WBCY 27-26, KJ100 27-19, WVIC 35-33, KOFM 30-27, KGGI 28-22, KENI 24-20, KRLC 30-28.

JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 32/8
Moves: Up 7, Debuts 2, Same 14, Down 1, Adds 8, WHB, KC101, KNUS, WFBG, KKXL, KKRC, KCLS, WCAO on, KVIL on, KPLZ 32-30, WFBQ d-28, WSGN 10-6, WLLOL-FM 30-27, KBOZ 28-24.

JEFFERSON STARSHIP "Stranger" (RCA/Grunt) 32/2
Moves: Up 11, Debuts 4, Same 15, Down 0, Adds 2, WLS-FM, KLUC, WIFI 29-28, Q107 21-14, KBEQ 21-18, KFRC 31-29, Q103 on, WPST 37-33, WAQY 34-30, KINT 22-15, G100 on, KJ100 25-20, WZOK on, KYSN 27-22, KENI 37-32.

AL JARREAU "We're In This Love Together" (WB) 29/4
Moves: Up 3, Debuts 8, Same 14, Down 0, Adds 4, 94Q, KHFI, WNOX, 96SGF, WXKS-FM on, Y100 37-34, KPLZ on, KSET-FM 30-27, KXX106 d-26, WBCY d-29, WAKX on, KJRB d-29, WLAM 33-28, WFLB d-34, FM99 d-34, KYA on.

MICKEY GILLEY "You Don't Know Me" (Epic) 23/2
Moves: Up 8, Debuts 0, Same 13, Down 0, Adds 2, KOFM, WMAK-FM, WFIL on, WIFI on, KVIL on, KIQQ on, KNUS on, KINT 15-13, KEEL 31-28, WERC 18-13, WSGN 17-12, WNOX 24-19, WFBG 23-20, WFLB 23-20, KFYR on.

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