

Radio & Records

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THE INDUSTRY'S NEWSPAPER

OCTOBER 24, 1980

SHORT-TERM RENEWALS HANDED OUT

FCC Takes Action On EEO Violations

KEBE - K001/Jacksonville, TX and KTBB/Tyler, TX were given short-term renewals this week (10-21) for their EEO violations. The FCC criticized KTBB for "having gone through two full-term licenses without having more than two black employees."

The Broadcast Bureau in its recommendations stated, "KTBB has attempted a snow job on the FCC because there is a 22% black work force available in Tyler." However, Commissioner Abbott Washborn dissented, saying, "This station has done all of its paperwork but has been unable to sustain any black employees, and this is not sufficient grounds for a short-term renewal."

Action was also taken this week (10-21) against KFMK/Houston in a 7-0 decision for not having its EEO program up to par. First Media, licensee of KFMK, has been given 30 days to file a list of employees by job title and demonstrate efforts to recruit minorities.

Recently (10-9) WOOK(OK-100)/Washington sought a reversal of a similar order by the FCC. United, owner of WOOK, stated, "We have demonstrated our overall EEO effort, and what the Commission is asking for is a quota of females." WOOK was found to have "a low percentage of females in the upper four management categories," according to the FCC.

WLS, WRCK Simulcast Mornings, Evenings

ABC's Chicago outlets WLS and WRCK-FM began simulcasting in morning drive and evenings Monday (10-20). WLS morning man Larry Lujack will be heard on both stations from 6-10am on weekdays (with a 5:30 start Mondays), while WLS evening personality Brant Miller now gets dual exposure from 7-11pm weekdays. WRCK morning man Bob Sirott (a longtime WLS personality) has left the station to concentrate on local TV work, while other WRCK air shifts have been compressed.

WLS VP/GM Don Bouloukos and WRCK VP/GM Larry Divney, who made the announcement, commented, "Listeners will now be able to hear on the FM band and in stereo some of the unique programming and personalities such as Larry Lujack that were previously only available on the AM band. We are delighted to bring Chicago FM listeners the

WLMD EEO Orders Stand

In further action this week, WLMD/Laurel, MD was successful in winning renewal over objections filed by the D.C. Office of Human Rights based on alleged deficient EEO practices. However, the FCC voted 7-0 to continue to require Interurban Broadcasting, licensee of WLMD, to "revise its EEO program within 30 days."

Full-term renewals were granted for KEEE-KJCS/Nacogdoches, TX and KTSM-AM-FM/El Paso, TX (10-21), but they were similarly ordered to "file within 30 days a written 10-point program outlining a new EEO program that will show 'outreach to the community' in hiring practices and to set forth timetables and goals." Both stations lacked black employees, and KTSM was also deficient in Hispanic workers.

EEO In — Programming Out

These actions took place prior to comments due today (10-24) on an FCC proposal for modification of its present EEO program. FCC Chairman Charles Ferris told those present at the Tuesday hearings, "This is all in keeping with the Commission's deregulatory stance. We will try to stay away from program content problems, but we will continue to look sharply at those stations which defy EEO programs and obligations."

distinctive sound of WLS, and to offer it in stereo."

In addition to the simulcasts, WRCK will be aiming toward a more youthful audience to more closely match WLS's nighttime

WLS/See Page 24

PROGRAMMER TO PRESIDENT

Irmiter To Head WDOK

Peter Irmiter has been promoted to President/General Manager for Gannett's WDOK-FM/Cleveland. He had been Operations Manager at the station since 1978, having previously served as Operations Manager at WLYF-FM/Miami and Music Director for TM's Beautiful Music Segment Service.

Irmiter, commenting on his promotion at the Beautiful Music station, told R&R, "We are very successful in the market, and we will



Bullet Promoted To Southwestern Group PD

Jesse Bullet, one of AOR's most prominent programmers, has been appointed Group PD for all Southwestern music stations, covering a variety of formats. Bullet, who will report directly to Southwestern President Ed Shadek, will supervise the programming of AOR KPRI/San Diego and its P/A AM sister KOGO, plus KCCW (Country) and KZZY-FM (Contemporary)/San Antonio.

Shadek told R&R, "We've gone through some growing pains, and we recognize the need for improved ratings. Jesse's track record with us and elsewhere has been astounding. He did a great job with KPRI and the Loop (WLUP/Chicago), and now will hopefully lend that expertise and assistance to our other stations."

Bullet, who had been Operations Manager for KPRI and KOGO for the last 11 months, told R&R with obvious excitement, "This is a bitchen job. I was really surprised; this came out of the blue. Doing the operations managership for nearly a year gave me a better perspective on the needs of management."

Bullet takes up his new respon-

BULLET/See Page 24

continue the same programming policies that brought us to that success. I think the fact that the people at Gannett decided to put a programming person in the position emphasizes their strong belief in how important programming really is to the overall picture of the station. We are in a very competitive race here with another Beautiful Music station. This is a very exciting experience, and I'm learning a lot. My entire career

IRMITER/See Page 24

Drastic Dial Shifts Could Skyrocket Station Costs

Canadian 9 kHz Proposal May Triple Original Estimates

A Canadian proposal that would require some stations to shift their dial positions as much as 9 kHz (e.g., from 990 to 981) could have drastic financial implications, it was revealed at a meeting of the joint government-industry Advisory Committee on Radio Broadcasting this week in Washington. The Committee's technical subgroup plans an economic impact study on the proposal, which would clash with present U.S. policy calling for no more than a 4 kHz dial location shift. The U.S. and Canada will have to come to an agreement on the extent of the change, since all Western Hemisphere (Region 2) countries must eventually observe the same rules.

Back To The Drawing Board

R&R has learned that Canadian cost estimates for moving a station's frequency 9 kHz may run as high as two to three times the cost of shifting only 4 kHz. However, fewer stations would be involved and the benefits would be to add more metropolitan stations, according to one FCC source.

The group hopes to conduct a new study (similar to the \$250,000 Moffett study on 4 kHz shifting

SHOW GOES ON

Court Denies

Satcon Injunction

A Los Angeles judge has denied a motion seeking an injunction preventing the debut of Drake/Chenault's "Satcon One" syndicated concert show (R&R 10-17). The denial clears the way for the program to observe its established launch date, October 24.

KTIM/San Rafael PD David T. and KADI/St. Louis PD Terry Fox had sought the injunction as part of a \$1 million damage suit charging breach of contract. T. told R&R the suit will be pressed. He said, "The court asked if monetary damages would be sufficient. We said no because we wanted credit as creators of the show."

Countering comments from Drake/Chenault last week contending that the idea for "Satcon One" originated with D/C and that the lawsuit's allegations had "absolutely no merit," T. told R&R, "I'm pretty upset that the show is going to run, because Terry and I created that show. They're saying they presented the idea to me and

SATCON/See Page 24

(see related story, Page 4) on the economic impact of a shift up to 9 kHz. Due to a lack of time and funds, a "study by caesarean section" would be done to fill in this data, according to the FCC's Gary Stanford, based upon the "building block approach" used in the Moffett report.

Those stations that were sampled directly would be in this study, he stressed, owing to the extent of the Moffett study. Stanford noted, "Hopefully there will be less than 100 stations to actually study to determine the costs. This will be more of an estimation." However, one industry representative at the meeting felt that 227 stations will have to be sampled, which would complicate the study.

How Will Reduced Spacing Take Place?

While many stations could make the switch easily, several important questions raised by one of those present went unanswered. How lenient will the FCC be if stations can't immediately protect other stations' signals? If the FCC is not lenient, will stations have to rebuild their antenna sites? Do adequate sites exist? Finally, it was noted that stations that will be most affected by reduced spacing (utilizing a 9 kHz shift) would be those on 630, 810, 990, 1170, 1350 and 1530 kHz.

Will Costs Be Too High?

Certain stations that are daytimers have complicated arrays. Another question plaguing the technical subgroup was whether these stations will be willing to make the costly modifications necessary or decide to go dark because of added financial hardship?

One item under proposal by the FCC at present is the "standardization of AM patterns." If binding, this will help to eliminate much of the current confusion of protection problems, as all patterns will be somewhat standardized, and modifications of patterns to compensate for 9 kHz will be much easier to compute.

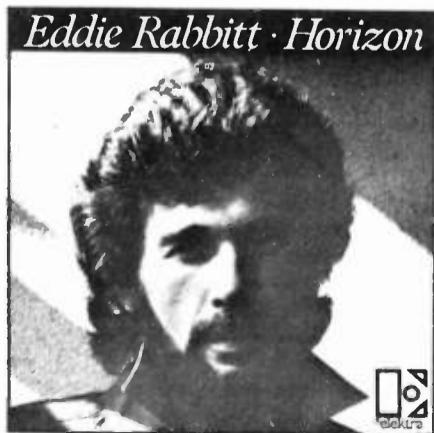
Another problem that was brought up but not specifically tackled by the group was the degree of interference listeners will tolerate. However, no one could present data available to determine the psychology of the AM listener. One person attending told R&R, "AM is in enough trouble already without added interference problems." The same person noted "disappointment that this issue was not further discussed."

AN UNFORGETTABLE NIGHT!

"I Love A Rainy Night" E-47066

THE NEW SINGLE FROM

Eddie Rabbitt



From his Gold
album HORIZON
6E-276

Produced by David Malloy

Personal Management:
Stan Moress / Scotti Brothers Artists Management

 Scotti Brothers



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Hemisphere Offers \$35 Million For Three SJR Stations

Amid a flurry of recent station sales, Hemisphere Broadcasting has submitted an offer to SJR to purchase WKTU/New York for \$17 million, WJIT in the same city for \$9 million, and WYSP/Philadelphia for \$9 million. The three stations had been designated as spinoff prospects by SJR upon its purchase by Gulf United (R&R 5-23). Hemisphere owns WBCN/Boston, KONE/San Jose, and WIVY/Jacksonville.

In the Central Texas market of Killeen, Accent Radio Corp. has sold its KIIZ & KIXS-FM combination for \$3.2 million to Citimedia Corp. (formerly Independent Communications). Station Manager Danley West attributed the high price tag to the deceptive size of the coverage area (300,000-plus), and told R&R, "We're really excited about the sale and the new owners, and we anticipate nothing but good things."

Kaye-Smith sold KCKN-AM-FM/Kansas City to Albritton Communications for \$2.7 million, as part of a long-held resolve to move out of the broadcasting business. Principal Lester Smith told R&R, however, that he is making arrangements with his partners to take over KISW/Seattle and KJRB-KEZE/Spokane eventually.

Toby Coe, President/GM of KLRA/Little Rock, announced the station's sale to Philip Jonsson, former co-owner of KRLD/Dallas and present owner of KELI/Tulsa, for \$2.3 million. "I'm pleased to have found a dedicated radio man who will maintain the traditions of KLRA," Coe told R&R. "He has a lot of integrity and I think he'll do a very fine job with the station." Coe stated that he previously signed a contract to sell the station to ex-TM executive Jim Long and KSSN/Little Rock President Kerby Confer, but the deal was not consummated. Coe, claiming breach of contract, said he filed a \$1 million suit, with Long and Confer countersuing.

KNAC/Long Beach has been sold by Harden Broadcasting to Wright Communications for \$2 million, amid reports (denied by Wright) that the AOR/

Enoch Gregory Appointed WYCB Operations Director

Longtime Black radio air personality and programmer Enoch Gregory has been named Director of Operations at WYCB/Washington, DC, a Gospel-formatted station.

The 23-year radio veteran commented, "Radio has entered another cycle, requiring more than the playing of records and pushing buttons, and demanding more managerial creativity at a time when black audiences are evidencing more varied and sophisticated needs. I will be fine-tuning the positive and adding some sound broadcast logic in gearing up for the radio thrust of the 1980's. WYCB is in the forefront of the gospel music frontier, with the opportunity for further growth and greatness unlimited. It's the new wave of AM Black radio which is going to be a major 'other' form of radio within a couple of years."

During his extensive career, Gregory has served as PD at WWRL/New York, where he was known as the "Dixie Drifter," and as an air personality at WNJR/Newark, WCHB/Detroit, and WAMM/Flint.

Bartley Takes WFYR PD Position

Dick Bartley, Assistant PD and midday air personality at WFYR/Chicago since 1978, has been named Program Director of the RKO Pop/Adult station. Bartley replaces Dave Martin, who recently moved crosstown to program WCFL (R&R 9-26).

Bartley told R&R, "I'm delighted. It's a chance to program the leading Pop/Adult station in Chicago, the one that pioneered the format here, and a chance to work with some terrific people. It's an ideal situation for me." He added, "It's an extremely competitive market. When our format went on the air back in April 1977, Chicago didn't have an adult contemporary radio station. There was straight Top 40 and old-line MOR. Having seen the idea develop in the 42 months since then, obviously a lot of other people want to get in on the action too. People are spending a lot of money trying to catch up with us. My job is to continue to put distance between ourselves and our competition, and emphasize the quality product we have."

In order to devote his time to programming, Bartley will relinquish his air shift. Before joining WFYR, he was an air personality at WBBM-FM/Chicago.

New Wave station would shift to a Black format. Other major recent sales include Affiliated Broadcasting's acquisition of WAIV-AM-FM/Jacksonville from Rounsaville for \$3 million and WQWI-FM/Louisville's sale by John Rutledge and Chuck LeGet to WEBN/Cincinnati owner Frank Wood for \$2.2 million. And WIFE/Indianapolis was sold for \$2 million to Larry Levite, owner of WBEN/Bufalo, by Indianapolis Broadcasting Inc. All sales mentioned are subject to FCC approval.

Turner Named WSAI PD

Dale Turner has been promoted to Program Director of Affiliated's WSAI/Cincinnati, moving up from Music Director and midday personality at the Country station. He has been with the station for two years, following a stint with WKDA/Nashville.

Turner told R&R, "I am really excited about Affiliated deciding to go with me in this programming position. I hope they have as much confidence in me as I do. I'm looking forward to working with National PD Ron Norwood as well."

Turner replaces Terry Wood, who programmed WSAI for a year. Wood told R&R, "I'm sorry to leave WSAI, but I have the opportunity to get into a management position at a top rock station in the South. My plans will be announced in the next couple of weeks." Wood will remain at WSAI until the end of October.

11 New York FM Stations Knocked Off Air By Meter Mishap

A mysterious malfunction in a protection circuit for an Empire State Building antenna system shared by 11 New York FM stations caused all 11 to go off the air for about 90 minutes Thursday (10-16) afternoon.

Richard Koziol, Chief Engineer for WNCN, explained that an inexplicable cause triggered a standing wave ratio meter to register a potential danger of burning out the antenna system, so the protective circuits automatically shut off all the stations. "Whatever it was that triggered it," he added, "cleared up by itself, and the stations were able to go back on the air. It could have been a fault in the meter itself or an arc in the antenna system, or something wrong with one of the stations feeding the antenna."

He said the 90-minute delay was partially attributable to the incident's timing, just after most of the stations' engineers had departed the area for the day. Station switchboards received a heavy volume of mystified calls until the safety device was reset. Two days following the event, the first system failure at the site since 1972, the stations went off the air early Sunday morning for four hours to test the antenna, with no negative results.

Stations affected were WBAI, WBLS, WEVD, WKTU, WNCN, WNYC, WPIX, WQXR, WRFM, WRVR, and WXLO.

Zachary Becomes WQUE-FM PD

Phil Zachary has been appointed Program Director at Insilco's WQUE-FM/New Orleans, joining the Pop/Adult station from a Promotion Manager position at WSKS/Cincinnati, where he was also Asst. Group PD. He replaces Pat Matthews, recently promoted to production head for WQUE-FM, its AM sister WGSO, and the Insilco Sports Network.

WQUE-FM Station Manager Chuck Zellermyer commented, "He's promotion-minded and innovative. That's just what we need right now. We'll be shooting for an audience that's been shot at plenty of times, and Phil promises to bring some new ammo with him."

Zachary, who worked at WCHC/Worcester and WITS/Boston before joining WSKS, said he planned an "emphasis on the basics of good broadcasting as well as creative new ideas in the areas of public affairs, news, sports, and even religious programming" at WQUE-FM. "I can't wait to get started," he added.



Dale Turner

this week ...

HOW MUCH WILL REDUCED SPACING COST RADIO?

Facts and figures on 9 kHz changeover cost estimates.

Page 4

QUARTERLY MEASUREMENT'S SALES IMPLICATIONS

Make sure your advertisers know the score about the QM changes.

Page 16

GETTING THE MOST FROM THE BACK PAGE

With a newly expanded reporter list and other changes, here's a timely refresher course on the industry's most accessible and factual programming aid.

Page 20

TALKING UP AOR

WBAB/Long Island's Joel Martin has an AOR audience actively involved in a two-hour nightly talk show.

Page 37

COUNTRY CELEBRATES IN NASHVILLE

CMA Week coverage in words and pictures.

Page 47

PIA'S TOP TEN PROBLEM CHART

The Pop/Adult session at the American Radio Expo isolated 10 of the most pressing problems facing the format.

Page 55

BLACK RADIO EVOLVES FOR A NEW ERA

Can Black stations aim for the general market and be true to their core audiences?

Page 58

First October Mediatrends

Page 24

features

Washington Report	4	Ratings & Research	16
What's New	10	Brad Messer	18
Gary Owens	12	Picture Page	36
TV News	12	Opportunities	62
Street Talk	14		

formats

Contemporary Hit Radio	20	Pop/Adult	55
AOR	37	Black Radio	58
Country	47		

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Washington Report

TOO MUCH, TOO LITTLE, TOO LATE?

Advisory Committee Off To Running Start

Associations Differ On Effectiveness Of New Committee; Subgroup Refuses To Tackle Difficult Question Of Listener Psychology.

"The FCC is interested in looking at an overall plan taking into account clear channel, FM allocations, and possible extension of the AM band to 1705 kHz, instead of a piecemeal expansion of radio," said WOOD/Grand Rapids VP/GM Mike LaRue, an NAB Board member. However, the NRBA in its "Monday Morning Memo" this week claimed, "The FCC has established an unreasonably short time schedule for submission of reports on 9 kHz and changes in FM rules, making it virtually impossible for the Advisory Committee to influence the FCC's positions."

Smooth And Efficient?

The first meeting of the joint government-industry advisory committee (10-14) featured a name change from the Advisory Committee On AM Broadcasting And Region 2 to a wider-scope Advisory Committee On Radio Broadcasting. "The U.S. is not ready to agree with the 9 kHz shift and non-technical data," commented one FCC spokesperson. Jeff Baumann, FCC Chief of Policy & Rules, described the reaction in general as "surprisingly smooth and efficient." But many industry representatives were disappointed with the beginning of the committee's work, according to NRBA.

Advisory Subgroup Meetings

On Tuesday (10-20), two meetings of the Advisory Committee on Radio Broadcasting were held at the FCC. The Allocations Subgroup met with over 40 attorneys, broadcasters, network, and trade association representatives in attendance. Chairman was Louis Stephens of the Broadcast Bureau's Policy & Rules Division, who discussed assignments for smaller work details to assemble data on the following areas:

- Seeking an engineering viability study to be developed with assistance from Frazier, Gross & Clay, a Washington consulting firm.
- Determining need for increased demand in unserved areas of the country.
- Establishing how much new service will actually be needed, taking into account proposals from NPR (which seeks 6 of the 12 new frequencies from 9 kHz), and NBMC (which wants stations in the Top 100 SMSA markets).

NBMC Figures Based On Population

The National Black Media Coalition has asked the FCC to allot 277 new stations for blacks. This includes the following number in the top 5 SMSA markets.

	Current	Additional No.
	No. of	Wanted
	Black-	
	Owned	
New York	2	12
Chicago	3	11
Los Angeles	5	5
Philadelphia	2	6
Detroit	4	3

Senkowski, an attorney with McKenna, Wilkinson & Kittner. Senkowski outlined the NRBA stance that the current standards discriminated against AM in favor of FM applicants. "Current criteria prohibit a daytime-only station from getting nighttime authorization if the community already has two separately-owned full-time stations. Under present FM allocation rules, additional FM stations could be authorized in these same communities," NRBA stressed in an FCC filing.

But National Public Radio's Don Martin and NBMC claimed that "current licensees would effectively obtain first claim to these full-time stations." Although CBS opposed the NRBA's overall position, it agreed that favoring FM applications over AM should be modified, according to a Senkowski memo to the committee.

NAB took an altogether different stance. "We're concerned about the possibility of an action by the Commission to eliminate requirements for these new stations entirely," said Sr. VP/GM Erwin Krasnow. He stressed that the Commission should analyze true audience needs and demands for additional service.

The Commission has already approved 100 new stations on clear channels plus another 25 on adjacent channels. The proposed FM reallocation ruling could net anywhere from 100 to 200 new stations beyond what frequencies are still available, and 9 kHz spacing could create as many as 300 new stations, Gary Stanford of the Policy & Rules Division explained.

NRBA Gets Support

Senkowski further detailed the Daytime Broadcasters Association (DBA)'s four priorities for applying for new AM stations:

1. Creating a new local AM service.
2. Reserving some channels in high minority areas for their use.
3. Creating additional educational stations.
4. Avoiding cramming metro areas with more new stations than needed.

ABC took the plunge in supporting NRBA, modifying its support

by noting "certain communities would need specific local service" but the Commission should "open up applications to all with those preferred applicants receiving appropriate comparative preferences," according to Senkowski.

Technical Subgroup

Chaired by Stanford, a second group of about 40 lawyers and independent engineers from various stations and engineering consulting firms worked to form smaller working groups in the following areas:

- Inventory of stations, incompatibilities, and negotiating strategies.
- Receiver problems with 9 kHz.
- Economic study of effects of reduced AM spacing; i.e., up to 9 kHz shift at local station.
- AM band expansion (from 1605 to 1705 kHz).
- Effects of reduced spacing on PSA's (Pre-Sunrise Authority).

The Week In Review

- Radio Advisory Board Meets On 9 kHz (see Page 1, 4).
- FCC Takes Action On EEO Violations (see Page 1).
- CBS Affiliates Convention Highlights (see Page 6).
- FCC Rules On Talk Show Content (see Page 4).

— Jonathan Hall & Joel Denver

How Much Will Reduced Spacing Cost Stations?

A \$250,000 economic impact study that took six months to produce may actually be of little value, since it was based on stations having to shift their frequencies no more than up to four kilohertz. At a meeting this week members of a subcommittee of the Advisory Committee on Radio Broadcasting were told about Canada's proposal to shift stations as much as 9 kHz from their present dial position. Should the U.S. go along, it would invalidate the FCC's study.

Based on a shift up to 4 kHz, the following costs were estimated by Moffett, Ritch, & Larson, a Washington, DC engineering consulting firm.

Categories of Stations	With Consultants	Without Consultants
Nondirectional	\$4.6 million	\$4.6 million
DA-D & DA-1	\$4.0 million	\$2.9 million
DA-N	\$4.6 million	\$3.2 million
DA-2	\$4.9 million	\$3.3 million
DA-3	\$0.03 million	\$0.02 million
Redesign of antenna	\$1.2 million	\$0.9 million
Others	\$0.5 million	\$0.4 million
	\$19.03 million	\$15.32 million

The over-150-page study went on to break out a high and low estimate per station for the conversion, with the 2700 nondirectional stations paying the least amount.

Categories of Stations	With Consultants	Without Consultants
Nondirectional	\$ 2033	\$ 1687
DA-D & DA-1	\$13,267	\$ 7747
DA-N	\$11,282	\$ 7822
DA-2	\$15,218	\$11,012

Stations requiring redesign of antenna fields were given a range of \$21,909 for a two-tower array all the way to \$40,896 for a five-tower array.

All station estimates were based upon available 1980 data and took into account new crystals for transmitters, retuning transmitters, fieldwork for pattern measurement, and filing of FCC Form 302 and legal fees.

Talk Show Loses FCC Decision

Commission Says "Not A News Show"; Equal Time Required

In a 4-3 decision (10-15) the FCC ruled that the "Phil Donahue Show" is not a news program, but a talk show. This has significant impact for radio because of the criteria for judgment of what is "news content" in the eyes of the Commission vs. the licensee.

The vote supported a Broadcast Bureau recommendation (8-20) to deny Multimedia, the show's producers, an exemption of equal time for their affiliates if Donahue interviewed a Presidential candidate. Commissioners Quello, Fogarty, and Washburn dissented, with Washburn issuing a two-page statement which noted, "After having carefully looked over a list of 86 programs submitted for analysis, in my judgment without question more than 70% of these shows are news-related and issue-oriented." The Broadcast Bureau, however, had found only 37% of the shows qualified.

Criteria For News Content

The decision was based on the following guidelines set forth by

the FCC for judging bona fide news shows:

- Whether it is regularly scheduled.
- How long it has been on the air.
- Whether the broadcaster produces and controls the show.
- Whether program content is based on good faith, journalistic judgment, or on the intention of advancing a particular candidate.
- Whether selection of persons for interview is based on newsworthiness.

The Communications Act requires "when a legally qualified candidate is allowed 'use' of a station, equal opportunity for 'use' must be provided to the opposition if requested. Appearances in bona fide news, interviews, and programs are exempt from the ruling," according to a FCC release.

"It's a good feeling to enjoy the respect from our broadcast peers when they learn that Katz reps KGB-FM and 13K.

"A sense of individual productivity is what makes the Katz philosophy so refreshing.

"Katz is dedicated to excellence. So are KGB-FM and 13K. And we both work at it! The result: a sound rep-station relationship."

Generating Sales Power is Katz Radio's business. We're committed to doing it better than anyone.



Every day from Katz.

**"Katz Radio
is dedicated
to excellence."**

Jim Price
General Manager
KGB-FM and 13K
San Diego, California



NET MAY ADD TWO-HOUR SPORTS BLOCK

CBS Radio Affiliates Say Goodbye Digges, Hello Hosking

"Pride in programming is what will insure the success of radio," noted CBS Radio Division President Sam Cook Digges, speaking in a farewell address to 425 CBS executives (10-13) at the affiliates convention last week (12 thru 15) in Phoenix. Digges prophesied that "AM stereo will not save AM . . . those that have failed in mono will fail in stereo."

On the subject of success, Digges offered, "The most influential and successful stations are those that put something back into the community, really providing service. Those that are totally involved get good ratings, but more important, respect, hence the dollars."

"Government should get out of the business of regulation of broadcasting except for technical matters," stressed Digges, and added, "Because of excessive and often absurd regulation, not only in the FCC, more and more people are beginning to see government as the problem, not the solution."



OUTGOING SPEECH — WMAZ/Macon VP/GM Al Sanders, outgoing Chairman of the CBS Radio Affiliates Association, delivers his remarks during the affiliates meeting in Phoenix.



DIGGES GETS GOLDEN MIKE — Retiring CBS Radio President Sam Cook Digges (left) receives a special Golden Mike award from Broadcast Group President Gene Jankowski for 30 years' service to the network.



30-YEAR AWARD — WWPA/Williamsport, PA's Bill Ott (center) receives the station's Golden Mike award celebrating 30 years of affiliation with the net from CBS Radio Network VP/GM Dick Brescia (left) and President Sam Cook Digges.

Serious Commitment To Radio

Thomas Wyman, President of CBS, Inc., emphasized "a serious commitment to radio" and "great expectations for Bob Hosking," who replaces Digges as CBS Radio President. Gene Jankowski, President of the Broadcast Group, also spoke with great enthusiasm about "the promises of the future under the leadership of Hosking."

Sales Are Booming

Jim Joyella, Network Sales VP, told those present that "1981 is going to be a great year for all of us because we are going to leverage strength from 1980 into 1981 by concentrating on those advertiser categories with the greatest growth potential." He elaborated further about this area, singling out "small computers, copiers, air freight companies, corporate ads, financial ads, plus revenue from insurance and investment firms."

Strength In Numbers

"The network is currently in a position of great strength," according to CBS VP/GM Dick

Brescia, who added, "Our number of affiliates is at an alltime high, 375 strong, which is 100 more than at our last convention in 1978."

Brescia also noted a few new network shows added to the lineup, including "Dan Rather Reporting," "Getting Along," "The Osgood File," and "Your Dollars." He also hinted at the possibility of a two-hour nightly sports show featuring interviews and scores plus nationwide telephone participation. "We believe we are on target, as these new programs are designed to enhance the edge because they will be dealing with timely matters that our audiences want to hear," commented Brescia.

Awards

CBS handed out several awards to its network affiliates of 30 years. Recipients were WIIBU/Anderson, IN; KARZ/Phoenix; KIFW/Sitka, AK; and WWPA/Williamsport, PA.

Golden Mike Awards were handed out in special ceremonies to mark service to the network to retiring President Sam Cook Digges, CBS newsman Walter Cronkite, and longtime CBS performer George Burns.

At The Nets

ABC

Net makes several major announcements, including 96 music specials planned for 1981, a 200% increase over this year. These include the FM Net's 26-hour music special sponsored by Dr. Pepper, "With Love From Central Park: A Rock 'n' Roll Valentine," which will air in three segments beginning February 14; and also an 11-hour program on the Contemporary Net called "Super 70's + 1: Decade To Decade In Music."

Entertainment Net will carry "Country Greats In Concert," featuring Tammy Wynette on Saturday (10-25), and on the same day the FM Net will air "Supergroups In Concert" featuring Alice Cooper.

New affiliates: (Contemporary) KROY/Sacramento; WTSN/Dover, NH; KIIZ-KIXS/Killeen, TX; (Information) KDEM/Deming, NM; KTFS/Texas, TX; (Entertainment) WNIR-FM/Kent, OH; KCRI/West Helena, AR.

CBS

Anne Murray to be interviewed on Saturday & Sunday (25-26) in net's second presentation of "Between The Lines," a series of 20-part specials highlighting contemporary entertainment stars.

Jane MacCallum named Sales Promotion Manager.

NBC

Network VP of Market Development Charlie Strehan just released "Greater Sales/Higher Profits: A Proven Method Of Testing A Radio/TV Mix." Guide outlines how effective network radio can be in addition to other advertising expenditures for a brand product.

WMUF/Paris, TN is the newest affiliate.

Enterprise

John Chanin is new Sr. VP/Broadcast Operations for the all-sports radio network.

Sunbelt

New Dallas-based Sunbelt Network, Inc. debuted October 15 after a year of test runs on KRLD/Dallas, KTRH/Houston, WCRT/Birmingham, and other stations. The net will sell individual feature programs to advertisers in the specific markets they wish to target; initial offerings include programs covering travel, food and fashion, political opinion, and a handyman show, according to President James Johns. He also announced that Margaret Sinclair has been named VP for the net; she was most recently Director/Creative & Affiliate Services for the RKO Radio net.



Margaret Sinclair

Sales Talk

Arlington Heights, IL

WWMM-FM/Arlington Hts., IL sold by N.W. Community Broadcasting to Wynwade Properties Trust through Blackburn & Co. pending FCC approval for \$577,500.

Arcadia, FL

Keith Morton & Co. announced the sale of WAPG & WOKD/Arcadia, FL, pending FCC approval, from Arcadia-Punta Gorda Broadcasting to Dr. William N. Dakos for \$300,000.

Crystal Lake, IL

WIVS-WXRD/Crystal Lake, IL sold through Blackburn & Co. pending Commission approval from Lake Valley Broadcasters Inc. to Katy Communications for \$838,000.

Two Rivers, WI

Richard A. Shaheen Inc. announces the sale of WQTC-FM/Two Rivers from Paragon Radio Network Inc. to Seehafer Broadcasting Corp. for \$500,000, awaiting FCC go-ahead.

Washington

Outlet Co., owners of WTOP/Washington, has announced plans to sell off most of its retail stores, 91 in all, to United Department Stores based out of Trenton, NJ, for \$33.5 million in cash plus a note for \$5 million. Outlet President Bruce Sundlun said, "The funds will be used to reduce debts on a recently purchased TV station." Outlet has revealed plans to take the remaining profits from the sale to look for more broadcast properties. It currently owns five TV and seven radio stations.

CBS/FM

CBS-FM O&O executives and broadcasters repped by CBS-FM National Sales were in New York October 1 and 2 taking part in a two-day sales seminar. Speakers included CBS Radio Sr. VP Bill Grimes and CBS Radio Director of Retail Marketing Lawrence Ostrow. Panelists for a session on "Owning Your Own Radio Station" included WWYZ/Hartford President Preston Gilmore, WWDE/Norfolk Chairman Larry Saunders, and WAVA/Washington President/GM Alex Sheffell.

Blair

Mary Jean Parson takes over as Director of Administration for Blair Radio & TV. She was formerly ABC, Inc. Director of Planning and Corporate Relations.

COMPETITIVE MONITORS

CPR Competitive Monitors are full-week music monitors consisting of a chronological list of every cut played on the monitored station plus a list of those cuts alphabetized by artist and title (with the date and hour of each play of each cut).

The computerized report lets you analyze the station's playlist, programming strategies, and more.

Monitors now available include:

- | | | |
|------|------|---------|
| WLUP | KSHE | WKQX |
| WPLJ | WLS | WFYR |
| WRIF | WEFM | WRCK |
| WMET | WWWK | WCBS-FM |
| KMET | KSLO | KVIL |

Custom monitors also available. Call or write for brochure and price information.

CHICAGO PROGRAMMING RESOURCES

666 Dundee Road Northbrook, IL 60062 312-291-9200

JOHN LENNON IS
"STARTING OVER"
RIGHT WHERE
HE LEFT OFF!



**"(JUST LIKE)
STARTING
OVER"
JOHN
LENNON**

THE BACK PAGE

BREAKERS

JOHN LENNON

(Just Like) Starting Over (Geffen)

62% of our reporters on it. Moves: Up 2, Same 1, Down 0,
Adds 139 including WNBC, WBEN-FM, 96KX, WCAO, F105,
JB105, WPGC, 94Q, Q105, WDRQ, CKLW, KBEQ, KRLA,
KIIIS-FM, KFRC, KJR, KPLZ, KIMN, KUPD. See Parallels,
will debut next week.

PRODUCED BY JOHN LENNON,
YOKO ONO AND JACK DOUGLAS



GEFFEN
RECORDS

Manufactured by Warner Bros. Records



LENONO
MUSIC

STEPHEN BISHOP'S FIRST
WARNER BROS. SINGLE
SOUNDS LIKE STEPHEN
BISHOP'S NEXT SMASH
HIT!



**"SEND A LITTLE
LOVE MY WAY
(LIKE ALWAYS)"
STEPHEN
BISHOP**

PRODUCED BY MIKE MAINIERI
AND TOMMY LIPUMA



ON WARNER BROS. RECORDS

THE ROCK YEARS

PORTRAIT OF AN ERA

WESTWOOD ONE ANNOUNCES It's available now, the most exciting radio special ever produced, *The Rock Years: Portrait of an Era*. And the immediate response has been phenomenal. Already, stations like KMET, WNEW-FM, WMET, KZEW and WSAI-FM have obtained exclusive rights to this programming/sales/promotion package for their markets.

THE CONCEPT *The Rock Years* is an exciting 48-hour, year-by-year review of the most significant albums and cultural events of the past 16 years, 1965 to 1980. It's an AOR music special (up to 70% of each hour is music) with a new twist: *The Rock Years* is the most flexible special ever produced. Each year is covered in a self-contained, three-hour block. So the program can either be run as a continuous week-end spectacular, or stripped in any multiple of three-hour blocks.

THE ARTISTS *The Rock Years* features the most significant groups from the perspective of the past and today. The artists speak through both their music and their words in exclusive interviews: Mick Jagger, Graham Nash, John Entwistle, Gregg Allman, Grace Slick, Paul Kantner, Jerry Garcia, David Lee Roth, Dave Mason, Carlos Santana, Ted Nugent, Bob Seger, Jack Bruce, Stevie Nicks, David Bowie, Ann Wilson, and all the rest.

THE MUSIC The core of *The Rock Years* is music: the most important tracks from the most important albums of each year. *The Rock Years* is informative, but most important, it's entertaining: 48 hours of the greatest music of the past 16 years. And it sounds better than ever, through the use of original studio master tapes supplied by artists and record companies, special half-speed master discs and high-quality import pressings for greater dynamic range and decreased surface noise.

THE ROCK CULTURE *The Rock Years* deals with more than music. It's also the story of all the changes we've gone through: changing lifestyles, the drug revolution, the sexual revolution. And it's the story of the great events that shaped a new generation: Monterey Pop, Woodstock, Altamont, The War, Watergate. Each year, *The Rock Years* features an in-depth, produced, mini-study of one important issue; things like: Beatlemania, The Great Festivals, Flower Power, The Struggle For Women's Rights, and Pot Politics/The Battle Over Legalization.

THE PEOPLE *The Rock Years* is the product of one of the most impressive collaborations in the history of rock radio. It comes to you from Westwood One, the country's #1 producer of national radio programs and specials like: *Off The Record* with Mary Turner, *The Great American Radio Show* with Jeff Geld, *Spaces & Places* and *Dr. Demento*. The entire project has been created by Bert Kleinman (producer of *The History of Rock and Roll*, *Album Greats/A History of Album Rock* and *Profiles in Rock*) and consultant Jeff Pollack, widely recognized as one of the nation's leading programmers. Executive Producer is Norm Pattiz. *The Rock Years* is hosted by KMET veteran air personality David Perry. Production has been created by Ron Harris whose credits include: *Album Greats*, *Profiles in Rock* and national spot campaigns for such groups as Fleetwood Mac, Devo, Paul Simon and Rod Stewart.

THE TOTAL PACKAGE *The Rock Years* is more than a music special. It's designed as a programming/sales/promotion package *by* professionals, *for* professionals. Properly scheduled, *The Rock Years* can be the center of a major station promotion. Along with the show, you'll get a wide range of promotional tools: live promos, recorded promos, ad ideas, contest ideas, merchandising ideas and more. And *The Rock Years*, properly marketed, can produce a major increase in sales and profits, with 10 minutes per hour available for local sponsors.

THE BOTTOM LINE *The Rock Years* can be a major event for your station, an important tool to boost audience and sales. So to lock up exclusivity for your market, call Westwood One today at (213) 204-5000.

**WESTWOOD
ONE**

9540 Washington Boulevard, Culver City, California 90230 • (213) 204-5000.

WHAT'S NEW

Edited by Don Waller

Records Up 20% As WCI Hits Highest Third Quarter

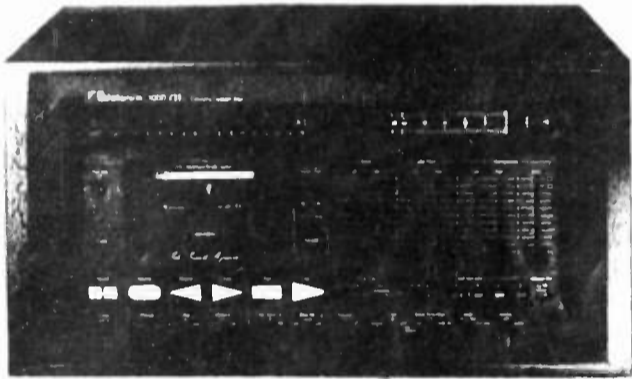
Substantial gains in revenues and earnings from Warner Communications' music division helped offset a bad quarter for films as WCI set new

records for profits and revenues in the third quarter. Overall earnings were up 31%, \$24.3 million to \$31.9 million, while revenues climbed 33%

from a year ago, \$396.6 million to \$527.7 million.

The music division, encompassing records and publishing, showed a 20% profit growth, \$14.3 million to \$17.3 million; revenues rose a similar amount, from \$166.3 million to \$199.8 million. The toys and video games division was the big jumper, with income up almost 400% over last year.

New Tricks For Computerized Cassette Deck



Nakamichi's new 1000ZXL computerized cassette deck has a number of impressive capabilities. A 20-second automatic calibration system puts a series of test tones on a tape, rewinds it, plays the tones back, and stores in its memory the best bias, level, and equalization values for the tape. It also aligns recording and playback heads for each separate cassette, increasing performance abilities, and codes up to 15 selections inaudibly, playing them back in any sequence. The 1000ZXL's cost is in line with its capabilities — \$3800.

"That's Incredibly Remarkable" Spoofs TV "Reality" Shows

Using radio's capacity for exercising the imagination, Studio B's new "That's Incredibly Remarkable" hopes to eclipse the astonishing feats depicted on TV's "Real People," "Those Amazing Animals," "That's Incredible," "Those Vivacious Vegetables," and the rest of the crop of so-called "reality shows." The syndicated radio offering plans to present a couple who'll devour an entire 747 jet airliner before the audience's ears, and similar feats of astounding irrelevance, complete with gushing commentary from hosts "Tracy" and "Bob." Free demos of the satirical program, produced by Alan Barzman, are available from Studio B principal Merrill Barr at (800) 421-4498.

Wall Street Journal

Daily Radio Reports Ready

Beginning November 17, the "Wall Street Journal Report" (R&R 10-3) broadcast via satellite will be heard 17 times daily at participating radio stations, not weekly as reported here. Everything is on schedule, according to "WSJ Report" Affiliate Relations Coordinator Gig Barton.

Included in the 17 daily two-minute reports will be exclusive business news actualities from the WSJ's worldwide news centers and from Dow Jones bureaus. Director of Broadcast Services Bob Rush noted that among stations already signed for the feature are WMCA and WNCN/New York, KTRH/Houston, WRC/Washington, and KSTP/Minneapolis.

Classical Music Stations Attract Ad Dollars

Classical music, once the solace of the pre-rock generation and a few young "longhairs," has recently undergone a listening metamorphosis. The 25-35-year-old members of the postwar baby boom generation are blossoming into a burgeoning group of diverse individuals, many of whom have become loyal to their local classical music station. So much so, in fact, that this format has increased threefold (from 87 to 235 stations) in the past seven years.

This increase has not gone unnoticed by advertisers aware that the average classical music listener has a good education, a high income, and an above-average intelligence, while tending to form a loyal audience supportive of a station's advertisers. With this built-in, highly affluent audience, it's not surprising

that a recent survey conducted by the Concert Music Broadcasters Association of 20 commercial classical format stations uncovered a 34 percent gain in advertising revenues between 1978 and 1979. The greatest level of increase was apparent among those producers of luxury and imported cars, imported beers, wines, and high-end audio equipment, as well as resort areas, investment and financial management services, airlines, bottled water, and corporate image.

This advertising bonanza comes not a moment too soon for the many stations which have fought for survival and ad dollars for years, not to mention heavy competition from the public-subsidized classical music stations. Mozart and Beethoven can breathe a little easier for the time being.

PRO:MOTIONS



Jean Louis Detry

Tom Rogan

Detry Named U.S. Carrere President; Rogan VP/Promotion

The France-based Carrere label, distributed by Atco here, has appointed Jean Louis Detry President of the American la-

bel. He had assisted founder Claude Carrere with French operations previously. At the same time, Tom Rogan was named VP/National Promotion. He was National Promotion Director at CTI and worked in promotion at Motown before that.

Brack Named Boardwalk Director/Secondary Promotion

Steve Brack has been named Director/National Secondary Promotion for Boardwalk Records. He comes to the label from E/P/A, where he was West Coast Product Manager. His responsibilities will include marketing and merchandising plans in secondary markets as well as promotion.



Steve Brack

Hartz Named Ad/Promo Director At Watermark

Peter Hartz has been appointed Director of Advertising, Promotion, and Publicity for the Watermark syndication firm. He was most recently Director of Operations at syndicator Golden Egg, and is a founding board member of the Association of Independent Radio-producers. He replaces Executive VP Chuck Olsen, who departs to form his own independent consulting firm producing graphics packages, with Watermark a major client.



Peter Hartz

WESTWOOD ONE • SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs.

Programs like: Dr. Demento, Off The Record with Mary Turner, The Great American Radio Show with Jeff Gelb, Star Trak, Ace & Friends, Spaces and Places, Shootin' The Breeze, Special Edition with Sid McCoy, The Sound of Motown, Concerts, Specials, Live From Gilley's with Jim Duncan, and The Rock Years.



WWDC-FM

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



LOVE ON THE ROCKS

(4939)

FIRST WEEK!

THE BACK PAGE

BREAKERS

NEIL DIAMOND

Love On The Rocks (Capitol)

71% of our reporters on it. Moves: Up 0, Same 0, Down 0, Adds 164 (which is a new one day record for total adds*) including WNBC, WBEN-FM, WFIL, WROR, JB105, WPGC, KVIL, KRLY, Z93, Q105, WLS, WDRQ, KS95-FM, KSLQ, WGCL, WOKY, KEARTH, KFRC, 13K, KJR, KIMN, KOPA. See Parallels, will debut next week.

THE FIRST HIT SINGLE FROM

**NEIL
DIAMOND**



**THE
JAZZ
SINGER**

Produced by Bob Gaudio

ALBUM AVAILABLE NOVEMBER 10TH

Capitol
RECORDS

© 1980 Neil Diamond

ISWAV-12120

Give the gift
of music



"Destiny works in devious ways its wonders to perform," as the seldom-quoted aphorism goes. Last week I was guesting on a soon to be seen "Bob Hope For President Special" on NBC-TV, and worked a magnificent day with another one of my all-time comedy heroes, Jonathan Winters. Lovely Jayne Kennedy and I are the anchorpeople on Bob's giant two-hour special before the national election . . . and I would roam America chatting with prototypical voters (all played by the multi-talented Johnny Winters).

During a tape break, J.W. (as he is seldom referred to) was telling me how much he has always enjoyed the magic of radio with its theater of the mind. And before I could chant his now famous litany of "Don't touch that groundhog, Baby Elizabeth, you don't know where it's been!" Jonathan revealed that had WBNS in Columbus, Ohio given him a \$5 raise some years ago he would have been happy to remain a morning deejay in that city.

Both he and Jack Buck (now famous for his great sportscasting ability at KMOX/St. Louis and CBS Network Monday Night Football) were together at the station, and according to Johnny were making about \$125 a week in the early 50's. When they didn't get their much lusted-for raise, Winters split for New York and Buck to St. Loo, and their careers took off.

Brooke Shields was just finishing some shots on Stage 3 in beautiful downtown you-know-where when Jonathan shuffled out of his dressing room as Maude Frickert. The prop department had festooned the walls of her make-believe living room with antimacassars, a rug, her dog, and dozens of photos of muscle men, strange fellows wearing stranger hats, and assorted bits of nostalgia

that brought millions of sight gags to mind for Johnny. He pointed to a ruffled still life painting and said, a la Maude Frickert: "See that painting, Mr. Owens? That's one of mine. Grandma Moses took my style . . . except she did it by numbers, and sold hers by the road to people passing by in cars!"

The cameras then started rolling (with no script — which is exactly the way Winters works best). "Have you ever met Bob Hope?" I asked the kindly white-haired old lady sitting there in her rocker (off her rocker) smiling and smoking her ubiquitous cigar.

"Well yess . . . it was during one of those wars," she replied. "World War Two?" I queried. "Yes . . . that's the one . . . see that photo of those three men?" I nodded. "They took me to see Bob at a USO show." The photo looked like a 1905 shot with three guys wearing various hats of an indescribable nature. "See the one in the middle? He got fresh with me, so I had to strangle him with my scarf. You know, Mr. Owens, I had five husbands and they all died violently. I have two of them stuffed in the cellar if you'd like to have a look at them!"



World Series Lode Basis For NBC Grand Slam

The ratings gold mine that is the World Series helped NBC demolish its competition for the Nielsen week ending October 19. NBC racked up the top six programs (led by the four games which penetrated into prime time last week) and eight of the top nine, with two pregame shows scoring high placement. In a baseball-saturated week, country music really showed its strength, as the CMA Awards telecast gave CBS its only top ten entry (at 10th). NBC won the week by almost 10 full ratings points, amassing an average of 25.5 to 15.9 for both ABC and CBS.

Game number five between the Phillies and Royals was the week's top show with a 35.3 rating, followed by games number two, one, and three. In fifth was "The Outlaw Josey Wales" (NBC Sunday movie), followed by 6) "CHIPS" (NBC) 7) "That's Incredible" (ABC) 8) the pregame show for the first game (NBC) 9) the pregame show for the second game (NBC), and 10) the CMA Awards (CBS).

"M*A*S*H" (CBS) led the second half of the high-raters, followed by a tie for 12th between "Love Boat" (ABC) and a Carter-Mondale political message on the same network. Next were 14) "Piranha" (NBC Thursday movie) 15) the pregame show for the third game (NBC) 16) "Monday Night Football" (ABC) 17) "Dallas" (CBS) 18) "Little House On The Prairie" (NBC) 19) "Other Side Of The Mountain" (NBC Monday movie), and 20) "Fantasy Island" (ABC).

NBC UNVEILS FALL SCHEDULE — With winter approaching, NBC took the wraps off its new-season series schedule this week. Two dramas, "Walking Tall" and "The Gangster Chronicles," plus two comedies, "Number 96" and "Fitz And Bones" (starring the Smothers Brothers) will debut in December and January, while "Speak Up America" was officially cancelled and "Harper Valley," "Sanford," and "Boomer" were placed on hold but should debut later. The new "Barbara Mandrell & The Mandrell Sisters" variety show debuts November 18, "Marie" (starring Marie Osmond) bows December 5, and the "Steve Allen Comedy Hour" begins a regular run December 2. On November 1, virtually the entire original "Saturday Night Live" cast (except for John Belushi) will reunite for a special "Weekend Update" election eve special, while the all-new "Saturday Night Live" kicks off November 15.

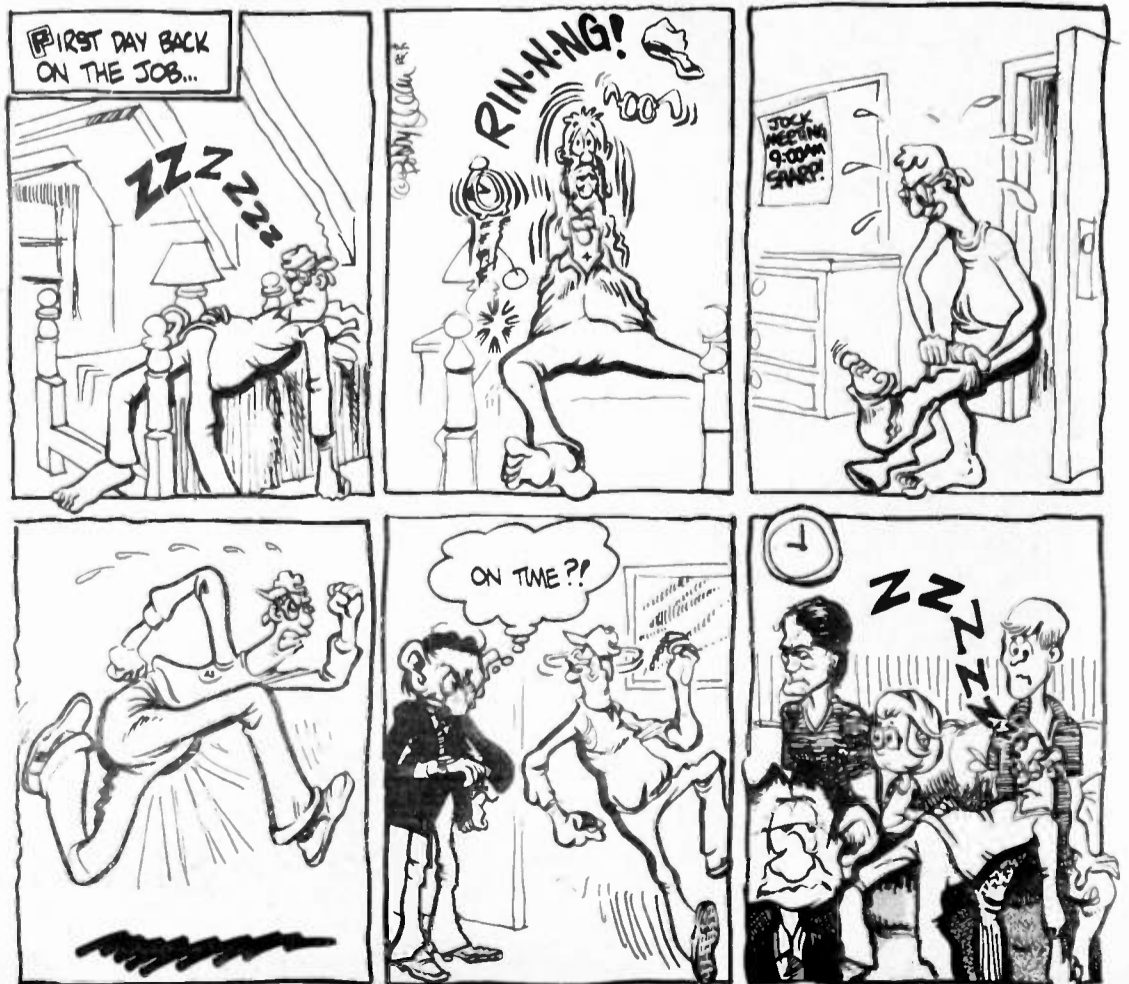
MUSIC ON TV: The October 24 edition of "Solid Gold" features the Commodores cohosting, plus Johnny Rivers, Leo Sayer, 707, T.G. Sheppard, John Stewart, and Pete Townshend . . . The Cars are on "Rock Concert" November 15 . . . Jacky Ward appears on "John Davidson" November 3 . . . Linda Ronstadt participates in the "Muppets Special" November 1.

VIDEOSCOPE:

NEM'S THE WORD — More data extracted from Arbitron's "New Electronic Media" (NEM) study (R&R10-10), this time via Marketing & Media Decisions, covers attitudes toward videocassette recorders. A sampling of the general public was asked their interest level in buying a VCR in the \$600-\$1100 price range, with a decided lack of enthusiasm recorded: 45% not interested, 25% not very interested, 6% eager to buy. The survey also covered use of VCR's by present owners. 43% use them to view shows whenever they want to, 38% to record movies (only a small percentage rent prerecorded films), 25% for entertainment specials, 16% to tape sports events. As for video games, 88% had heard of them, but just 17% owned one, and a mere 4% are "very likely" to buy one in the \$50-\$160 price range . . . **MCA PREVIEWS DISCOVISION** — MCA showed off its DiscoVision software along with Magnavox's Magnavision player and Pioneer's compatible Laser Disc player last week on the occasion of the system's introduction into the L.A. market, with national availability set for December 1. Some of the videodiscs projected for release soon are "The Blues Brothers," "Xanadu," "Jesus Christ Superstar," and "FM," plus music discs featuring Abba and Loretta Lynn . . .

ERR WAVES

BY BOBBY OCEAN

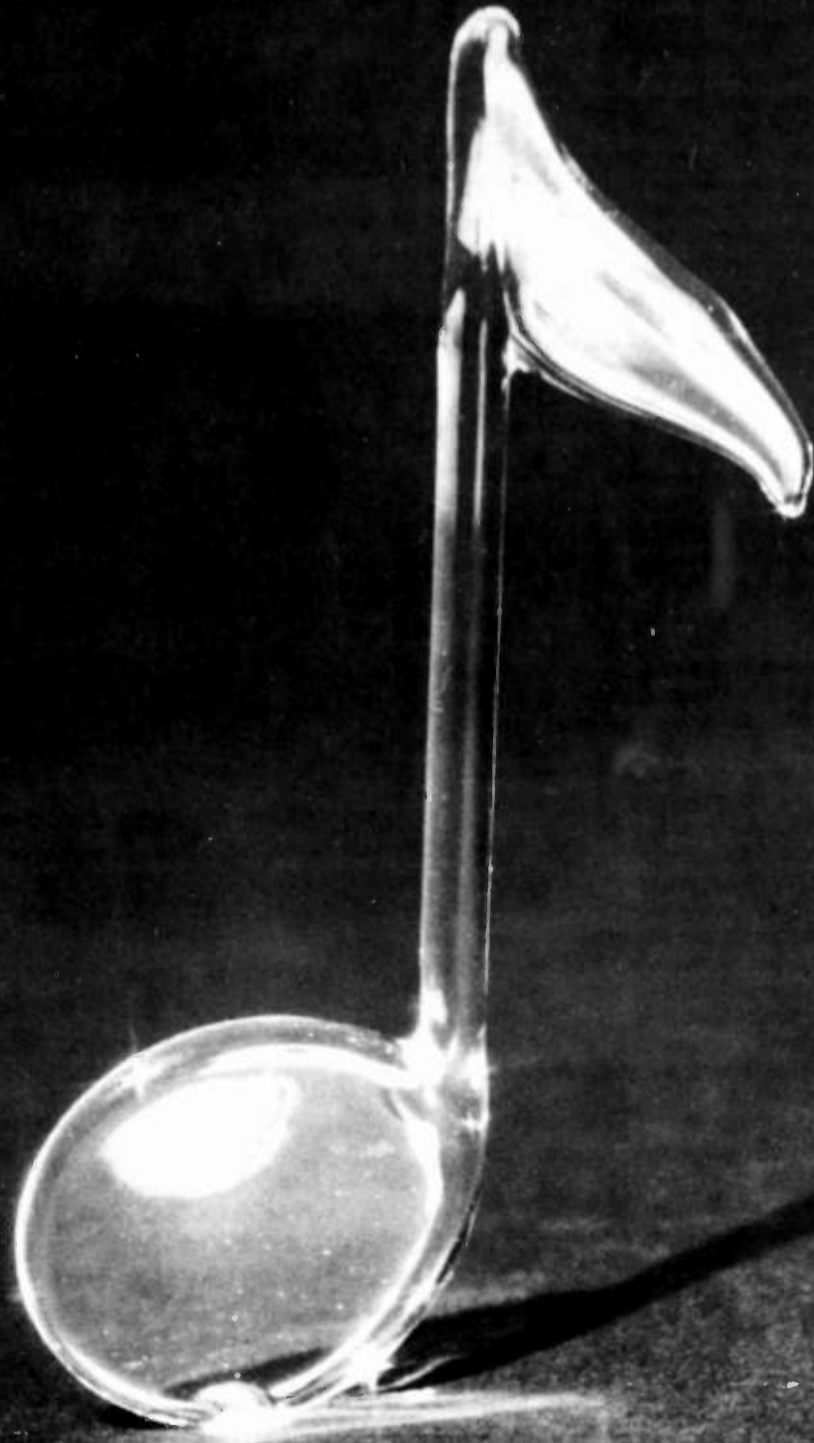


5 YEARS AGO TODAY

Radio & Records

- ★ JIM JEFFRIES NAMED EPIC NATIONAL PROMOTION DIRECTOR — Moves from similar job at GRC
- ★ TONY MARTELL APPOINTED CBS VP/MARKETING IN NASHVILLE
- ★ NUMBER ONE FIVE YEARS AGO: "Bad Blood" — Neil Sedaka (Rocket)
- ★ NUMBER ONE COUNTRY: "Rocky" — Dickey Lee (RCA)
- ★ NUMBER ONE LP: "By Numbers" — Who (MCA)

THE IMAGE MAKERS OF THE EIGHTIES



Assure your market positioning with a fresh new approach to image identification from Soundshop, Inc., soon to be the new leader in broadcast ID's. Long recognized for the quality of our musical productions, the Soundshop knows your needs and tastes. Our custom ID's are developed by radio people for radio people, meeting the most demanding standards of quality and professionalism.

The Soundshop's Broadcast Operations Division is staffed with seasoned professionals committed to further broadening the scope of the Soundshop's industry-wide reputation established through award winning albums, records and jingles for products that are household words.

We are a full service imagermaker, ready to meet your radio, television, print and promotion needs. Let us show you how to employ effective custom ID's at prices competitive with what you are paying for syndicated material. Call us today.



The Soundshop, Inc. Nashville • New York 1307 Division Street, Nashville, Tennessee 37203, (615) 244-4149

"Get Married" Gets Off To A Big Start!

WXLO	WAXY
KRLY	WKIX
KEARTH	KHYT
KRLA	KVOL

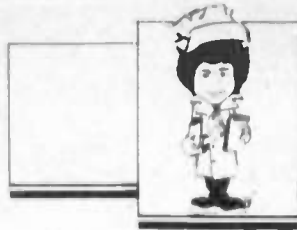


"When We Get Married"

Larry Graham

Produced by Larry Graham for Maui Music Productions

On Warner Bros. Records



STREET TALK

As the Diana Ross rumors continue to sizzle, it now appears that she will most likely re-sign with Motown. Reportedly CBS and WB are second choices at this point. The earlier talk that Geffen Records would be Diana's new label was adamantly denied by Mr. Geffen himself.

Street Talk congratulations to Capitol Records VP Bruce Wendell on one of the more exciting Tuesdays of his career. Not only was Neil Diamond the most added record but the Phillies took the World Series . . . both events happening on the same day (10-21). Bruce, as you may know, is the world's biggest fan of both Neil Diamond and the Philadelphia Phillies.

Word out of Music City, USA is that WLAC/Nashville will convert its 50 kw signal to a News/Talk format in the very near future, perhaps even before the fall book ends. Sudbrink Broadcasting, which recently purchased both WLAC and WKQB from Billboard Publications, announced to the WLAC staff that the format shift will happen when Sudbrink officially takes over. WKQB will remain AOR.

Street Talk picked this one up from a good source back east . . . newly-appointed PRO-USA President David Braun may have more consolidation plans coming for the record company. In fact we heard the pessimistic speculation that only one of the current three Polygram labels will survive into 1981.

We understand that no papers have been inked yet, but look for longtime WMAQ/Chicago morning man Lee Sherwood to become the new KHJ/Los Angeles AM drive personality. The KHJ Country crossover is due around November 1. Meanwhile, Sherwood's exit from WMAQ leaves a large vacancy. Interested parties might do well to contact WMAQ PD Bill Hennes. Other new KHJ staffers include: Lon Helton, formerly of WJJD/Chicago and WMAQ, who will be Charlie Cook's Assistant PD and handle middays; Bob Shannon, who was last at KFI/Los Angeles, doing afternoons; and Janine Wolf from KWJJ/Portland filling the early evening shift.

Drake/Chenault's syndicated "Satcon I" will air on 140 stations beginning today (10-24) at 6pm, running through Sunday (10-26) at 6pm. The "concert of the mind" will definitely let listeners know that satellite technology is on its way to radio.

Barry Freeman has joined the family at Boardwalk Entertainment as West Coast Regional Promotion Director. Boardwalk, incidentally, has purchased from ATI Records the Tierra record "Together," which has been a top 5 hit all over Los Angeles.

Scott Robbins has been promoted to Operations Director at WCKX/Tampa (formerly WOKF), with Robert W. Walker being named as WCKX's new PD.



. . . Losers Weepers

The 1980 World Series may be history, but the two cities of Philadelphia and Kansas City may never be quite the same. Remember, this hoopla was quite new to both towns, but the inter-city bets were strange as usual.

For starters, Pennsylvania Senator John Heinz risked 25 pounds of Philadelphia-style soft pretzels in support of his team. Taking the wager was Kansas Senator Bob Dole, who lost 25 pounds of prime Kansas City beef betting on the Royals.

Meanwhile, on the radio scene . . . KBEQ morning man Mike Beach bet "the performance of a striptease artist" and a quart of whiskey against a 6-foot hoagie and a case of beer. The Philadelphia radio winner was WIOQ's Harvey In The Morning. Perhaps Harvey will invite Senator Heinz over to watch the stripper and have a drink, if the Senator will bring the steaks!

Jhani Kaye resigned as Program Director at KINT/EI Paso, and he has been replaced by Jim Zippo, who was promoted from within the station.

Jan York has exited her National Promotion Director position at Solar Records and can be reached at (213) 276-0384.

Don Schaeffer has joined the WROR/Boston airstaff in the 6-10pm shift, leaving WFLY/Albany, where he had been Operations Manager.

David Simpson has moved up from WICH/Norwich, CT to the 7pm-12mid show at WPRO/Providence.

Gerry Peterson, PD at KFRC/San Francisco, is a thing of the past . . . well, actually, Gerry has decided it's time to go "legit" after all these years, and so he's officially dropping the Peterson alias in favor of his real name Gerry Cagle. You might remember a few years back when Hal Martin, then PD of KFRC, made a similar move to his real name of Michael Spears. There must be something about KFRC that makes programmers want to face reality . . . perhaps it's the other 46 signals in the market (whew!).

Finally, Street Talk congratulations to R&R's own VP/Business Affairs, Bob Kardashian and his wife, Kris, on the birth of their second daughter, Kimberly. Naturally, Kimberly made her debut on R&R's deadline day, Tuesday (10-21).

**ELECTRIC
WEENIE**

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

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

DR. DON ROSE, KFRC . . . "Greetings, Tom. Great to get together with you in Hawaii! And continued success with the Electric Weenie. You just keep getting better! All the best, Dr. Don."

Jocks...write today for free samples.

RECORD BREAKERS FROM COLUMBIA

BRUCE SPRINGSTEEN

"Hungry Heart"

From the album "THE RIVER"
Produced by Bruce Springsteen, ^{PC2 36854}
Jon Landau, and Steve Van Zandt



THE BACK PAGE

BREAKERS

BRUCE SPRINGSTEEN
Hungry Heart (Columbia)

67% of our reporters on it. Moves: Up 52, Same 27, Down 0,
Adds 76 including WNBC, WKBW, PRO-FM, 94Q, WLS,
WGCL, KFI, KFRC, WFBL, WFLY, WBLI, WSGN, 96X, Y103,
CK101, WNCI, KNBQ. See Parallels, charts at number 30.

BILLY JOEL

"Sometimes A Fantasy"

From the album "GLASS HOUSES" ^{PC36384}
Produced by Phil Ramone in association with Home Run



THE BACK PAGE

BREAKERS

BILLY JOEL
Sometimes A Fantasy (Columbia)

58% of our reporters on it. Moves: Up 101, Same 27, Down 0,
Adds 7, WGCL, KLAZ, WLAC, WMEE, WNCI, WHOT, WKXY,
PRO-FM 23-18, KDWB 18-14, 13K d-24. See Parallels, charts
at number 29.

COLUMBIA  RECORDS

"It will be vital to impress the advertiser with the idea that the ratings will be received much later than in past years."

Sales Implications Of Quarterly Measurement

Arbitron's extended surveys are looming closer and closer! With seven additional markets due to get the 10-week winter sweep starting in January, and with all remaining markets getting the 12-week survey next spring, concerned broadcasters nationwide are trying to figure how to make the best of the new survey tool. At the recent NRBA convention a number of you expressed an interest in knowing more about how to program, budget, and promote for these sweeps. However, I think it is also important to keep in mind the implications of Quarterly Measurement for your sales effort. The station that is best prepared to deal with these aspects of QM will be a step ahead of the competition.

Advertiser Seminar Helpful

In going around the country doing missionary work on the issue of the extended surveys, one tactic that I've seen stations adopt successfully is a seminar for local agencies and advertisers. At such a seminar an informed source can speak for the station and position that station as most knowledgeable on this new survey animal — and what it means to the advertising community. The station that speaks authoritatively on the issue of Quarterly Measurement can thus help to solidify or create the impression that such a station is the sales/research leader in the relevant community.

What to cover in such a session? Three main ingredients come to mind, but there may be others that could be applicable in your situation:

1. How the survey will be conducted.
2. What the delayed release of the data will mean to advertisers.
3. Why Quarterly Measurement may mean more ad dollars for radio. Let's look at each of these three key areas.

How QM Works

If an Arbitron representative has not been in to speak to the local ad community on Quarterly Measurement, or if you'd like to add some extra insights, this is an important area to cover. Advertisers need to be aware that the surveys are being stretched to either 10 weeks (winter and summer) or 12 weeks (spring and fall), and that the sample used for the former four-week surveys is being apportioned over the longer time period. With the

longer surveys it's hoped that unusual events or promotions will have a diluted impact on the estimates.

Later Delivery Likely

It will be vital to impress the advertiser with the idea that unless there is a vast streamlining of the Arbitron processing system, the ratings will be received much later than in past years. For example, in most markets the A/M '80 survey ended May 7. Books were received throughout June, July and August. Next spring, however, the survey does not end until June 10. Thus, the earliest reports will probably not hit the streets until the latter part of July, with most stations getting their spring numbers in either August or September. This year, for example, the QM markets had their survey close on May 21, with the top three markets getting their estimates on or about the 4th of July.

There are some other items here worthy of mention to advertisers. First, in markets only surveyed once, the A/M '80 data will be long-used for buys, while the metros swept twice will see the O/N '80 estimates referred to more often than normal. This will be due to the later delivery of the

Week In Review

Advisory Council Gets Good Marks

Feedback from the 1980 Arbitron Radio Advisory Council questionnaire indicates that most of the 386 stations responding felt positively about the Council's efforts. Approximately 75% rated the Council's involvement on behalf of radio as excellent or good, while almost 60% thought the group was performing better than two years ago. Other key results showed that almost 71% of those returning questionnaires felt positively about Quarterly Measurement, and that approximately 54% agreed that stations which engage in ratings distortion activities should be delisted from the relevant ratings book.

Arbitron Promotes Streiker

Stephen Streiker, formerly Client Service Representative for Arbitron Radio, has been promoted to account executive. Streiker will be serving the Southwest from Arbitron's Dallas office.

are aware that anyone using figures from the QM monthlies is doing so without approval from Arbitron.

More Dollars For Radio

A statement uttered by many a media buyer or advertiser goes, "When is radio going to grow up?" This is a slap at what some perceive as the immaturity of radio, evidenced by hypoing pro-

"With buyers being aware that good numbers are more likely based on real popularity, rather than just a hyped book, radio may be able to wean away some dollars from other media."

Spring '81 numbers, meaning that buys for back-to-school and some of the fall and holiday campaigns will be made on "old" books in many cases. If advertisers want to use the latest figures from the Spring '81 survey it will mean they must delay the buys. Bringing this to the attention of the local ad community may be a real service in their eyes, since many probably had not considered that aspect of the Quarterly Measurement procedure. One other item to mention here . . . the monthly reports that Arbitron may issue in your market are not to be used for sales purposes. It might be useful to state this to the advertisers so that they

motions, inconsistent sales efforts, and a level of professionalism generally thought to be lower than that of TV. However, with the longer surveys and the resultant increase in the maturity of radio's marketing effort — less hypoing, more consistent advertising, promotions and programming — radio can be said to have "grown up." With buyers being aware that good numbers are more likely based on real popularity, rather than just a hyped book, radio may be able to wean away some dollars from other media. At the very least, the image and maturity of the radio industry should be enhanced by Quarterly Measurement.

Stations that keep the above points in mind can make Quarterly Measurement work for them. Now that the sales effort is in tune with QM, we'll delve into more insights that can help the programming and promotional areas of doing well under the extended sweeps. Stay tuned till next week.

Q&A

A question came in from Portland, OR this week, inquiring, "With the Quarterly Measurement monthly data being based on approximately a third of the usual in-tab, will the station shares be lower also?"

No, the station shares should remain relatively stable. Remember that shares are based on actual radio listening in a given universe, and in this case the universe will be the diaries reported in each monthly QM book.

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



THE WAIT IS OVER. THE WANDERER IS HERE.

Donna Summer The Wanderer



THE SINGLE
GEF 49563

THE ALBUM
GHS 2000

PRODUCED BY GIORGIO MORODER AND PETE BELLOTTE

Susan Munoo Management Co., Inc.

Manufactured exclusively by Warner Bros. Records Inc.

Summer Nights, Inc.



CANDID "SHOT" AT WQXI — Bringing the symbolism in Pat Benatar's "Hit Me With Your Best Shot" to life, Chrysalis rep Jim Sellers hauls off and lays one on WQXI/Atlanta PD J.J. Jackson as Pickwick's Johnny Bee looks on in an incredible simulation of fear and terror.



KFIV ON THE LAMBRETTA — KFIV/Modesto gave away its "Mileage Marathon Lambretta" scooter to the listener who guessed the correct mileage a tank of gas would generate. Pictured with the winner (seated on bike) are (l-r) air personalities Rocci Allen and Stuard "Bodacious" Chase and PD Rick Myers.



WZUU LOGS SUCCESSFUL PROMOTION — WZUU/Milwaukee presented the "Great Northwoods Lumberjack Show" at the Wisconsin State Fair, featuring axe-throwing, canoe-jousting, saw-cutting, and log-rolling, with station air personalities also trying their luck and reportedly scoring miserably (sadly, there was no log-keeping event for them to star in). Some star rollers are pictured above.



What Could Beat Ventriloquism On Radio?

It has been said that when everyone warns you that your idea is a loser, you're on the right track to success. Skeptics saw no use for electric lights, typewriters, even television. Consider the stupidity of putting a visual act like ventriloquism on radio. Really dumb. But ventriloquist Edgar Bergen had America's most popular radio program 42 years ago, with his wisecracking dummy Charlie McCarthy. Sunday nights at 8 o'clock, Americans gathered their families around those big fat console radios and stayed put for the "Chase and Sanborn Hour."

It was tough competition for straight drama. Across the dial at CBS, the opposing show was "Mercury Theater of the Air" from Studio One, with Orson Welles and company. On the particular Sunday night I'm referring to, October 30, 1938, Bergen and McCarthy wrapped up their opening segment and went into a coffee commercial about 12 minutes past the hour. Dial switching ain't nothing new, so numerous people tuned across to check out CBS, and heard, "Do you still think it's a meteor, Professor?" "I don't know what to think. The metal casing is definitely extraterrestrial . . . not found on this Earth . . . (INTERRUPTION) Just a minute! Something's happening! Ladies and gentlemen, this is terrific! The end of the thing is beginning to flake off! The top of the thing is beginning to rotate like a screw! The thing must be metal!"

The dial-switchers had tuned in late and were swept up in the mock news bulletins and interviews of the drama "Invasion From Mars," the radio adaptation of H.G. Wells's "War of the Worlds," with original story locations rewritten to New Jersey. Despite disclaimers, there were many believers. It sounded to them as though the East Coast was really being invaded by Martians who had flown rockets here. Unstoppable machines from Mars reached New York City within minutes "moving at express-train speed" and shooting a "heat ray" from mirrors. In Newark, NJ it was reported that twenty families in one block rushed into their street with wet handkerchiefs on their faces, trying to escape poison gas.

Some people were convinced they were about to die. The full story of listener reaction is gripping and awe-inspiring, and way too long to even summarize here. People who heard that historic broadcast never forgot it. Broadcasters tempted to air simulated news bulletins as drama learned how dangerous it could be. Welles was worldwide news. He was no dummy, though: what he did that night is remembered yet, while Charlie McCarthy's lines faded quickly.

Rip 'N' Read

Green Monster Exceeds 500MPH

MONDAY, OCTOBER 27: The first vehicle to travel along the ground at more than 500 miles per hour was the rocket-powered "Green Monster," driven by Art Arfons sixteen years ago today. He established the world land speed record at 536.71mph on October 27, 1964. That's almost nine miles a minute. The record now is 622mph, set ten years ago last week by Gary Gabelich in the "Blue Flame."

Nanette Fabray is 60. Carrie Snodgrass is 34. The first New York City subway is 70.

* * * * *

End Of U.S. Shoe Rationing

TUESDAY, OCTOBER 28: Middle-aged Americans easily remember when sugar and shoes were rationed in the United States, because the national output was channeled directly into the war effort. Penicillin was sent to the battle zones but wasn't widely available for civilians. Americans were fighting World War II abroad, and at home the civilians got limited rations of cheese, meats, coffee, fuel oil, gasoline, fats, butter, canned goods, processed foods and — toward the end of the war — even shoes were rationed. The atomic bombs ended the war in August 1945, and on October 28 — 35 years ago today — shoe rationing was ended.

The Statue of Liberty was dedicated in 1886. The use of fingerprints in crime investigation was first advocated in 1880. Columbus discovered Cuba in 1492.

The developer of the first polio vaccine, Dr. Jonas Salk, is 66. Jane Alexander is 41. Suzy Parker is 47.

* * * * *

The Wall Street Crash

WEDNESDAY, OCTOBER 29: It really happened over a period of weeks, but today is usually noted as "the" day the stock market crashed into worthlessness in 1929. From the Minneapolis Star: "Wave after wave of selling again moved down prices on the Stock Exchange today and billions of dollars were clipped from values." Fifty-one years ago the Great Depression was on the verge of beginning. It would last through the end of the Roaring 20's and end as World War II began.

Weather experimentation noted its first proven success 33 years ago today when manmade rain put out a forest fire near Concord, NH in 1947.

President Gerald Ford signed the Equal Credit law six years ago today to put women on equal footing with men in obtaining loans and maintaining credit ratings.

Hank Snow's first recording session was in 1936. Kate Jackson is 31. Richard Dreyfuss is 33.

* * * * *

Atlas Shrugged Dynamically

THURSDAY, OCTOBER 30: Former 97-pound weakling Charles Atlas was born in 1893. Angelo Siciliano was his real name, and he invented isometric exercise as such, calling it Dynamic Tension.


Grace Slick is 41. Henry Winkler is 35. Arnold Pasario of Foxy is 30.

* * * * *

Halloween. A Dying Holiday?

FRIDAY, OCTOBER 31: The little witches and goblins in their flimsy store-bought costumes will mob the streets tonight prowling for candy. But the observance of Halloween by kids going door-to-door for handouts may be a dying thing, because of parents' growing fear of poisoned candy and similar perversions. Some communities have substituted neighborhood parties.

Head cow lady Dale Evans is 68. At that age you're not a cowgirl. Barbara Bel Geddes of "Dallas" is 58. Lee Grant is 51. Dan Rather is 49.



This Week
THE LARSEN-FEITEN BAND
PLUS VARIOUS GUESTS

Next Week
VAN HALEN

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

LINDA RONSTADT
GREATEST HITS



VOLUME TWO

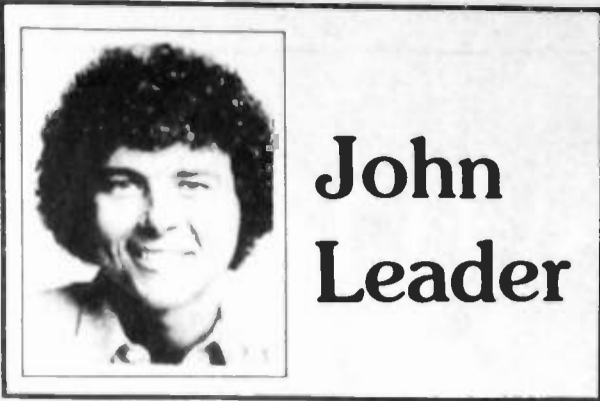
IT'S SO EASY • I CAN'T LET GO • HURT SO BAD
BLUE BAYOU • HOW DO I MAKE YOU • BACK IN THE U.S.A.
OOH BABY BABY • POOR POOR PITIFUL ME • TUMBLING DICE
JUST ONE LOOK • SOMEONE TO LAY DOWN BESIDE ME

Produced by Peter Asher • Recorded by Val Garay

5E-516

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John Leader



WHAT DOES IT ALL REALLY MEAN?

How To Use The Back Page

If you think you've heard this one already, don't turn the page just yet. Things have changed a bit since the last time we talked about this, and I may answer a few of the questions you haven't gotten around to asking yet.

First, the basics... there are 240 Contemporary Hit Radio stations whose information contributes to the Back Page each week. Each of those 240 stations is either format dominant within its market or exerts a significant influence on its city and the nation. Following the two major rating periods each spring and fall, all current and possible future reporters are evaluated based on their performance.

P-1, P-2, P-3

All 240 stations are also sub-categorized into Parallel 1, Parallel 2 or Parallel 3. Parallel 1 consists of the format winners within the nation's top 30 population centers. Parallel 2 contains markets outside the top 30 with a metro population greater than 200,000 and some stations within major markets that are not currently format dominant. Parallel 3 is made up of stations within markets of less than 200,000 metro population (12+). Further, within each Parallel all stations are separated into one of four national regions: East, South, Midwest, and West.

tells you that a majority of our reporters are playing the song. When a Breaker also debuts on the National Airplay/30, which most Breakers do, that also tells you that within the 60% or more playing the song, a significant number of them are showing it with favorable chart activity (debuts, good number jumps or even adding it with a number in its first week, etc.).

A Breaker is not, however, a guarantee of future top 10 status. When a song becomes a Breaker, that indicates that a large number of our reporting stations believe the record satisfies their individual criteria for airplay. As it turns out, most Breakers go on to become at least top 15 hits, which may prove that the collective opinion of the majority of our reporters (i.e., safety in numbers) is quite good.

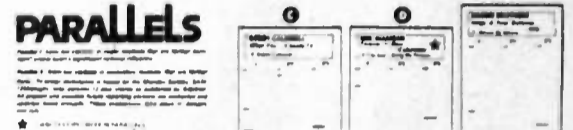
NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist title label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, how it the same on to on, and to on \$1.51 etc. moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the Parallels. indicates one of this week's most added, new songs.

All songs that have 50 or more radio stations reporting airplay on them in a given week are listed in New & Active. Brief summaries of activity appear on the Back Page for these records indicating how many stations reported it, how many added it, and the relative movement of the song on all stations charting it (Ups, Downs, Sames).

Others Getting Significant Action

This category is an extension of New & Active for records with fewer than 50 total station reports. Both New & Active and Others are arranged in descending order of total airplay. As with N&A, Others have brief airplay summaries on the Back Page for a fast look at what particular records are doing.



Inside R&R are the Parallels themselves. These are complete airplay listings for all songs listed in New & Active, Breakers, and most songs on the National Airplay/30. The records on the chart that have peaked and are on their way down are not listed in the Parallels.

ADDS & HOTS

This section lists all Parallel 2 & 3 stations' five hottest records (with chart moves) and all their adds for that week. These pages also list all the reporters that did not report that week, which helps you quickly determine which stations are missing.

PARALLEL ONE PLAYLISTS

All Parallel 1 stations reporting have their entire playlists reproduced under their logos on these pages. The five hottest songs are indicated by "H's" and their adds are beneath their numbered charts. With this information you can have a precise idea what the P-1 stations are currently charting.

NATIONAL AIRPLAY/30

October 17, 1980

WEEKS ON CHART	LAST WEEK	THIS WEEK	ARTIST	TITLE	Label
6	2	1	BARBRA STREISAND	Woman In Love	(Columbia)
3	1	2	DOOBIE BROTHERS	Real Love	(WB)
2	3	3	QUEEN	Another One Bites The Dust	(Elektra)
7	6	4	POINTER SISTERS	He's So Shy	(Planet)
29	19	11	KENNY ROGERS	Lady	(Liberty)
16	11	9	DONNA SUMMER	The Wanderer	(Geffen)
22	17	14	CLIFF RICHARD	Dreaming	(EMI America)
11	9	8	CARLY SIMON	Jesse	(WB)
5	7	7	OLIVIA NEWTON-JOHN	w/ELO/Canada	(MCA)
21	14	13	STEPHANIE MILLS	Never Knew Love Like This Before	(20th)
4	4	5	DIANA ROSS	Upside Down	(Motown)
8	8	10	BOZ SCAGGS	Look What You've Done To Me	(Columbia)
30	28	20	DARYL HALL & JOHN OATES	You've Lost That... (RCA)	
1	5	6	PAUL SIMON	Late In The Evening	(WB)
9	10	12	KENNY LOGGINS	I'm Alright	(Columbia)
23	21	19	SUPERTRAMP	Dreamer	(A&M)
28	23	18	WILLIE NELSON	On The Road Again	(Columbia)
19	16	15	AL STEWART	Midnight Rocks	(Arista)
27	22	21	DEVON	Whip It	(WB)
26	24	24	JACKSONS	Lovely One	(Epic)
29	25	25	LEO SAYER	More Than I Can Say	(WB)
18	18	16	LARSEN-FEITEN BAND	Who'll Be The Fool Tonight	(WB)
30	29	22	JACKSON BROWNE	That Girl Could Sing	(Asylum)
27	26	22	ROLLING STONES	She's So Cold	(Rolling Stones)
26	25	22	AMY HOLLAND	How Do I Survive	(Capitol)
28	28	28	CHRISTOPHER CROSS	Never Be The Same	(WB)
10	12	23	ROBBIE DUPREE	Hot Rod Hearts	(Elektra)
30	30	30	PAT BENATAR	Hit Me With Your Best Shot	(Chrysalis)
30	30	30	JIMMY HALL	I'm Happy That Love Has Found You	(Epic)
30	30	30	DIANA ROSS	I'm Coming Out	(Motown)

THIS CHART IS BASED SOLELY ON AIRPLAY STATISTICS COMPILED WEEKLY FROM OUR CHR REPORTING STATIONS. BLACK CIRCLED NUMBERS INDICATE SIGNIFICANT UPWARD MOVEMENT FROM AT LEAST 60% OF OUR REPORTERS.

MOST ADDED **HOTTEST**

R&R's chart is a compilation of all the 240 playlists we receive each week. A weighting system is used making P-1 stations worth more than P-2's and P-2 stations worth more than P-3's. Black circled numbers (or bullets) are given to those records with significant upward movement at 60% or more of the stations reporting them that week. Generally, any song continuing to make upward progress on the chart will have a black circled number.

BREAKERS

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

This category is often thought of as "the gateway to the chart," and in a way that's true. Breakers are those newer records that have the greatest level of activity (other than the charted songs) on any given week. A general rule of thumb for Breaker status is 60% or more of all reporting stations playing the record. A Breaker

The Evolution Continues . . .

Now that we have increased the total number of CHR reporters to 240 and broadened the coverage of our national research, has the resulting information changed? Quite honestly, that was a concern of mine when we first increased our sample by 40 stations. However, after seeing the data for several weeks now, I don't feel the CHR information has been significantly affected by the change.

What has happened is a general softening in the music that is "making it." Some may want to blame that on radio and others may feel that the record industry is overreacting by releasing too much ballad product. In fact both parties are responsible.

Radio has definitely changed. CHR now contains several sub-formats, four of which can be easily identified by the music they seem to favor: Urban Contemporary (KRLY/Houston, WKXS/Boston); Album-Oriented Contemporary (KWK/St. Louis, KUPD/Phoenix); 25+ Contemporary (KVIL/Dallas, WFIL/Philadelphia); and Traditional Contemporary (WLS/Chicago, KFRC/San Francisco). Other sub-groups may be developing, such as Country Contemporary, and you may be able to identify still others. These changes in CHR are simply a reflection of what radio is doing to please a changing public.

Fragmentation is at its worst in the major cities, where most of the nontraditional CHR's can be found. As more and more signals battle for the same demographics, stations have effectively used specialized music programming to capture specific psychographics. Without getting too technical, the realization that all 30-year-old men don't necessarily like the same kind of music makes the format sub-groups viable.

If you're concerned that one or more of the nontraditional CHR's are gaining too great an influence on our weekly data, stop worrying. The vast majority (over 75%) of our 240 stations can still be classified as Traditional Contemporary; in other words, they are still interested in playing "the hits," whatever style of music

"the hits" happen to be.

Granted, within Parallel 1 there are representatives of all the format subgroups, but since we publish all the P-1 playlists every week, you can easily identify which stations you need to look at and those that have no bearing on your own playlist decisions.

Some of you have suggested that R&R begin breaking down the stations by subformats. There are two reasons I don't think the time is right for such a move: first, the subgroups are still in transition, still evolving; and second, the traditional CHR's are still very much in control of our data. There may come a time in the not-so-distant future when such subcategorization becomes necessary, but it's not here yet.

It's Your Decision

Remember, too, that R&R is not attempting to tell you what records to play each week. Our information should assist you in making your own thoughtful playlist decisions. If you are among one of the three smaller format subgroups (Urban, Album, or 25+), you have already predetermined what styles of music you will and will not play. The important thing to remember is not to prejudge any song based on anything other than sound. Some artists with an image in direct opposition to your chosen demographic or psychographic are fully capable of producing a hit that might be just right for your audience.

The information we bring you every week is based on playlists we receive from winning radio stations all over the country. For these stations to continue to win, their music selection must be correct. Therefore, whatever musical tangents some of R&R's reporters pursue, provided they remain basically contemporary, their playlists continue to provide all of us with a valuable national overview.

R&R's aim is to give you the best and most factual, up-to-date information every week. Please don't ever hesitate to give us your comments or criticisms.

Listen To

'LITTLE DARLIN',

The New Single From

SPIDER

Produced by Peter Coleman

Manufactured and Marketed by RSO Records





Epic's Campaign Pledge...

HIT RECORDS FOR EVERY PLAYLIST!

RANDY MEISNER

MICKEY GILLEY

“Deep
Inside
My
Heart”



Produced by Val Garay

“That’s
All
That
Matters”



Produced by
Jim Ed Norman

THE BACK PAGE
BREAKERS

RANDY MEISNER

Deep Inside My Heart (Epic)

85% of our reporters on it. Moves: Up 54, Same 34, Down 0, Adds 41 including WBEN-FM, WIFI, F105, JB105, Z93, WDRQ, KSLQ, KIIS-FM, WOLF, WHYN, KRBE, KBFM, WLAC, WVIC, WNAM, WIKS, WRBR, KGW. See Parallels, will debut next week.

KILT on
WSB on
98Q on
WDEC on
Q101 on
KMBZ 27-23
KRIG on
KOY on
KUGN on

WHIO on
WALG on
WHAS on
KLAZ 37-35
KAAY 25-21
KRMG 17-10
WREC 29-25
WHMY on
WEVA on

KFOR on
KCUZ on
WCCO-AM on
WHAG 33-23
KVIL on
WSBA on
KGGF on
WKHM on
WLTA on

WBAL on
WOOD on
KCRS on
WFBG on
WDEF add
WRVA add
WSIX add
WYSL add
WORG add

on *Epic* Records

Mediatrend Estimates

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

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

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

San Francisco

KGO Swamps Competition; KCBS, KNEW Climb Steadily; KOME Rebounds, Up 11th-3rd; KSFO Moves 14th-9th; Hispanic KEEN Surges To 10th; KOIT Drops 50%, Falls To 20th; KIOI, KABL-FM Also Slip From Top Ten

	Aug. '80	Sept. '80	Oct. '80
KGO (N/T)	7.8	10.1	14.0
KCBS (N)	3.2	4.3	5.6
KOME (A)	5.5	3.0	4.9
KFRC (R)	4.9	5.6	4.8
KNEW (C)	2.7	3.6	4.6
KYUU (PA)	3.4	4.2	4.5
KSOL (B)	4.4	5.7	4.1
KNBR (PA)	4.6	3.4	3.5
KSFO (PA)	2.4	2.8	3.4
KEEN (S)	—	—	2.8

Philadelphia

KYW Rises With Phillies Excitement; WIP Rebounds 13th-2nd; WWSH Leads BM Stations As WDVR Falls From Top Ranks; WDAS-FM Slips Again; WIOQ Passes WYSP, Moves 11th-7th; WWDB Goes 15th-10th; WUSL, WCAU Drop From Top Ten

	Aug. '80	Sept. '80	Oct. '80
KYW (N)	11.3	14.2	15.4
WIP (PA)	5.3	4.0	7.1
WWSH (BM)	3.9	7.9	6.9
WMMR (A)	7.0	6.2	6.5
WMGK (PA)	9.2	6.4	6.2
WDAS-FM (B)	10.4	7.2	5.4
WIOQ (A)	3.7	4.0	4.8
WFIL (R)	2.8	4.2	4.7
WYSP (A)	6.9	5.6	4.5
WWDB (T)	7.9	3.0	4.4

Dallas-Ft. Worth

KVIL Up 5, Regains Top Spot; KSCS Down 4, WBAP Off 2, KPLX Rises 11th-8th; KRLD Up Steadily, WFAA Jumps Three, Moves 15th-5th; KTXQ Up Two, KZEW Rebounds 13th-9th; KNOK-FM, KFJZ, KNUS Slip From Top Ranks

	Aug. '80	Sept. '80	Oct. '80
KVIL (R)	6.1	6.8	11.6
KSCS (C)	12.6	12.5	8.3
KRLD (N)	5.9	6.2	7.5
KTXQ (A)	5.8	5.3	7.2
WFAA (N)	2.8	2.7	5.7
KKDA-FM (B)	5.6	7.8	5.6
WBAP (C)	7.4	7.4	5.5
KPLX (C)	5.7	4.2	5.3
KZEW (A)	6.8	3.6	5.0
KMEZ (BM)	3.3	4.9	4.4

Denver

KBPI Up Three, Recaptures Lead; KOA Down Two; KOAQ, KAZY, KLZ Gain; KOSI-FM Jumps 11th-6th; KVOD-FM Up 15th-8th; KHOW-AM-FM Now Simulcast, Drop 2; KYGO, KPPL Fall From Top Ten

	Aug. '80	Sept. '80	Oct. '80
KBPI (A)	13.2	6.7	9.9
KOAQ (R)	8.5	7.5	8.1
KAZY (A)	9.6	6.7	7.7
KLZ (C)	6.7	5.2	6.6
KOA (N)	6.7	7.6	5.4
KOSI-FM (BM)	4.5	4.1	5.3
KIMN (R)	3.7	5.5	4.8
KVOD-FM (CL)	3.8	3.3	4.7
KLIR (BM)	4.9	4.3	4.6
KHOW-AM-FM (PA)	4.7	6.6	4.4

WLS, WRCK Simulcast

air sound. No changes are planned at WLS. R&R has also learned of recent administrative changes at ABC; both stations will now report to ABC-Owned FM Stations President Marty Greenberg (former WLS VP/GM), while ABC's Los Angeles stations KABC and KLOS-FM will in turn report to ABC-Owned AM Stations President Chuck DeBare. Reportedly Bouloukos and WLS PD John Gehron will also take on broader overall responsibilities connected with WRCK as well, although both Div-

Continued from Page 1
ney and WRCK PD Sandy Sanderson remain in their positions.

Satcon

Continued from Page 1
Terry, which is a total fabrication." T. concluded, "I'm very optimistic. I think we're going to win this case. The next step is to get depositions and set a trial date. We're pushing for a date as fast as we can."

Bullet

Continued from Page 1
sibilities immediately. While a successor is sought for his Operations Manager position, KPRI-KOGO VP/GM Dex Allen will handle those duties.

Irmiter

Continued from Page 1
has been in programming up to this point, and I will continue to keep a very strong hold on the overall programming aspects." A new Operations Director will be named shortly at the station.



MILLS ABOUT K101 — Stephanie Mills met with K101/San Francisco staffers at a recent area show. Pictured (l-r rear) are 20th Century-Fox VP Dave Parks, promotion rep Dave Marshall, K101 PD Rob Sisco, and station Promotion Director Jeff Blouse; (l-r, front) 20th's Brenda Geffner, K101 MD Beverly Mire, 20th's Carol L. King, Mills, and air personality Sam Van Zanbt.

FOR SALE

RATINGS IMPROVEMENT:
25-49 DEMOS

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

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805-541-2966



STRANGE BEDFELLOWS — KXOA/Sacramento air personality C.J. Stone gave away a waterbed in a dance contest. Pictured relaxing on the bed are (l-r rear) KXOA Asst. MD Debbie Dolly, air personality Rob Tonkin, a member of the "FBI Academy" (presumably no relation to J. Edgar Hoover), Stone, another academy member, and (front) an unidentified couple.

BEAT

JOE JACKSON

YEAH YEAH YEAH

BEAT CRAZY

THE NEW ALBUM
JUST RELEASED ON
A&M RECORDS
AND TAPES.
Produced by Joe Jackson.



SP-4837

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EAST
Most Added® Hottest

Neil Diamond
John Lennon
Bruce Springsteen
Barbra Streisand
Kenny Rogers
Donna Summer

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

Neil Diamond
John Lennon
Bruce Springsteen
Kenny Rogers
Barbra Streisand
Donna Summer

EAST

PARALLEL TWO

140/Worcester, MA
Steve York

BRUCE SPRINGSTEEN
JOHN LENNON
NEIL DIAMOND
Hottest:
BARBRA STREISAND 1-1
STEPHANIE MILLS 13-9
DOOBIE BROS 8-2
DONNA SUMMER 6-3
JACKSON BROWNE 9-4
SUPERTRAMP 13-6

WBFF/Rochester, NY
Dave Mason

CLIFF RICHARD
NEIL DIAMOND
BRUCE SPRINGSTEEN
Hottest:
QUEEN 1-1
KENNY ROGERS 7-5
STEPHANIE MILLS 13-9
JACKSON BROWNE 15-12
HALL & OATES 18-13

WICC/Bridgeport, CT
Bob Mitchell

JOHN LENNON
NEIL DIAMOND
OLIVIA N-J
HARRY CHAPIN
Hottest:
BARBRA STREISAND 2-1
DONNA SUMMER 8-6
SUPERTRAMP 18-14
LEO SAYER 20-16
BRUCE SPRINGSTEEN D-22

WKBO/Harrisburg, PA
Betay Kaye

KORGIS
BARBRA STREISAND
AIR SUPPLY
DIANA ROSS
NEIL DIAMOND
OLIVIA N-J
Hottest:
BARBRA STREISAND 1-1
WILLIE NELSON 5-3
DONNA SUMMER 6-4
KENNY ROGERS 15-6
HALL & OATES 14-7

WKEE/Huntington, WV
Gary Miller

PAUL SIMON
POLICE
DCN WILLIAMS
BARBRA STREISAND
ERIC CLAPTON
JOHN LENNON
Hottest:
STEPHANIE MILLS 1-1
DONNA SUMMER 5-3
CLIFF RICHARD 7-4
KENNY ROGERS 9-5
HALL & OATES 12-7

WOLF/Syracuse, NY
Bob Mitchell

KORGIS
OLIVIA N-J
WAYLON JENNINGS
RANDY MEISNER
KANSAS
Hottest:
AMY HOLLAND 5-1
LEO SAYER 11-3
STACY LATTISAM 9-4
BILLY JOEL 17-12
JIMMY HALL 20-17

WPST/Trenton, NJ
Tom Taylor

JOHN LENNON
NEIL DIAMOND
AIR SUPPLY
DIANA ROSS
POLICE
AC/DC
Hottest:
BARBRA STREISAND 4-1
KENNY ROGERS 13-4
DONNA SUMMER 11-5
HALL & OATES 21-14
CHRIS CROSS 29-19

WTRY/Albany, NY
Bill Canine

NEIL DIAMOND
JOHN LENNON
BRUCE SPRINGSTEEN
RANDY MEISNER
OLIVIA N-J
Hottest:
BARBRA STREISAND 2-1
KENNY ROGERS 13-3
BOZ SCAGGS 12-7
DEVO 14-10
CLIFF RICHARD 17-12

WAEB/Allentown, PA
Jeff Frank

JOHN LENNON
NEIL DIAMOND
BRUCE SPRINGSTEEN
AC/DC
Hottest:
BARBRA STREISAND 3-1
KENNY ROGERS 11-4
STEPHANIE MILLS 16-10
DIANA ROSS 19-12
CHRIS CROSS 21-14

WHY/Springfield, MA
Andy Carey

NEIL DIAMOND
KANSAS
RANDY MEISNER
Hottest:
DOOBIE BROS 1-1
KENNY ROGERS 4-4
DONNA SUMMER 9-5
AL STEWART 10-6
HALL & OATES 16-13

KC101/New Haven, CT
Curt Hansen

DIANA ROSS
JIMMY HALL
Hottest:
BARBRA STREISAND 2-1
DOOBIE BROS 5-3
KENNY ROGERS 15-8
KENNY LOGGINS 13-9
HALL & OATES 22-17

WFBZ/Baltimore, MD
Andy Szulinski

NEIL DIAMOND
KORGIS
JOHN LENNON
WAYLON JENNINGS
BRUCE SPRINGSTEEN
Hottest:
BARBRA STREISAND 2-1
DONNA SUMMER 6-3
HALL & OATES 13-9
DON WILLIAMS 19-14
CHRIS CROSS 21-15

WBUT/Long Island, NY
Bill Terry

BRUCE SPRINGSTEEN
JOHN LENNON
NEIL DIAMOND
KORGIS
PAT BENATAR (dp)
Hottest:
BARBRA STREISAND 1-1
DONNA SUMMER 3-2
CLIFF RICHARD 9-6
STEPHANIE MILLS 14-7
KENNY ROGERS 13-9

WTIC/FM/Hartford, CT
Rick Donahue

LEO SAYER
BRUCE SPRINGSTEEN
BARBRA STREISAND
NEIL DIAMOND
Hottest:
QUEEN 1-1
CLIFF RICHARD 10-8
KENNY ROGERS 15-9
STEVIE WONDER 17-10
JACKSONS 19-11

WICB/Bridgeport, CT
Bob Mitchell

JOHN LENNON
NEIL DIAMOND
OLIVIA N-J
HARRY CHAPIN
Hottest:
BARBRA STREISAND 2-1
DONNA SUMMER 8-6
SUPERTRAMP 18-14
LEO SAYER 20-16
BRUCE SPRINGSTEEN D-22

WKBO/Harrisburg, PA
Betay Kaye

KORGIS
BARBRA STREISAND
AIR SUPPLY
DIANA ROSS
NEIL DIAMOND
OLIVIA N-J
Hottest:
BARBRA STREISAND 1-1
WILLIE NELSON 5-3
DONNA SUMMER 6-4
KENNY ROGERS 15-6
HALL & OATES 14-7

WKEE/Huntington, WV
Gary Miller

PAUL SIMON
POLICE
DCN WILLIAMS
BARBRA STREISAND
ERIC CLAPTON
JOHN LENNON
Hottest:
STEPHANIE MILLS 1-1
DONNA SUMMER 5-3
CLIFF RICHARD 7-4
KENNY ROGERS 9-5
HALL & OATES 12-7

WOLF/Syracuse, NY
Bob Mitchell

KORGIS
OLIVIA N-J
WAYLON JENNINGS
RANDY MEISNER
KANSAS
Hottest:
AMY HOLLAND 5-1
LEO SAYER 11-3
STACY LATTISAM 9-4
BILLY JOEL 17-12
JIMMY HALL 20-17

WPST/Trenton, NJ
Tom Taylor

JOHN LENNON
NEIL DIAMOND
AIR SUPPLY
DIANA ROSS
POLICE
AC/DC
Hottest:
BARBRA STREISAND 4-1
KENNY ROGERS 13-4
DONNA SUMMER 11-5
HALL & OATES 21-14
CHRIS CROSS 29-19

WTRY/Albany, NY
Bill Canine

NEIL DIAMOND
JOHN LENNON
BRUCE SPRINGSTEEN
RANDY MEISNER
OLIVIA N-J
Hottest:
BARBRA STREISAND 2-1
KENNY ROGERS 13-3
BOZ SCAGGS 12-7
DEVO 14-10
CLIFF RICHARD 17-12

WAEB/Allentown, PA
Jeff Frank

JOHN LENNON
NEIL DIAMOND
BRUCE SPRINGSTEEN
AC/DC
Hottest:
BARBRA STREISAND 3-1
KENNY ROGERS 11-4
STEPHANIE MILLS 16-10
DIANA ROSS 19-12
CHRIS CROSS 21-14

WHY/Springfield, MA
Andy Carey

NEIL DIAMOND
KANSAS
RANDY MEISNER
Hottest:
DOOBIE BROS 1-1
KENNY ROGERS 4-4
DONNA SUMMER 9-5
AL STEWART 10-6
HALL & OATES 16-13

KC101/New Haven, CT
Curt Hansen

DIANA ROSS
JIMMY HALL
Hottest:
BARBRA STREISAND 2-1
DOOBIE BROS 5-3
KENNY ROGERS 15-8
KENNY LOGGINS 13-9
HALL & OATES 22-17

PARALLEL THREE

WICR/Beckley, WV
Ron Hill

AIR SUPPLY
DOBBIE BROS
NEIL DIAMOND
NIELSON/PEARSON
BARBRA STREISAND
Hottest:
BARBRA STREISAND 3-1
DONNA SUMMER 9-5
CLIFF RICHARD 13-7
EWE 15-8
KANSAS 14-9

WFBQ/Altoona, PA
Tony Booth

NEIL DIAMOND
OLIVIA N-J
DR. HOOR
BRUCE SPRINGSTEEN
JOHN LENNON
DIANA ROSS
Hottest:
QUEEN 1-1
KENNY ROGERS 13-7
DIANA ROSS 12-8
SUPERTRAMP 15-9
DONNA SUMMER 19-13

WGUY/Bangor, ME
John Jackson

VAPORS
KANSAS
JOHN LENNON
BRUCE SPRINGSTEEN
HARRY CHAPIN
NEIL DIAMOND
Hottest:
WAYLON JENNINGS
Hottest:
BARBRA STREISAND 3-1
DOOBIE BROS 4-2
KENNY ROGERS 25-15
PURE PRAIRIE LEAG 27-16
BILLY JOEL 30-17

WHBS/Portsmouth, NH
Rick Bean

JOHN LENNON
HARRY CHAPIN
NEIL DIAMOND
OLIVIA N-J
PAUL SIMON
AIR SUPPLY
Hottest:
BARBRA STREISAND 1-1
KENNY ROGERS 11-3
IRENE CARA 10-7
HALL & OATES 13-8
WILLIE NELSON 15-10

WJBO/Portland, ME
Mike O'Neil

HARRY CHAPIN
RANDY MEISNER
NEIL DIAMOND
Hottest:
WAYLON JENNINGS
Hottest:
BARBRA STREISAND 2-1
KENNY ROGERS 6-3
CLIFF RICHARD 12-8
HALL & OATES 13-9
JIMMY HALL 17-11

WJWB/Portland, ME
Mike O'Neil

HARRY CHAPIN
RANDY MEISNER
NEIL DIAMOND
Hottest:
WAYLON JENNINGS
Hottest:
BARBRA STREISAND 2-1
KENNY ROGERS 6-3
CLIFF RICHARD 12-8
HALL & OATES 13-9
JIMMY HALL 17-11

WLBZ/Bangor, ME
Michael O'Hara

BARBRA STREISAND
NEIL DIAMOND
JOHN LENNON
HARRY CHAPIN
Hottest:
BARBRA STREISAND 3-1
POINTIER SISTERS 6-4
DEVO 10-7
KENNY ROGERS 19-10
AC/DC 18-14

WTSN/Dover, NH
Jim Sebastian

NEIL DIAMOND
BRUCE SPRINGSTEEN
HARRY CHAPIN
AIR SUPPLY
EDDIE RABBITT
OLIVIA N-J
Hottest:
IRENE CARA
KORGIS
DIANA ROSS
Hottest:
BARBRA STREISAND 1-1
KENNY ROGERS 5-3
DONNA SUMMER 7-4
CLIFF RICHARD 8-5
CARS 11-6

WIGY/Bath, ME
Willie Mitchell

NEIL DIAMOND
JOHN LENNON
AIR SUPPLY
KORGIS
Hottest:
BARBRA STREISAND 2-1
JACKSONS 9-4
STEPHANIE MILLS 14-7
KENNY ROGERS 20-10

WJAY/Portland, ME
Gary Bruce

NEIL DIAMOND
JOHN LENNON
KORGIS
JOHN LENNON
KANSAS
BRUCE SPRINGSTEEN
Hottest:
DOOBIE BROS 1-1
BARBRA STREISAND 3-2
CHRIS CROSS 22-14
STACY LATTISAM 26-20
JIMMY HALL 28-22

WJAY/Portland, ME
Gary Bruce

NEIL DIAMOND
JOHN LENNON
KORGIS
JOHN LENNON
KANSAS
BRUCE SPRINGSTEEN
Hottest:
DOOBIE BROS 1-1
BARBRA STREISAND 3-2
CHRIS CROSS 22-14
STACY LATTISAM 26-20
JIMMY HALL 28-22

WJAY/Portland, ME
Gary Bruce

NEIL DIAMOND
JOHN LENNON
KORGIS
JOHN LENNON
KANSAS
BRUCE SPRINGSTEEN
Hottest:
DOOBIE BROS 1-1
BARBRA STREISAND 3-2
CHRIS CROSS 22-14
STACY LATTISAM 26-20
JIMMY HALL 28-22

WJAY/Portland, ME
Gary Bruce

NEIL DIAMOND
JOHN LENNON
KORGIS
JOHN LENNON
KANSAS
BRUCE SPRINGSTEEN
Hottest:
DOOBIE BROS 1-1
BARBRA STREISAND 3-2
CHRIS CROSS 22-14
STACY LATTISAM 26-20
JIMMY HALL 28-22

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

KNUS/Dallas
KINT/EI Paso
WZOK/Rockford
Z104(WZEE)/Madison
WDJX/Dayton
13FEA(WFAA)/Manchester
14WK(WKWK)/Wheeling
WFLB/Fayetteville
KXKL/Grand Forks

SOUTH

PARALLEL TWO

82Q/Nashville, TN
Scooter Davis

NEIL DIAMOND
BARBRA STREISAND
STEVIE WONDER
JIMMY HALL (dp)
DOOBIE BROS (dp)
Hottest:
BARBRA STREISAND 2-1
KENNY ROGERS 4-2
BOB SEGER 8-5
DONNA SUMMER 9-6
CLIFF RICHARD 14-11

8J106/Orlando, FL
Tom West

DIANA ROSS
NEIL DIAMOND
LTD
AC/DC
MARC & ROBIN
JOHN LENNON
Hottest:
BARBRA STREISAND 2-1
CLIFF RICHARD 11-5
DONNA SUMMER 14-6
KENNY ROGERS 17-9
HALL & OATES 19-13

KEEL/Shreveport, LA
Marty Johnson

KORGIS
ROGER DALTRY
RANDY MEISNER
DON WILLIAMS
BRUCE SPRINGSTEEN
NEIL DIAMOND
Hottest:
QUEEN 1-1
DIANA ROSS 10-5
JACKSONS 11-8
KENNY ROGERS 13-9
HALL & OATES 23-14

KTSA/San Antonio, TX
John Walton

WAYLON JENNINGS
AIR SUPPLY
NEIL DIAMOND
OR. HOOR
Hottest:
QUEEN 1-1
BOZ SCAGGS 9-4
KENNY ROGERS 14-10
LEO SAYER 28-22
DON WILLIAMS D-24

WXXI/Raleigh, NC
Ron McKay

STEVIE WONDER
JACKSON BROWNE
ROLLING STONES
Hottest:
QUEEN 1-1
CARLY SIMON 3-2
DONNA SUMMER 12-9
DIANA ROSS 14-11
KENNY ROGERS 25-17

WLAC/Nashville, TN
Pat Cianciabella

NEIL DIAMOND
RANDY MEISNER
BILLY JOEL
Hottest:
KENNY ROGERS 6-1
DONNA SUMMER 15-9
JACKSONS 14-10
CLIFF RICHARD 20-16
CHRIS CROSS 23-18

WNDE/New Orleans, LA
Bruce Cramer

WAYLON JENNINGS
LEO SAYER
JIMMY HALL
Hottest:
DOOBIE BROS 2-1
DONNA SUMMER 7-4
KENNY ROGERS 8-5
DIANA ROSS 11-7
JACKSON BROWNE 13-9

WAKY/Louisville, KY
Mike McVay

BRUCE SPRINGSTEEN
JOHN LENNON
MAC DAVIS
Hottest:
DOOBIE BROS 1-1
DONNA SUMMER 9-5
JACKSON BROWNE 10-6
AL STEWART 11-7
KENNY ROGERS 12-9

WAVE/Jacksonville, FL
Paul Sebastian

JOHN LENNON
AIR SUPPLY
ERIC CLAPTON
NEIL DIAMOND
KORGIS
Hottest:
QUEEN 1-1
BARBRA STREISAND 2-2
JACKSONS 9-4
STEPHANIE MILLS 14-7
KENNY ROGERS 20-10

WAXY/ft. Lauderdale, FL
Kenny Lee

BARBRA STREISAND
NEIL DIAMOND
JOHN LENNON
AIR SUPPLY
TIERRA
LARRY GRAHAM
Hottest:
BARBRA STREISAND 2-1
BOZ SCAGGS 8-5
LARSEN-FEITEN BAN 10-7
KENNY ROGERS 18-9
STEPHANIE MILLS 25-12

WAYS/Charlotte, NC
Roy Rosen

NEIL DIAMOND
JOHN LENNON
RUPERT HOLMES
KORGIS
BRUCE SPRINGSTEEN
Hottest:
BARBRA STREISAND 1-1
STEPHANIE MILLS 4-2
KENNY ROGERS 9-4
DONNA SUMMER 11-7
LEO SAYER 16-12

WBBQ/Augusta, GA
Bruce Stevens

NEIL DIAMOND
JOHN LENNON
KOO & THE GANG
AC/DC
POLICE
ERIC CLAPTON
MARC & ROBIN
UTOPIA
Hottest:
BARBRA STREISAND 3-1
DIANA ROSS 10-4
HALL & OATES 26-16
PAT BENATAR 29-20
AL THOMSON 30-21

WFMF/Baton Rouge, LA
Randy Rice

BRUCE SPRINGSTEEN
RANDY MEISNER
ROGER DALTRY
DOOBIE BROS (dp)
Hottest:
DOOBIE BROS 1-1
POINTIER SISTERS 4-2
STACY LATTISAM 6-3
DEVO 8-5
SUPERTRAMP 13-10

WGH/Norfolk, VA
Bob Canade

WAYLON JENNINGS
NEIL DIAMOND
MARC & ROBIN
STINGRAY
HARRY CHAPIN
Hottest:
KENNY ROGERS 5-1
ANNE MURRAY 11-5
LEO SAYER 13-7
HALL & OATES 14-8
CHRIS CROSS 20-11

WHBQ/Memphis, TN
Mike Scatzi

JOHN LENNON
NEIL DIAMOND
DIANA ROSS
Hottest:
QUEEN 1-1
POINTIER SISTERS 8-2
STEVIE WONDER 10-4
JACKSONS 9-6
DONNA SUMMER 18-12

WJOX/Jackson, MB
Cindy Crawford

LEO SAYER
NEIL DIAMOND
BRUCE SPRINGSTEEN
DIANA ROSS
AIR SUPPLY
VAPORS
Hottest:
BARBRA STREISAND 3-1
DOOBIE BROS 6-3
DIANA ROSS 8-4
JACKSONS 9-6
DONNA SUMMER 13-10

WKIX/Raleigh, NC
Ron McKay

STEVIE WONDER
JACKSON BROWNE
ROLLING STONES
Hottest:
QUEEN 1-1
DIANA ROSS 10-5
JACKSONS 11-8
KENNY ROGERS 13-9
HALL & OATES 23-14

KTSA/San Antonio, TX
John Walton

WAYLON JENNINGS
AIR SUPPLY
NEIL DIAMOND
OR. HOOR
Hottest:
QUEEN 1-1
BOZ SCAGGS 9-4
KENNY ROGERS 14-10
LEO SAYER 28-22
DON WILLIAMS D-24

KXXI08/Birmingham, AL
Larry O'Day

JOHN LENNON
BARBRA STREISAND
AIR SUPPLY
707
NEIL DIAMOND
Hottest:
DOOBIE BROS 2-1
DONNA SUMMER 7-4
KENNY ROGERS 8-5
DIANA ROSS 11-7
JACKSON BROWNE 13-9

WNDE/New Orleans, LA
Bruce Cramer

WAYLON JENNINGS
LEO SAYER
JIMMY HALL
Hottest:
DOOBIE BROS 2-1
DONNA SUMMER 7-4
KENNY ROGERS 8-5
DIANA ROSS 11-7
JACKSON BROWNE 13-9

WJAY/Portland, ME
Gary Bruce

NEIL DIAMOND
JOHN LENNON
KORGIS
JOHN LENNON
KANSAS
BRUCE SPRINGSTEEN
Hottest:
DOOBIE BROS 1-1
DONNA SUMMER 9-5
JACKSON BROWNE 10-6
AL STEWART 11-7
KENNY ROGERS 12-9

WAVE/Jacksonville, FL
Paul Sebastian

JOHN LENNON
AIR SUPPLY
ERIC CLAPTON
NEIL DIAMOND
KORGIS
Hottest:
QUEEN 1-1
BARBRA STREISAND 2-2
JACKSONS 9-4
STEPHANIE MILLS 14-7
KENNY ROGERS 20-10

WAXY/ft. Lauderdale, FL
Kenny Lee

BARBRA STREISAND
NEIL DIAMOND
JOHN LENNON
AIR SUPPLY
TIERRA
LARRY GRAHAM
Hottest:
BARBRA STREISAND 2-1
BOZ SCAGGS 8-5
LARSEN-FEITEN BAN 10-7
KENNY ROGERS 18-9
STEPHANIE MILLS 25-12

WAYS/Charlotte, NC
Roy Rosen

NEIL DIAMOND
JOHN LENNON
RUPERT HOLMES
KORGIS
BRUCE SPRINGSTEEN
Hottest:
BARBRA STREISAND 1-1
STEPHANIE MILLS 4-2
KENNY ROGERS 9-4
DONNA SUMMER 11-7
LEO SAYER 16-12

WBBQ/Augusta, GA
Bruce Stevens

NEIL DIAMOND
JOHN LENNON
KOO & THE GANG
AC/DC
POLICE
ERIC CLAPTON
MARC & ROBIN
UTOPIA
Hottest:
BARBRA STREISAND 3-1
DIANA ROSS 10-4
HALL & OATES 26-16
PAT BENATAR 29-20
AL THOMSON 30-21

WFMF/Baton Rouge, LA
Randy Rice

BRUCE SPRINGSTEEN
RANDY MEISNER
ROGER DALTRY
DOOBIE BROS (dp)
Hottest:
DOOBIE BROS 1-1
POINTIER SISTERS 4-2
STACY LATTISAM 6-3
DEVO 8-5
SUPERTRAMP 13-10

FM100/Memphis, TN
Mark Williams

BARBRA STREISAND
NEIL DIAMOND
CHRIS CROSS
JOHN LENNON
POLICE
Hottest:
DOOBIE BROS 2-1
POINTIER SISTERS 4-2
DONNA SUMMER 7-4
STEPHANIE MILLS 9-5
KENNY ROGERS 18-12

WNOX/Knoxville, TN
Scott Majors

BRUCE SPRINGSTEEN
RANDY MEISNER
AIR SUPPLY
PAUL SIMON
Hottest:
CD 5-1
KENNY ROGERS 12-7
ANNE MURRAY 20-10
STEPHANIE MILLS 17-11
CHRIS CROSS 26-20

WSBK/Chattanooga, TN
David Carroll

JOHN LENNON
NEIL DIAMOND
MICHAEL STANLEY B
BRUCE SPRINGSTEEN
RANDY MEISNER
POLICE
Hottest:
BARBRA STREISAND 1-1
KENNY ROGERS 11-2
DONNA SUMMER 5-3
DIANA ROSS 21-12
OLIVIA N-J 30-21

WERC/Birmingham, AL
Mark Thompson

HARRY CHAPIN
NEIL DIAMOND
JOHN LENNON
KORGIS
Hottest:
KENNY ROGERS 1-1
JACKSONS 10-3
CHRIS CROSS 12-5
DIANA ROSS 16-8
CLIFF RICHARD 15-9

WLCY/Tampa, FL
Mike Weber

HARRY CHAPIN
PAUL SIMON
BARBRA STREISAND
AIR SUPPLY
NEIL DIAMOND
JOHN LENNON
DR. HOOR
Hottest:
BARBRA STREISAND 1-1
KENNY ROGERS 5-2
STEPHANIE MILLS 8-3
WILLIE NELSON 14-9
HALL & OATES 16-10

KX104

MIDWEST
Most Added® Hottest
 Neil Diamond Kenny Rogers
 John Lennon Barbra Streisand
 Bruce Springsteen Donna Summer
 Randy Meisner

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
 Neil Diamond Kenny Rogers
 John Lennon Barbra Streisand
 Bruce Springsteen Cliff Richard

MIDWEST

PARALLEL TWO

22X/Columbus, OH

Teri Nutter
 STEPHANIE MILLS
 HALL & OATES
 Hottest:
 BARBRA STREISAND 3-1
 KENNY ROGERS 8-5
 SUPERTRAMP 13-8
 DONNA SUMMER 16-9
 ROLLING STONES 19-15

KIOA/Des Moines, IA

A.W. Pantoja
 RANDY MEISNER
 DANDY & DOOLITTLE
 BRUCE SPRINGSTEEN
 BARBRA STREISAND
 HARRY CHAPIN
 Hottest:
 QUEEN 1-1
 CARLY SIMON 2-2
 SUPERTRAMP 12-4
 KENNY ROGERS 13-7
 DEVO 20-16

KOFM/Oklahoma City, OK

Chuck Morgan
 BARBRA STREISAND
 OLIVIA N-J
 STACY LATTISAW
 KORGIS
 JOHN LENNON
 Hottest:
 QUEEN 1-1
 KENNY ROGERS 7-3
 CLIFF RICHARD 15-10
 LARSEN-FEITEN BAN 16-12
 ROBBIE DUPREE 27-17

KRAV/Tulsa, OK

Gary Reynolds
 BRUCE SPRINGSTEEN
 JOHN LENNON
 NEIL DIAMOND
 HARRY CHAPIN (dp)
 Hottest:
 DON WILLIAMS 1-1
 KENNY ROGERS 11-3
 DONNA SUMMER 9-5
 LEO SAYER 19-13
 JACKSONS 22-15

KZ33/Peoria, IL

Lou Patrick
 JIMMY HALL
 RANDY MEISNER
 BRUCE SPRINGSTEEN
 Hottest:
 BARBRA STREISAND 2-1
 POINTER SISTERS 4-2
 STEPHANIE MILLS 7-5
 CLIFF RICHARD 8-6
 KENNY ROGERS 9-7

WGRD/Grand Rapids, MI

Ray Baker
 PAT BENATAR
 ROLLING STONES
 Hottest:
 QUEEN 1-1
 CARLY SIMON 2-2
 KENNY ROGERS 24-8
 DETROIT LIONS D-10
 SUPERTRAMP 16-11

WNOT/Younstown, OH

Dick Thompson
 BILLY JOEL
 POLICE
 DIANA ROSS
 Hottest:
 DONNA SUMMER 2-1
 KENNY ROGERS 13-7
 JACKSONS 18-11
 SUPERTRAMP 20-12
 LEO SAYER 26-16

WMEE/Fort Wayne, IN

John Curry
 PAT BENATAR
 DEVO
 JIMMY HALL
 BILLY JOEL
 Hottest:
 DOOBIE BROS 1-1
 BARBRA STREISAND 2-2
 KENNY ROGERS 13-6
 CLIFF RICHARD 12-7
 DONNA SUMMER 15-8

WNAP/Indianapolis, IN

Dennda Jon Bailey
 JIMMY HALL
 CHRIS CROSS
 RANDY MEISNER
 PAT BENATAR
 JOHN COUGAR
 Hottest:
 POINTER SISTERS 2-1
 DONNA SUMMER 6-4
 STEPHANIE MILLS 12-8
 WILLIE NELSON 14-9
 SUPERTRAMP 18-10

WNCF/Columbus, OH

Steve Edwards
 DIANA ROSS
 BRUCE SPRINGSTEEN
 RANDY MEISNER
 BILLY JOEL
 Hottest:
 BARBRA STREISAND 2-1
 KENNY ROGERS 9-5
 PAT BENATAR 19-11
 JACKSONS D-13
 CHRIS CROSS 25-19

WOHO/Toledo, OH

Jeff McCarthy
 NEIL DIAMOND
 BARBRA STREISAND
 AIR SUPPLY
 JOHN LENNON
 Hottest:
 BARBRA STREISAND 1-1
 CARLY SIMON 4-2
 KENNY ROGERS 12-6
 HALL & OATES 20-15
 STEPHANIE MILLS 24-19

WOW/Omaha, NE

Don Davis
 NEIL DIAMOND
 DIANA ROSS
 JOHN LENNON
 JIMMY HALL
 ROGER DALTRY
 RANDY MEISNER (dp)
 Hottest:
 BARBRA STREISAND 1-1
 DOOBIE BROS 3-2
 KENNY ROGERS 10-6
 STEPHANIE MILLS 16-11
 CLIFF RICHARD 17-12

WVIC/East Lansing, MI

Jim St. John
 NEIL DIAMOND
 EDDIE MONEY
 RUPERT HOLMES
 DR. HOOK
 AIR SUPPLY
 JOHN LENNON
 RANDY MEISNER
 BRUCE SPRINGSTEEN
 Hottest:
 BARBRA STREISAND 2-1
 KENNY ROGERS 6-4
 CLIFF RICHARD 15-8
 DONNA SUMMER 18-11
 HALL & OATES 29-12

KSTT/Davenport, IA

Mike Kenneally
 STACY LATTISAW
 CHRIS CROSS
 JOHN LENNON
 JOHN COUGAR
 KANSAS
 Hottest:
 BARBRA STREISAND 1-1
 DOOBIE BROS 2-2
 KENNY ROGERS 7-3
 WILLIE NELSON 14-9
 ROGER DALTRY 24-12

WISM/Madison, WI

Samantha Jones
 OLIVIA N-J
 RANDY MEISNER
 JOHN COUGAR
 BRUCE SPRINGSTEEN
 Hottest:
 DOOBIE BROS 1-1
 KENNY ROGERS 8-5
 HALL & OATES 17-12
 LEO SAYER 29-20
 STACY LATTISAW 30-21

KEYN-FM/Wichita, KN

Lee Cory
 DON WILLIAMS
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 5-2
 HALL & OATES 8-3
 LEO SAYER 15-10
 CHRIS CROSS 22-14

KWEM/Tulsa, OK

Ronda Curtis
 JOHN LENNON
 Hottest:
 QUEEN 1-1
 DONNA SUMMER 7-3
 KENNY ROGERS 17-5
 KANSAS 12-9
 ROLLING STONES 29-13

WYFM/Youngstown, OH

Jeff Tobin
 PAT BENATAR
 STEPHANIE MILLS
 Hottest:
 CARLY SIMON 4-1
 POINTER SISTERS 10-5
 BARBRA STREISAND 7-6
 KENNY ROGERS 16-7
 ROBBIE DUPREE 9-8

WTWR/Detroit, MI

Kurt Kelly
 ROLLING STONES
 JACKSON BROWNE
 JIMMY HALL
 EDDIE RABBITT
 RUPERT HOLMES
 Hottest:
 DETROIT LIONS 1-1
 KENNY ROGERS 7-5
 DONNA SUMMER 10-6
 STEPHANIE MILLS 18-12
 JACKSONS 20-13

WAKX/Duluth, MN

Bruce McGregor
 PAUL SIMON
 BARBRA STREISAND
 JOHN LENNON
 NEIL DIAMOND
 Hottest:
 QUEEN 1-1
 BARBRA STREISAND 5-2
 ROLLING STONES 16-12
 BILLY JOEL 21-16
 BRUCE SPRINGSTEEN D-17

WNAM/Appleton-Oshkosh, WI

Jay Tyler
 RANDY MEISNER
 JOHN LENNON
 POLICE
 NEIL DIAMOND
 Hottest:
 KENNY ROGERS 4-1
 WILLIE NELSON 10-6
 HALL & OATES 18-10
 STACY LATTISAW 19-11
 BILLY JOEL D-26

WGBF/Evanston, IN

B.J. Hunter
 GEORGE BENSON
 BRUCE SPRINGSTEEN
 AIR SUPPLY
 POLICE
 UTOPIA
 CHRIS MONTAN
 Hottest:
 BARBRA STREISAND 1-1
 STEPHANIE MILLS 11-7
 CLIFF RICHARD 13-8
 WILLIE NELSON 16-9
 JALL & OATES 20-12

WRBR/Sound Bend, IN

Joe Lightner
 STEPHANIE MILLS
 JOHN LENNON
 RANDY MEISNER
 NEIL DIAMOND
 OLIVIA N-J
 Hottest:
 KENNY ROGERS 11-1
 CARLY SIMON 12-6
 WILLIE NELSON 14-11
 DONNA SUMMER 16-13
 DIANA ROSS 24-18

WFCM/Chicago, IL

Jackie Robbins
 POINTER SISTERS
 CARLY SIMON
 CLIFF RICHARD
 NEIL DIAMOND
 JOHN LENNON
 JIMMY HALL
 LEO SAYER
 JACKSONS
 Hottest:
 BARBRA STREISAND 1-1
 CLIFF RICHARD 7-4
 DONNA SUMMER 9-5
 KENNY ROGERS 17-7
 STEPHANIE MILLS 13-6
 CLIFF RICHARD 16-10

WTRU/Muskegon, MI

Mike Stevens
 ROGER DALTRY
 STACY LATTISAW
 KANSAS
 IRENE CARA
 Hottest:
 BARBRA STREISAND 1-1
 POINTER SISTERS 3-2
 KENNY ROGERS 17-4
 STEPHANIE MILLS 13-6
 CLIFF RICHARD 16-10

WKS/Indianapolis, IN

Mike Timms
 NEIL DIAMOND
 ROGER DALTRY
 RANDY MEISNER
 JOHN COUGAR
 POLICE
 Hottest:
 KENNY LOGGINS 2-1
 DOOBIE BROS 4-2
 BARBRA STREISAND 8-5
 CARLY SIMON 11-7
 STEVIE WONDER 13-8

US3/South Bend, IN

J.K. Deering
 CLIFF RICHARD
 PAT BENATAR
 Hottest:
 BARBRA STREISAND 3-1
 KENNY ROGERS 22-2
 POINTER SISTERS 11-3
 DONNA SUMMER 8-4
 DOOBIE BROS 14-10

WXEZ/Toledo, OH

Cary Pail
 BRUCE SPRINGSTEEN
 DEVO
 ROBBIN THOMPSON
 JOHN COUGAR
 CARLY SIMON
 LARSEN-FEITEN BAN
 LEO SAYER
 Hottest:
 QUEEN 1-1
 EDDIE RABBITT 4-2
 KENNY LOGGINS 14-8
 AL STEWART 12-10
 707 21-14

PARALLEL THREE

KFYR/Bismarck, ND

Don Brannan
 OLIVIA N-J
 STACY LATTISAW
 BARBRA STREISAND
 AIR SUPPLY
 PAT BENATAR
 NEIL DIAMOND
 JOHN LENNON
 Hottest:
 QUEEN 1-1
 DOOBIE BROS 2-2
 WILLIE NELSON 8-3
 HALL & OATES 10-5
 CLIFF RICHARD 14-8

KELO/Sioux Falls, SD

Paul Weacott
 AIR SUPPLY
 JIMMY HALL
 IMPERIALS
 BRUCE SPRINGSTEEN
 KORGIS
 VAPORS
 NIELSON/PEARSON
 Hottest:
 BARBRA STREISAND 1-1
 CLIFF RICHARD 6-3
 STEPHANIE MILLS 14-8
 DON WILLIAMS 13-9
 CHRIS CROSS 19-12

KKRC/Sioux Falls, SD

Don Nordine
 NEIL DIAMOND
 JOHN LENNON
 ROGER DALTRY
 AC/DC
 BRUCE SPRINGSTEEN
 RANDY MEISNER
 Hottest:
 QUEEN 1-1
 BARBRA STREISAND 2-2
 KENNY ROGERS 15-4
 HALL & OATES 20-14
 CHRIS CROSS 25-18

WEAQ/Eau Claire, WI

Rick Roberts
 CHRIS CROSS
 KORGIS
 OLIVIA N-J
 NEIL DIAMOND
 DANDY & DOOLITTLE
 Hottest:
 EDDIE RABBITT 2-1
 HALL & OATES 11-7
 BARBRA STREISAND 15-8
 BOZ SCAGGS 16-13
 CLIFF RICHARD 24-17

WRKR/Racine, WI

Steve Warren
 CLIMAX BLUES BAND
 POLICE
 IRENE CARA
 CHRIS MONTAN
 DR. HOOK
 BARBRA STREISAND
 Hottest:
 BARBRA STREISAND 2-1
 CARLY SIMON 7-5
 STEVIE WONDER 12-9
 DONNA SUMMER 18-10
 CLIFF RICHARD 24-17

WSPT/Stevens Point, WI

Pat Martin
 HUDSON
 ROGER DALTRY
 HARRY CHAPIN
 NEIL DIAMOND
 JOHN LENNON
 Hottest:
 BARBRA STREISAND 1-1
 CLIFF RICHARD 7-4
 DONNA SUMMER 9-5
 KENNY ROGERS 17-7
 HALL & OATES 16-8

WTRU/Muskegon, MI

Mike Stevens
 ROGER DALTRY
 STACY LATTISAW
 KANSAS
 IRENE CARA
 Hottest:
 BARBRA STREISAND 1-1
 POINTER SISTERS 3-2
 KENNY ROGERS 17-4
 STEPHANIE MILLS 13-6
 CLIFF RICHARD 16-10

KDVV/Topeka, KS

Rocky Roberts
 KORGIS
 Hottest:
 BARBRA STREISAND 1-1
 DONNA SUMMER 4-2
 PAT BENATAR 16-11
 JACKSONS 17-12
 DIANA ROSS 21-16

KQWB/Fargo, ND

Richards/Waters
 BRUCE SPRINGSTEEN
 DAVID BOWIE
 VAPORS
 AIR SUPPLY
 NIELSON/PEARSON
 QUEEN
 JOHN LENNON
 ROBERT PALMER
 Hottest:
 ROLLING STONES 2-1
 BOZ SCAGGS 12-10
 CLIFF RICHARD 15-11
 CARLY SIMON 17-12
 KORGIS 23-19

KWWL/Waterloo, IA

Drew Bantley
 DEVO
 AC/DC
 JOHN LENNON
 NEIL DIAMOND
 DON WILLIAMS
 AIR SUPPLY
 RANDY MEISNER
 Hottest:
 QUEEN 1-1
 CARLY SIMON 3-2
 BARBRA STREISAND 6-3
 CARS 11-5
 SUPERTRAMP 12-6

KELO/Sioux Falls, SD

Paul Weacott
 AIR SUPPLY
 JIMMY HALL
 IMPERIALS
 BRUCE SPRINGSTEEN
 KORGIS
 VAPORS
 NIELSON/PEARSON
 Hottest:
 BARBRA STREISAND 1-1
 CLIFF RICHARD 6-3
 STEPHANIE MILLS 14-8
 DON WILLIAMS 13-9
 CHRIS CROSS 19-12

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
 NEIL DIAMOND
 JOHN LENNON
 BRUCE SPRINGSTEEN
 DIANA ROSS
 JOHNNY LEE
 HARRY CHAPIN
 Hottest:
 BARBRA STREISAND 2-1
 CLIFF RICHARD 9-6
 STEPHANIE MILLS 11-8
 STACY LATTISAW 12-9
 HALL & OATES 14-10

KENO/Las Vegas, NV

Bill Alexander
 JOHN LENNON
 NEIL DIAMOND
 ROGER DALTRY
 BRUCE SPRINGSTEEN
 Hottest:
 BARBRA STREISAND 1-1
 DONNA SUMMER 5-2
 DEVO 8-6
 JACKSONS 10-7
 KENNY ROGERS 13-8

KERN/Bakersfield, CA

Guy Davis
 JOHN LENNON
 BARBRA STREISAND
 BRUCE SPRINGSTEEN
 NEIL DIAMOND
 Hottest:
 BARBRA STREISAND 1-1
 POINTER SISTERS 4-2
 KENNY ROGERS 15-5
 LEO SAYER 25-18
 STACY LATTISAW 30-19

KGW/Portland, OR

Janis Wojniak
 ROGER DALTRY
 RANDY MEISNER
 KORGIS
 NEIL DIAMOND
 Hottest:
 BARBRA STREISAND 6-1
 DOOBIE BROS 8-3
 CLIFF RICHARD 20-13
 HALL & OATES 23-14
 KENNY ROGERS 24-15

KIOY/Fresno, CA

Rick Shannon
 RUPERT HOLMES
 UTOPIA
 KANSAS
 HARRY CHAPIN
 JOHN LENNON
 NEIL DIAMOND
 Hottest:
 BARBRA STREISAND 1-1
 JACKSONS 11-8
 AC/DC 20-11
 DIANA ROSS D-14
 CLIFF RICHARD 22-17

KYNO-FM/Fresno, CA

Walker/Demory
 Hottest:
 POINTER SISTERS 1-1
 JACKSONS 8-3
 BOZ SCAGGS 10-6
 DEVO 18-8
 DOOBIE BROS 17-15

KROY/Sacramento, CA

Bob Malik
 DIANA ROSS
 STEVIE WONDER
 NEIL DIAMOND
 JOHN LENNON
 ROGER DALTRY
 Hottest:
 BARBRA STREISAND 2-1
 DEVO 3-2
 POINTER SISTERS 4-3
 KENNY ROGERS 8-6
 DONNA SUMMER 21-14

KRO/Tucson, AZ

Dave Vanstone
 NEIL DIAMOND
 JOHN LENNON
 CHICAGO
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 5-3
 LEO SAYER 18-11
 HALL & OATES 17-12
 BARBRA STREISAND 27-19

KRSP/Salt Lake City, UT

Lorraine Winnegar
 JOHN LENNON
 KORGIS
 POLICE
 Hottest:
 PAT BENATAR 2-1
 DEVO 3-2
 SUPERTRAMP 11-5
 CLIFF RICHARD 12-6
 KANSAS 13-7

KRUZ/Phoenix, AZ

Bobby Rivers
 BRUCE SPRINGSTEEN
 POLICE
 NEIL DIAMOND
 ROBERT JOHN
 BILLY BURNETTE
 RUPERT HOLMES
 IRENE CARA
 Hottest:
 QUEEN 1-1
 KENNY ROGERS 6-2
 SUPERTRAMP 12-7
 CLIFF RICHARD 13-9
 JACKSON BROWNE 17-11

KTAC/Tacoma, WA

Sean Carter
 JOHN LENNON
 BARBRA STREISAND
 KORGIS
 NEIL DIAMOND
 Hottest:
 QUEEN 1-1
 PAT BENATAR 7-5
 DONNA SUMMER 14-9
 KENNY ROGERS 24-16
 PAT BENATAR 28-22

KTKT/Tucson, AZ

Ed Alexander
 NEIL DIAMOND
 ROGER DALTRY
 HARRY CHAPIN
 DOOBIE BROS
 Hottest:
 KENNY ROGERS 3-1
 CHRIS CROSS 17-8
 LEO SAYER 18-9
 SUPERTRAMP 22-16
 BARBRA STREISAND 26-20

YMF/Fresno, CA

Ray Appleton
 JOHN LENNON
 KORGIS
 Hottest:
 QUEEN 1-1
 POINTER SISTERS 3-2
 KENNY ROGERS 12-8
 STEPHANIE MILLS 17-10
 HALL & OATES 18-14

KLUC/Las Vegas, NV

Dave Anthony
 NEIL DIAMOND
 JOHN LENNON
 CHICAGO
 PAUL SIMON
 Hottest:
 DOOBIE BROS 1-1
 GEORGE BENSON 4-3
 KENNY ROGERS 10-6
 PAT BENATAR 21-16
 ROLLING STONES 23-18

KMJK/Portland, OR

John Shomby
 NEIL DIAMOND
 JOHN LENNON
 BRUCE SPRINGSTEEN
 AIR SUPPLY
 KORGIS
 Hottest:
 BARBRA STREISAND 2-1
 DOOBIE BROS 5-2
 DONNA SUMMER 11-7
 KENNY ROGERS 17-9
 PAT BENATAR 29-24

KKXX/Bakersfield, CA

Chris Squires
 JOHN LENNON
 DON WILLIAMS
 POLICE
 DIANA ROSS
 NEIL DIAMOND
 GAMMA
 Hottest:
 BARBRA STREISAND 4-1
 DONNA SUMMER 10-6
 KENNY ROGERS 14-10
 AC/DC 21-18
 PAT BENATAR 29-23

KNBQ/Tacoma, WA

Gary Bryan
 KIM CARNES
 JOHN LENNON
 BRUCE SPRINGSTEEN
 NEIL DIAMOND
 HARRY CHAPIN (dp)
 Hottest:
 BARBRA STREISAND 2-1
 HALL & OATES 7-4
 DEVO 13-7
 CLIFF RICHARD 10-8
 JACKSON BROWNE 14-10

KASH/Eugene, OR

Andy Barber
 NEIL DIAMOND
 BARBRA STREISAND
 PAUL SIMON
 ROBERT JOHN
 OLIVIA N-J
 JIMMY HALL
 GEORGE BENSON
 LINDA CLIFFORD
 BILLY BURNETTE
 Hottest:
 BARBRA STREISAND 2-1
 KENNY ROGERS 22-5
 DEVO 25-20
 PAT BENATAR 36-23
 CHRIS CROSS

2 GIANTS FROM TWO GIANTS



PAUL SIMON

"One-Trick Pony"

AVERAGE MOVE +5

WBEN-FM 38-33	KX104 add	KZZP 29-26
WCAO deb 28	92Q on	WIGY add
F105 on	WSKZ deb 22	WHEB add
WRKO 27-24	WOKI on	Z102 32-28
KJR deb 24	WNOX add	WPGA 32-29
WFBR deb 30	WAYS on	95SGF on
WHFM add	WSEZ 29-25	WFOX 29-22
WPST deb 31	WCSC on	WCGQ 30-24
WKEE add	WTMA add	WISE on
KINT on	WQRK 34-31	WANS-FM deb 33
KSRR deb 28	WVLK on	FM99 add
KRBE 28-25	WAKX add	KSEL deb 27
KWIC add	KIOA deb 30	KQIZ-FM add
KLAZ deb 33	KWEN on	KQWB-FM 40-36
KXX106 on	KEYN-FM deb 25	KKLS 28-27
WERC 25-23	KKXX on	WRKR on
G100 on	KNBQ on	KKXL on
WAAY on	KSPZ 29-27	KQDI on
WLCY add	KYSN deb 30	KBOZ on
96X on	KRSP on	KOOK on
Y103 add	KASH add	KRLC on
CK101 38-34	KLUC add	

Produced by Phil Ramone and Paul Simon



GEORGE BENSON

"Love X Love"

WXLO 24-11	WNOX 27-23
WCAO 29-25	WAYS on
WXKS deb 27	WCSC deb 29
KRLY on	WTMA add
94Q deb 17	WQRK 27-18
Q105 27-24	WVIC on
KSFX deb 28	WGBF add
WFBR 27-25	KJRB 21-15
WKBO deb 27	KASH add
WKEE on	KRUX on
KSET-FM deb 28	WJBQ 30-23
KBFM deb 29	WGUY on
WAAY 29-26	WCIR on
WLCY deb 26	WFOX deb 30
Y103 on	WXLK on
CK101 22-18	FM99 29-25
WBBQ on	KKLS 27-21
WOKI 35-33	KRLC on

Produced by Quincy Jones 
Director: Ken Fritz/Dennis Turner —
Ken Fritz Management



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PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

230 REPORTS
221 LAST WEEK

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

Regional Reach 100/25 65%
National Summary
E 13% Up 51
M 21% Satin 24
S 56% Down 0
W 19% Adds 25

EXAMPLE

100/25 - 100 R&R reporting stations on it this week 25 of those 100 added it this week

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

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

National Summary
Up 51 - Number of stations moving it UP on their charts
Same 24 - Number of stations holding it STATIONARY on their charts (on an add to on 31 31 etc.)
Down 0 - Number of stations moving it DOWN on their charts
Adds 25 - Again, number of stations ADDING it this week

AC/DC
"You Shook Me..." (Atlantic)
LP: Back In Black

93/8 40%

N & A

AIR SUPPLY
"Every Woman In..." (Arista) ★
LP: Lost In Love

83/56 36%

N & A

JACKSON BROWNE
"That Girl Could Sing (Asylum)
LP: Hold Out

172/4 75%

19

JOHN COUGAR
"This Time (Riva)
LP: Nothin' Matters

87/16 38%

N & A

DOOBIE BROTHERS
"Real Love (WB)
LP: One Step Closer

227/0 99%

2

PAT BENATAR
"Hit Me..." (Chrysalis)
LP: Crimes Of Passion

169/8 73%

22

IRENE CARA
"Out Here On My Own (RSO)
LP: "Fame" Soundtrack

84/6 37%

N & A

KIM CARNES
"Cry Like... (EMI America)
LP: Romance Dance

64/4 28%

N & A

ROGER DALTRY
"Without Your Love (Polydot)
LP: "McVicar" Soundtrack

126/19 55%

N & A

DOOBIE BROTHERS
"Real Love (WB)
LP: One Step Closer

227/0 99%

2

DOOBIE BROTHERS
"Real Love (WB)
LP: One Step Closer

227/0 99%

2

DOOBIE BROTHERS
"Real Love (WB)
LP: One Step Closer

227/0 99%

2

HARRY CHAPIN
"Sequel (Boardwalk)
LP: Bequel

50/36 22%

N & A

NEIL DIAMOND
"Love On The Rocks (Capitol)
LP: "The Jazz Singer" Soundtrack

164/104 71%

BREAKER

CHRISTOPHER CROSS
"Never Be The Same (WB)
LP: Christopher Cross

204/7 89%

17

DEVO
"Whip It (WB)
LP: Freedom Of Choice

141/3 61%

10

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

182/28 79%

27

DEVO
"Whip It (WB)
LP: Freedom Of Choice

141/3 61%

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Kenny Rogers continued
P2
Regional Summary: 58/11, 24%
National Summary: N & A

Billy Joel continued
WEST
WEST

Stacy Lattisaw continued
TIOU 15-11
WEST
WEST

STEPHANIE MILLS
Never Knew Love... (20th)
LP: Sweet Sensation
178/6 77%

NIELSON/PEARSON
If You Should Sail (Capitol)
LP: Nielson/Pearson
74/11 32%

CLIFF RICHARD
Dreaming (EMI America)
LP: I'm No Hero
208/4 90%

JACKSONS
Lovely One (Epic)
LP: Triumph
162/2 70%

KANSAS
Hold On (Kirshner)
LP: Audio Visions
117/9 51%

JOHN LENNON
(Just Like) Starting... (Goffin)
LP: Double Fantasy
142/139 62%

WILLIE NELSON
On The Road Again (Columbia)
LP: "Honkytonk Rose" Soundtrack
147/0 84%

POLICE
De Do Do De Do... (A&M)
LP: Zydeco Montado
51/28 22%

WYLLON JENNINGS
Theme From "Dukes..." (RCA)
LP: Music Man
58/11 24%

WAYLON JENNINGS
Theme From "Dukes..." (RCA)
LP: Music Man
58/11 24%

KORGIS
Everybody's Got... (Elektra)
LP: Dumb Waiters
117/32 51%

RANDY MEISNER
Deep Inside My Heart (Epic)
LP: One More Song
129/41 56%

WILLIE NELSON
On The Road Again (Columbia)
LP: "Honkytonk Rose" Soundtrack
147/0 84%

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LP: Music Man
58/11 24%

BILLY JOEL
Sometime A... (Columbia)
LP: Glass Houses
134/7 58%

STACY LATTISAW
Let Me Be Your Angel (Cotillon)
LP: Let Me Be Your Angel
131/10 57%

RANDY MEISNER
Deep Inside My Heart (Epic)
LP: One More Song
129/41 56%

OLIVIA NEWTON-JOHN w/CLIFF RICHARD
Sudaddy (MCA)
LP: "Kanadu" Soundtrack
75/25 33%

POINTERS SISTERS
He's So Shy (Planet)
LP: Special Things
182/1 79%

KENNY ROGERS
Lady (Liberty)
LP: Greatest Hits
215/2 83%

BILLY JOEL
Sometime A... (Columbia)
LP: Glass Houses
134/7 58%

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215/2 83%

Hall & Oates continued

Table with columns P1, P2, P3 and station call letters for Hall & Oates.

Diana Ross continued

Table with columns P1, P2, P3 and station call letters for Diana Ross.

BRUCE SPRINGSTEEN Hungry Heart (Columbia) LP The River 198/78 67%

Table with columns P1, P2, P3 and station call letters for Bruce Springsteen.

BARBRA STREISAND w/BARRY GIBB Guilty (Columbia) LP Guilty 89/48 39%

Table with columns P1, P2, P3 and station call letters for Barbra Streisand.

Supertamp continued

Table with columns P1, P2, P3 and station call letters for Supertamp.

VAPORS Turning Japanese (UA) LP New Clear Days 88/8 28%

Table with columns P1, P2, P3 and station call letters for Vapors.

ROLLING STONES She's So Cold (Rolling Stones) LP Emotional Rescue 163/6 71%

Table with columns P1, P2, P3 and station call letters for Rolling Stones.

LEO BAYER More Than I Can Say (WB) LP Living In A Fantasy 212/6 92%

Table with columns P1, P2, P3 and station call letters for Leo Bayer.

BRUCE SPRINGSTEEN Hungry Heart (Columbia) LP The River 198/78 67%

Table with columns P1, P2, P3 and station call letters for Bruce Springsteen.

DONNA SUMMER The Wanderer (Geffen) LP The Wanderer 198/1 85%

Table with columns P1, P2, P3 and station call letters for Donna Summer.

ALI THOMSON Live Every Minute (A&M) LP Take A Little Rhythm 77/1 33%

Table with columns P1, P2, P3 and station call letters for Ali Thomson.

STEVIE WONDER Master Blaster (Jamm'n) (Tama) LP: Hotter Than July 87/3 42%

Table with columns P1, P2, P3 and station call letters for Stevie Wonder.

BARBRA STREISAND Women In Love (Columbia) LP Guilty 219/0 95%

Table with columns P1, P2, P3 and station call letters for Barbra Streisand.

DIANA ROSS I'm Coming Out (Motown) LP Diana 149/12 85%

Table with columns P1, P2, P3 and station call letters for Diana Ross.

PAUL SIMON One-Trick Pony (WB) LP "One-Trick Pony" Soundtrack 83/15 27%

Table with columns P1, P2, P3 and station call letters for Paul Simon.

SUPERTRAMP Dreamer (A&M) LP Paris 186/2 81%

Table with columns P1, P2, P3 and station call letters for Supertramp.

Others Getting Significant Action

List of other artists and their album information, including Don Williams, Anne Murray, George Benson, Billy Burnette, Dr. Hook, Dandy & Doolittle Band, Eddie Money, POCO, Diana Ross, Cool & The Gang, Doobie Brothers, Robbin Thompson Band, Rupert Holmes, Robert John, Mac Davis, Climax Blues Band, Queen, Kings, Eddie Rabbit, Tierra, Barry Goudreau, and Eric Clapton.

Shari Ulrich

If you've ever loved and lost you will understand why this is a hit single.



SHARI ULRICH has written and performed a beautiful and poignant song... One that will linger in your mind for a long time.

SHARI ULRICH... "OH DADDY"... THE SINGLE.

AM 2253

FROM A&M RECORDS & TAPES



Produced by Claire Lawrence for Sloth Productions

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THE PICTURE PAGE

Platinum Night For Benson



George Benson scored a hat trick with his third platinum LP for his current Warner Bros./Qwest album, "Give Me The Night." Participating in the luncheon presentation were (l-r front) WB VP's Pete Johnson and Tom Draper, Benson, WB President & Chairman Mo Ostin, and Ken Fritz Management's Ken Fritz and Dennis Turner; (l-r rear), Qwest's Ed Ekstein and WB VP Bob Regehr.

Dionne Receives Congrats



Dionne Warwick, whose second single ("Easy Love") from the Arista album "No Night So Long" shipped this week, was congratulated by (left) LP producer Steve Buckingham and (right) Arista Records President Clive Davis following her Avery Fisher Hall appearance in New York.

Cars Drive Home LP



Elektra/Asylum execs finally caught up with the Cars in Los Angeles where they presented the group with United Kingdom Silver certification plaques for their self-titled 1977 debut album. On hand for the long-awaited presentation are (standing, l-r) the Cars' Ric Ocasek, E/A's Mark Hammerman, E/A VP Jerry Sharell, E/A Vice Chairman Mel Posner, group member Elliot Easton; Lookout Management's Steve Berkowitz, E/A VP's Vic Faraci and Bryn Bridenthal, Cars member Benjamin Orr, E/A's Suzanne Olson, and album producer for the group Roy Thomas Baker; (seated, l-r) Cars members Greg Hawkes and David Robinson.

The Shucks Stop Here!



The smiles abound as Jimmy Carter and Ronald Reagan lookalikes gather with, from left, Columbia VP's Joe Mansfield, Ed Hynes, and Arma Andon to promote Columbia's new comedy album "Thank You Mr. President" at the recent American Radio Expo. The Reagan impersonator probably does a terrific Mr. Spock impression as well.

Anchors Aweigh For Sailor



Caribou recording group Sailor gets a proper sendoff from CBS Records as the group launches their current LP, "Dressed For Drowning," and single, "Runaway." Pictured at the celebration are (standing, l-r) manager Ron Altbach, CBS Records Group Deputy President and Chief Operating Officer Dick Asher, Sailor Virginia David, Caribou President (and Sailor's producer) James Guercio, CBS Records Group President Walter Yetnikoff, and CBS Assoc. Labels VP/GM Tony Martell; (seated, l-r) CBS Assoc. Labels' Gordon Anderson, E/P/A VP Susan Blond, and group members Philip Pickett, Gavin David, and Henry Marsh.

Robert John Pouses Roxy



EMI America's Robert John recently roused L.A.'s Roxy with renditions from his current "Back On The Street" album, as well as a selection of his previous hit records. Shown backstage post-concert are (standing, l-r) EMIA/Liberty VP Joe Petrone, EMIA/Liberty's Jack Satter, John's producer George Tobin, Robert John, and EMIA/Liberty's Clay Baxter and Gary Gersh; (seated, l-r) EMIA/Liberty's Bob Singer, Frenchy Gauthier, and Kathy Keep, Teddy Keep, and EMIA/Liberty VP Dick Williams.

Alfa Opens Doors In U.S.



Japan-based Alfa Records recently held a Beverly Hills luncheon/press conference to kick off its U.S. operations. Pictured during the official announcement luncheon are (l-r) Alfa VP Lorne Saifer, Alfa's Kevin Keogh and Tomoko Ebe, Alfa & Associates President (Japan) Kunihiro Murai, Alfa Records President and Chief Operating Officer (U.S.A.) Bob Fead, PR consultant Norman Winter, and Alfa VP's Peter Jones and Bernie Grossman.

Spyro Gyra Complete "Carnaval"



It was party time for Amherst/MCA artists Spyro Gyra following the completion of their "Carnaval" album. Shown at the festivities are (back, l-r) Amherst attorney David Parker, Amherst's John Penney and group members Gerardo Velez, David Wofford, and Eli Konloff; (front, l-r) Spyro Gyra's Jay Beckenstein, Amherst President Leonard Silver, and band member Tom Schuman.



Jeff Gelb AOR

Tips On AOR Talk Shows

Joel Martin is WBAB/Long Island's News and Public Affairs Director. He's also the host of a very successful talk show that runs from 12 midnight to 2am Monday through Thursday, and again on Sunday nights from 11 to 1am. Its total airtime of ten hours weekly represents, to my knowledge, the greatest amount of time an AOR station spends per week for telephone talk and interview programming.

As a talk show host since 1972, I felt Joel's comments on doing Talk radio for an AOR audience would be of special interest to other stations considering adding a talk show to their programming, or hoping to revamp and otherwise revitalize one that's already running. Here's Joel:

A nightly talk show on an AOR station? It shouldn't be a strange idea when you consider this brief bit of radio history: basically, today's AOR radio evolved from the underground and later the progressive format of the 1960's, whose goal was to raise consciousness. So, talk on AOR should be natural!

Subjects

I believe there is more to the AOR audience's interests than "sex and drugs and rock 'n' roll," although they also have their place as topics. I have found the so-called young adult audience interested in a wide range of subjects, especially topics of relevance to their lives and interests. These include unusual or controversial subjects.

The Long Island-New York metropolitan area provides a large talent pool (however, I think most regions can develop substantial local talent and experts who would make good regular guests). My show hosts many national figures as well. In addition to the call-in shows, which need no guests, we have found and developed many local guests

"Listener reaction supports my belief that there is an audience that wants someone who is not afraid to speak out and probe the controversial subjects."

who have expertise in various subject areas. Thus, we have developed our own "celebrities."

Among the most popular subjects and guests are the programs about parapsychology and the psychics. We do many of these. UFO's are also a very popular subject. Not surprisingly, local and national rock stars and other entertainers are popular guests.

The so-called "tough" subjects are also popular; I have done interview programs and exposes about state hospital abuses, police brutality, toxic chemical dumping, nuclear safety, victims of Agent Orange, and abortion rights to name a few. Sound like "heavy" subjects? They are. But we do not overdo them. Listener reaction supports my belief that there is an audience that wants someone who is not afraid to speak out and probe the controversial subjects.

Politicians are not my nor the audience's favorite guests; they generally evade answering questions. I would obviously shy away from a program about wills and estates or retirement investments. I can also live without local hucksters who attempt to use the show as a means of self-promotion.

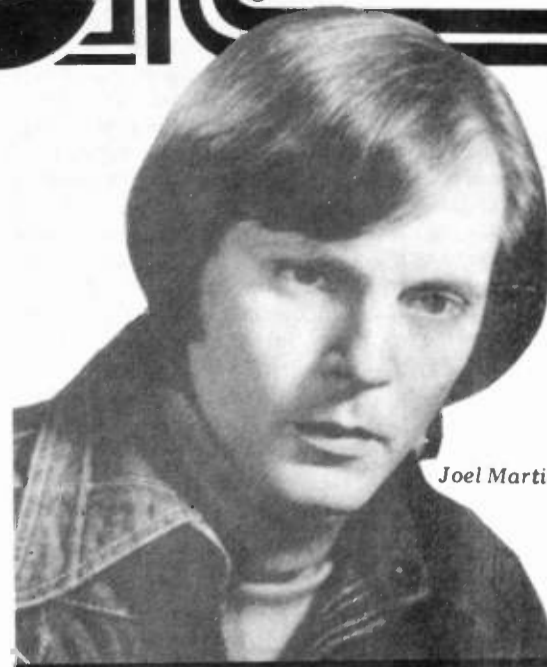
I also try to avoid "big names" just for names' sake. If a celebrity "name" is passing through on tour I won't bother bringing him or her on if I know he or she has little to say. My other rule about celebrities is to talk about things other than the album or show they might be plugging. There is nothing wrong with plugs, but I think entertainers are often more diverse in their interests and opinions than we think.

Preparation

I keep an extensive file on potential guests. You can never run out of ideas — or guests — if you read the daily newspapers and stay in touch with what people are talking about and interested in.

I work to keep the program current. If something happens today and it's an appropriate topic, I want it on the show as soon as possible; sometimes the same night.

The amount of reading and research I do helps me tremendously. It gives me the background and confidence to question, probe, and



Joel Martin

"You can never run out of ideas — or guests — if you read the daily newspapers and stay in touch with what people are talking about and interested in."

Objectivity

I am outspoken and opinionated. In school these were bad habits; on the air they have helped me develop my show. I voice my opinions often, because I've learned the importance of welcoming guests and callers with other opinions. Mine is a word; it's not necessarily the last word. My goal has always been to get listeners to think about what they have heard; to open minds. So I'm not overly concerned that someone leaves the program agreeing with me. I do hope he or she does form an opinion about the subjects and issues we've discussed. Guests have cursed (bleeped in time). A couple have walked out or hung up on the air, but that's real life. It's the kind of radio I love.

So, can talk shows work for your AOR radio station? There are no hard-and-fast rules, and no easy tips. It does mean making a commitment to ideas, freedom of expression, and often a host or hostess who can say things that rub some people the wrong way. It means not being afraid to go against the norm. I think many programmers would reject the idea out of fear. It does mean taking a certain chance: with controversial subjects, new ideas, and a break in the daily AOR format.

Perhaps we need to cut away some of our preconceived notions about what young adults will listen to. It takes time and patience and hard work, but talk for a young adult audience can be good business; it can pay off.

The most commonly-asked question I get from others in the industry is, "why a nightly talk-interview show on an AOR station?" To which, this successful year later, I answer, "Why not?"

In last week's story about WMET/Chicago's early airing of the Bruce Springsteen album, and its repercussions with Columbia, we mixed up a few events. To set the record straight, WIOQ/Philadelphia received a copy of the Springsteen album from an "unknown source," aired the first six cuts, received a cease and desist order from Columbia, and pulled the album off the air. When other stations in the market were serviced with the record and WIOQ was not, Ed Selaky was given a copy of the album personally by a Columbia representative, and this copy was played until the station was officially serviced with the album by Columbia. Apologies to Ed for any misconceptions caused by the original wording in our story last week.

Who Listens?

About 60% of my audience are WBAB listeners; another 40% tune in only for the talk show. According to station research, on one recent call-in show, the youngest listener was 13; the oldest, 73. The majority of them are between 25 and 44 with a large number of teen listeners as well. They are equally divided between male and female. The average listener tunes in three to four nights a week.

As a rule, talk show listeners are very loyal. They pay attention. They buy. The latter is a fact not overlooked by the sales department.

The audience is very bright; rarely is there a "weirdo." I don't ever underestimate the audience's range of interests or its attention span. It's longer and better than you'd think. I never talk down to them. If you speak to people as adults, no matter what their age, you'll get back a surprising return for your investment.

discuss even the most difficult subjects. I read the books of the many authors I interview. It's an insult to the listeners, the guests, and to my own self-respect to be unprepared.

Show Time

I've been asked if midnight is a good time for what we are doing. There should be no such thing as "bad" air time; it's what we who program do with the time. We just assume people won't listen at certain times and it becomes a self-fulfilling prophecy. Actually, many of the stranger subjects play better late at night than they would earlier. Then too, WBAB is the only station in the market with a late-night talk show. I think it has added a dimension to the station's identity and credibility. It has earned respect. It is by no means just an FCC public affairs commitment. It's good business as well.

Jeff Gelb

EVOLUTION

Lots of changes at WBAB/Long Island: For starters, PD Marty Curley has exited, and WBAB consultant Bob Buchmann has been upped to the PD post. Joining him as Assistant PD is former WAAL/Binghamton PD Glenn Cornelless. Marc Coppola remains MD. Joining the station for weekends are Harry Weinger and Al Milukas . . . Dan Davis has exited WAPL/Appleton, where he was Operations Manager. Wayne Shayne has been named WAPL's new PD, while Mark Colter has replaced Dale Wolter as MD and Asst. PD . . . David Hall has been named MD at WKDF/Nashville . . . Larry Snider has exited as PD at KREM-FM/Spokane, and will announce future plans shortly. The station's Jeff Peel has been named Interim PD . . . Mike Russell has been upped from PD to Operations Manager of KIOK/Tri-Cities, and Jim Arnold has moved from KIOK's sister AM to the FM as PD and MD . . . Doug Burton has been upped to Asst. PD at WKLC/St. Albans, WV . . . While the search continues for a PD, WLRS/Louisville has named John Simon MD . . . WQDR/Raleigh MD Ron Phillips has exited to program WOKV/Cincinnati. His MD replacement at WQDR is Bob Walton . . . Libby Zabriskie has been named MD of KPAS/El Paso . . . Kenny Havelett has been named Promotions Director of KSMB/Lafayette . . . J.R. Nelson is new to WMMS/Cleveland fill-ins from neighboring WBBG . . . John Bradley has joined KILO/Colorado Springs from WMMR/Philadelphia for nights . . . Steve Craig has joined WDIZ/Orlando from KDUK/Honolulu as News Director. Jim Steal has been upped from weekends to full-time overnights at WDIZ . . . Jim Corcoran has exited mornings at WLPX/Milwaukee . . . Nancy Stevens has returned to Starship from KSJO/San Jose . . . Suzanne King has exited WLVQ/Columbus weekends; John Casey has replaced her . . . Jane Hamberger has been upped from weekends to nights at KNAC/Long Beach . . . Former NMR staffer Mark Cooper joins Atlanta-based Equity Recording on November 3rd, as National Promotion Director.

PROMOTION OF THE WEEK



WRCN "Covers" Local Schools

WRCN/Long Island began its bookcover promotion at the end of August and continued it through September.

12,000 were printed locally at 20 cents each and distributed at various outlets; they were also given away at local schools.

The station reports that the back to school campaign was very successful in locking in many of the teens in the area.

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.



KANSAS INDUCTED INTO R&R AIR FORCE — When Kirshner's Kansas dropped in to KDKB/Phoenix to share some tracks from "Audio-Visions" with the airstaff, the band was inducted into KDKB's Rock & Roll Air Force. Pictured (l-r) are KDKB PD Jeff Sattler, Kansas road manager (unidentified), drummer Phil Ehart, KDKB MD Lynda Clayton, group's Dave Hope, Epic's Joe Brave.

UPDATE

KWST/Los Angeles is renewing its popular free concert series for the fall; Dreamland's Michael Des Barres is the first scheduled show. KWST is also busy preparing its own homegrown album of L.A. talent . . . M105/Cleveland is cosponsoring a haunted house, with various airstaffers appearing nightly as hosts . . . WAQX/Syracuse is giving away a credit card, with the first \$1000 in purchases paid for by the station . . . Look for the KZEW/Dallas call letters in a recent People magazine article updating the Chipmunks. Seems KZEW PD Tom Owens was the first to come up with the idea of having Chipmunk-type voices on station-produced versions of hit AOR songs . . . CHEZ-FM/Ottawa printed computer tickets for a Springsteen listening party at a local nightclub. The album was premiered along with a station-produced multi-media show of "the Boss" in concert. Speaking of Springsteen, WQFM/Milwaukee distributed 1100 Springsteen concert patches to listeners carrying Q credit cards; the patches were redeemable for \$5 off the purchase price of the new album . . . KILO/Colorado Springs held a laser listening party for the latest Billy Thorpe album, coordinating a laser light show with the album's airplay before 500 fans, five of whom took home sets of headphones as door prizes . . . In conjunction with the World Series, WIOQ/Philadelphia morning man Harvey got in touch with Mike Beach of KBEQ/Kansas City for some daily reports from opposing cities, and a wager over the winning team. If Kansas City loses, KBEQ owes WIOQ a "Kansas City stripper" and a bottle of Crown Royale; if Philadelphia loses, WIOQ has to fork over a six-foot hoagie and a case of locally-produced beer . . . DIR put together an eight-station network for an afternoon concert broadcast featuring Billy Burnette and Eddie Money. A WNEW-FM/New York promotion provided the listeners for the audience, while PD Scott Muni played host and did interviews . . . Watch for a homegrown talent album from WKDF/Nashville, and a "Blues Deluxe" album recorded live on WXRT/Chicago's Blues Stage at the recent Chicagofest . . . Promotions, anyone? KBPI/Denver has a million of 'em: Currently, the station is giving away trips to Mexico to listeners who correctly identify Mexican words

given out daily for a week. The station is also giving away silver tour jackets to the first person to hear KBPI's newly-recorded logo, "KBPI Rocks the Rockies." Its morning team has recorded a comedy album which is being released locally. All of this is being plugged on the station, along with news of its special programming, in radio spots done in the style of a "fall season" TV commercial . . . WMMS/Cleveland is trying a novel experiment: the station is taking record company reps out to lunch! Once a month, WMMS management, sales and programming representatives cater in a lunch to a different record company's Cleveland offices, where everyone can sit down and discuss radio and records. GM Walt Tiburski called the lunch meetings very successful, and said, "It's a nice way to sit and rap, and get a lot done" . . . Starfleet/Blair has set up a Halloween radio concert broadcast with WB/Bearsville's Todd Rundgren and Utopia that will be heard on 54 AOR's nationwide . . . KZAP/Sacramento sponsored the "KZAP Drag Races," inviting listeners to come race their cars and vans, and watch five local rock bands in a free night of outdoor activities. 4500 carloads of people showed up and 300 raced in the successful promotion.

COMING NEXT WEEK: About ten months ago, Jeff Pollack exited his PD post at highly-successful WMMR/Philadelphia to form Pollack Communications Inc., a consultation and special projects company. Since then, Pollack's client acquisitions (WCMF/Rochester, KLOS/Los Angeles and KZEW/Dallas) have all had up books, with perhaps the most interesting climb registered by KLOS, in heavy competition with AOR legend KMET for hard rocking listeners. Next week, in the first interview Pollack has granted since forming his company, we'll discover his programming philosophies and garner tips on music and research, along with his projections on the future of consultancies and AOR radio itself.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WBLM/Lewiston-Portland presented Fingerprintz for \$1.08.

BROADCASTS: Robbin Thompson on WYMX/Augusta . . . McGuffey Lane on WTUE/Dayton . . . Kings on WMMS/Cleveland . . . American Noise on M105/Cleveland.

GUEST DJ'S: Gary Numan on Q107/Toronto.

CONVERSATIONS: Ian Anderson on WOUR/Utica . . . Eddie Money, Whitesnake on WCCC/Hartford . . . Black Sabbath on WQFM/Milwaukee . . . Carlene Carter, Ian Anderson, Rick Derringer, Michael Stanley on WMMR/Philadelphia . . . Bus Boys, Rubber City Rebels, Angel City, Yes, Humans on KROQ/Pasadena . . . Charlie Daniels Band on WVUD/Dayton, WIBA/Madison . . . Ian Anderson on WLUP/Chicago . . . Martha & Muffins, Fingerprintz, Murray Head on CHEZ-FM/Ottawa . . . Jethro Tull, Yes on WRCN/Long Island . . . Charlie Daniels Band on KSMB/Lafayette . . . Bus Boys on KEZY-AM/Anaheim . . . Rockets, BOC on WIOT/Toledo . . . Kings, Eddie Money on WSYR/Syracuse . . . Ellen Shipley, Split Enz on WQBK/Albany . . . Fingerprintz on WBLM/Lewiston-Portland . . . Al Stewart, Private Lines on WDHA/North Jersey . . . Charlie Daniels Band on WTUE/Dayton . . . AC/DC, Jethro Tull on M105/Cleveland . . . Harlequin on K97/Edmonton . . . Gary Numan, Gamma, Kings, Henry Paul on WYDD/Pittsburgh . . . Breathless, Gamma, Kings, Whitesnake on WMMS/Cleveland . . . Steve Forbert, Rick Derringer on WBRU/Providence.



JOEL AT THE BAT — Columbia's Billy Joel guest-starred in a benefit softball match pitting WLIR/Long Island against WNEW-FM/New York, with all proceeds going to "Charity Begins at Home," an organization founded by Joel to support Long Island charities. WLIR was ahead 4-1 when the game was rained out in its seventh inning.



Randy Hansen

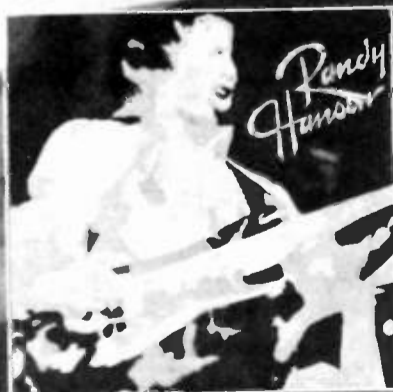
AN INCREDIBLE GUITARIST

JUST RELEASED AND ALREADY ON THESE STATIONS!



- | | | |
|------|------|------|
| KISW | WMMS | WIOT |
| KZOK | M105 | WMAD |
| KQFM | WMJQ | KISS |
| WYSP | WYFE | KKSN |
| KMGN | KAAC | WIBA |
| KTYD | KIDQ | WAPL |
| KTIM | KFMH | WQBK |
| KIOK | KKRL | WBAB |
| KZEL | KKRQ | WNOR |
| | | WGLV |

**WATCH FOR HIM
HEADLINING THESE DATES!**



OCT. 29	SPOKANE, WA	COLISEUM
30	PORTLAND, OR	PARAMOUNT THEATER
31	SEATTLE, WA	SEATTLE ARENA
NOV. 1	PORTLAND, OR	PARAMOUNT THEATER
2	EUGENE, OR	McARTHUR CENTER
3	MEDFORD, OR	THE ARMORY
6	SAN JOSE, CA	CIVIC AUDITORIUM
7	SAN FRANCISCO, CA	FOX WARFIELD
8	SACRAMENTO, CA	FREEBORN HALL
9	FRESNO, CA	FRESNO STATE UNIV.
10	STOCKTON, CA	CIVIC CENTER
13	BAKERSFIELD, CA	CIVIC AUDITORIUM
14	SANTA MONICA, CA	CIVIC AUDITORIUM
15	SAN BERNARDINO, CA	SWING AUDITORIUM
16	SAN DIEGO, CA	SAN DIEGO STATE AUD.
18	TUCSON, AZ	COMMUNITY CENTER
19	PHOENIX, AZ	EXHIBITION HALL
20	ALBUQUERQUE, NM	CIVIC CENTER

FEATURING

'CHAMPAGNE & COCAINE'

(3:37 VERSION AVAILABLE ON 12-INCH E.P.)

Produced by David Rubinson for David Rubinson Productions



A NATIONWIDE SELL-OUT CONCERT ATTRACTION, RANDY HANSEN SINGS AND PLAYS LEGENDARY ROCK 'N' ROLL.

Radio & Records

Album Airplay/40

Chart Summary

October 24, 1980

158 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (10/3, 10/10, 10/17, 10/24) and album titles/artists. Includes entries for CARS, PAT BENATAR, SUPERTRAMP, DOOBIE BROTHERS, KANSAS, AC/DC, MOLLY HATCHET, DAVID BOWIE, JACKSON BROWNE, QUEEN, ROLLING STONES, YES, POLICE, BRUCE SPRINGSTEEN, ROBERT PALMER, KENNY LOGGINS, MICHAEL STANLEY BAND, JOHN COUGAR, JETHRO TULL, GAMMA, AL STEWART, STEVE FORBERT, ELVIS COSTELLO, ALLMAN BROTHERS BAND, DEVO, SPLIT ENZ, B-52'S, TIMES SQUARE, PAUL SIMON, UTOPIA, ROBBIN THOMPSON, EDDIE MONEY, ANGEL CITY, BOB WELCH, BARRY GOUDREAU, JOHNNY VAN ZANT BAND, TALKING HEADS, GARY NUMAN, JONI MITCHELL, KINGS.

Another win for CARS, who bested all competition for another week at the top of the airplay pile. BENATAR, DOOBIES and SUPERTRAMP all remained virtually deadlocked for reports, with all three holding rock steady from last week's positions. KANSAS hit top five as AC/DC inched up. HATCHET continued its resurgence as BOWIE hit top ten. BROWNE held rock steady, while POLICE took an impressive leap upwards. SPRINGSTEEN was the week's most added album (by far) and highest debut; watch for quite a leap upwards next week as this week's heavy adds convert to upper airplay rotations. PALMER, LOGGINS and COUGAR all climbed, as GAMMA maintained. FORBERT gained in total mentions as well as upper rotations. COSTELLO held his own while B-52'S showed growth. UTOPIA, ROBBIN, and CITY all climbed. HEADS debuted as JONI bounced back on the chart. JACK GREEN and VAPORS came close to charting.

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

New Entry

MOST ADDED

Table of Most Added albums with columns for weeks 10/24, 10/17, 10/10, 10/3, 9/26. Includes entries for BRUCE SPRINGSTEEN, TALKING HEADS, BILLY THORPE, RANDY MEISNER, POLICE, MONTY PYTHON, SUZI QUATRO, SPYRO GYRA, ROSE TATTOO, BUS BOYS, KEITH SYKES, RANDY HANSEN, ANGEL CITY, DOORS.

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

MEDIUM

Table of Medium albums with columns for weeks 10/24, 10/17, 10/10, 10/3, 9/26. Includes entries for MICHAEL STANLEY, OAVIO BOWIE, ROBERT PALMER, GAMMA, JOHN COUGAR, STEVE FORBERT, JETHRO TULL, ELVIS COSTELLO, TIMES SQUARE, YES, ROBBIN THOMPSON, BOB WELCH, MOLLY HATCHET, UTOPIA, GARY NUMAN.

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

THE HOTTEST

Table of The Hottest albums with columns for weeks 10/24, 10/17, 10/10, 10/3, 9/26. Includes entries for CARS, DOOBIE BROTHERS, PAT BENATAR, SUPERTRAMP, KANSAS, AC/DC, JACKSON BROWNE, ROLLING STONES, QUEEN, MOLLY HATCHET, YES, DAVID BOWIE, KENNY LOGGINS, POLICE, AL STEWART.

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

AOR BREAKERS

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



BRUCE SPRINGSTEEN The River (Columbia)

"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

SINGLES

- 1 VAPORS..... "Turning Japanese" (UA)
- 2 ROSSINGTON COLLINS "Don't Misunderstand Me" (MCA)
- 3 RANDY MEISNER..... "Deep Inside My Heart" (Epic)
- 4 D. HALL & J. OATES "You've Lost That Lovin' Feeling" (RCA)
- 5 BRUCE COCKBURN..... "Rumours Of Glory" (Millennium)
- 6 707..... "I Could Be Good For You" (Casablanca)
- 7 GARY MYRICK & FIGURES... "She Talks In Stereo" (Epic)
- 8 CHARLIE DANIELS BAND..... "Legend..." (Epic)
- 9 DONNIE IRIS..... "Ahi Leah!" (MCA)
- 10 POCO..... "Midnight Rain" (MCA)
- 11 PETER GABRIEL..... "I Don't Remember" (Mercury)
- 12 GEORGE THOROGOOD "Bottom Of The Sea" (Rounder)
- 13 PETE TOWNSHEND..... "A Little Is Enough" (Atco)
- 14 STEVIE WONDER..... "Master Blaster" (Tamla)
- 15 ROGER DALTRY..... "Without Your Love" (Polydor)

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

JAZZ ON AOR

- 1 JEAN-LUC PONTY..... Civilized Evil (Atlantic)
- 2 LARSEN & FEITEN..... "Demagomania" (WB)
- 3 SPYRO GYRA..... "Fool" (MCA)
- 4 JEFF BECK..... "Amoro" "Fox Trot" Title
There And Back (Epic)
- 5 D. CARLOS SANTANA . The Swing Of... (Columbia)
- 6 GEORGE BENSON..... "Brother" "Swapan"
Give Me The Night (WB)
- 7 LARRY CARLTON..... "Love X" "Night"
Strikes Twice (WB)
- 8 JOHN KLEMMER .. Magnificent Madness (Elektra)
- 9 WILTON FELDER..... "Adventures" "Deja Vu"
Inherit The Wind (MCA)
- 10 SADA O WATANABE California Shower (Inner City)

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

ADD: BRUCE SPRINGSTEEN (Columbia)
HARRY CHAPIN (A&M)
LUIBERTO (Columbia)
TALKING HEADS (Sire)
DEEpest Purple (WB)
DOORS (Elektra)
RICK SPRAY (Mercury)
BILLY THORPE (Elektra)
BUS BOYS (A&M)
JOE JACKSON BAND (A&M)
ROCK MARTIN (Capitol)
DEBBY McCLEINTON (Capitol)
SPYRO GYRA (MCA)
GEORGE THOROGOOD (Rounder)
BABY'S (Columbia)
NEW ENGLAND (Elektra)

MEDIA: DAVID BOEIE (RCA)
DOOBIE BROTHERS (Elektra)
PETER GREEN (Sire)
HBO (Rounder)
ROBERT PALMER (Island)
JEAN-LUC PONTY (Atlantic)
QUEEN (Elektra)
PETER TOWNSHEND (Atco)
TONY MARTIN (A&M)

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
BINGHAMTON 607-772-8850

ADD: BRUCE SPRINGSTEEN (Columbia)
HARRY CHAPIN (A&M)
LUIBERTO (Columbia)
TALKING HEADS (Sire)
DEEpest Purple (WB)
DOORS (Elektra)
RICK SPRAY (Mercury)
BILLY THORPE (Elektra)
BUS BOYS (A&M)
JOE JACKSON BAND (A&M)
ROCK MARTIN (Capitol)
DEBBY McCLEINTON (Capitol)
SPYRO GYRA (MCA)
GEORGE THOROGOOD (Rounder)
BABY'S (Columbia)
NEW ENGLAND (Elektra)

MEDIA: DAVID BOEIE (RCA)
DOOBIE BROTHERS (Elektra)
PETER GREEN (Sire)
HBO (Rounder)
ROBERT PALMER (Island)
JEAN-LUC PONTY (Atlantic)
QUEEN (Elektra)
PETER TOWNSHEND (Atco)
TONY MARTIN (A&M)

MOST ADDED

- BRUCE SPRINGSTEEN**
The River (Columbia) 38/29
- TALKING HEADS**
Remain In Light (Sire) 21/19
- BILLY THORPE**
21st Century Man (Elektra) 15/14

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

MEDIUM

- JOHN COUGAR**
Nothin' Matters... (Riva) 26/20
- ROBERT PALMER**
Clus (Island) 30/19
- STEVE FORBERT**
Little Stevie Orbit (Nemperor) 27/19
- GAMMA**
Gamma 2 (Elektra) 22/19
- TIMES SQUARE**
Various Artists (RSO) 22/19

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

THE HOTTEST

- CARS**
Panorama (Elektra) 37/33
- PAT BENATAR**
Crimes Of Passion (Chrysalis) 36/32
- SUPERTRAMP**
Paris (A&M) 37/30
- DOOBIE BROTHERS**
One Step Closer (WB) 36/30
- JACKSON BROWNE**
Hold Out (Asylum) 29/25

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

WZZO
ALLENTOWN 215-694-0511

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
BOSTON 817-267-3810

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
BRIDGEPORT 203-579-9995

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WHCN
HARTFORD 203-247-1080

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
LONG ISLAND 516-727-1570

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

98 Rock
BALTIMORE 301-889-0098

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
BOSTON 617-282-5900

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WECM
CLAREMONT 603-542-7735

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WBLM
LAWSON-PORTLAND 207-783-2085

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WVVAQ
MORGANTOWN 304-296-0029

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

104 FM WBCN
BOSTON 617-286-1111

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WCCC
HARTFORD 203-549-3458

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
LONG ISLAND 516-485-9200

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WJAZ
MANCHESTER 603-625-8915

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

WPLR
NEW HAVEN 203-777-6817

ADD: BRUCE SPRINGSTEEN (Columbia)
"Hungry" "Point" Title
"Ties." 95% of our reports on it. Total album reports: 150. A-123, M-2, H-25. Debuted this week at No. 14.

EAS **New York** 212-986-7000

WOL

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WIOQ **Philadelphia** 215-667-6100

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WPDH **Poughkeepsie** 914-471-1500

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WUPV **Rochester** 716-232-7550

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WOUR **Ulica** 315-797-0803

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WPLJSS **New York** 212-887-7777

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WMMR **Philadelphia** 215-661-0933

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WVBT **Providence** 401-272-9550

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WSYR **Syracuse** 315-682-9538

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

FM105 **West Virginia** 304-772-3308

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

105.5 Wdha **North Jersey** 201-328-1055

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WYSP **Philadelphia** 215-639-7625

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WBPL **Providence** 401-272-9550

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WSYR **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WCOM **Wheeling** 614-876-6661

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

102.1 Wdye **Pittsburgh** 412-562-5900

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WCMF **Rochester** 716-288-3200

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WCMF **Rochester** 716-288-3200

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Ottawa** 613-563-1919

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Ottawa** 613-563-1919

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 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
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 Talking Heads (Sire)
 Billy Joel (Columbia)
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107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
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107 **Syracuse** 315-474-5061

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107 **Ottawa** 613-563-1919

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107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
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 Billy Joel (Columbia)
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107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

ky99 **Amarillo** 806-359-8561

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

TEXAS ROCK **Beaumont** 713-727-0229

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Pittsburgh** 412-362-2144

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

107 **Syracuse** 315-474-5061

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

MOST ADDED
BRUCE SPRINGSTEEN
The River (Columbia) 32/32
BILLY THORPE
21st Century Man (Elektra) 11/11
POLICE
Zenyatta Mondatta (A&M) 23/10
MONTY PYTHON
Contractual... (Arista) 11/10
TALKING HEADS
Remain In Light (Sire) 9/9

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
DAVID BOWIE
Scary Monsters (RCA) 27/21
MICHAEL STANLEY BAND
Heartland (EMI America) 20/17
JETHRO TULL
A (Chrysalis) 19/17
ROBBIN THOMPSON BAND
Two B's Please (Ovation) 22/15
ROBERT PALMER
Clues (Island) 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
DOOBIE BROTHERS
One Step Closer (WB) 32/31
PAT BENATAR
Crimes Of Passion (Chrysalis) 31/29
CARS
Penorama (Elektra) 31/27
SUPERTRAMP
Paris (A&M) 29/26

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.

96rock **Atlanta** 404-325-0960

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

WYMX **Augusta** 404-722-1302

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

KLBJ FM **Austin** 512-474-8543

Anchor
 BRUCE SPRINGSTEEN (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)
 Talking Heads (Sire)
 Billy Joel (Columbia)
 Bruce Springsteen (Columbia)

MIDWEST

MOST ADDED

- BRUCE SPRINGSTEEN
The River (Columbia) 39/33
TALKING HEADS
Remain In Light (Sire) 18/16
BILLY THORPE
21st Century Man (Elektra) 12/11
POLICE
Zenyatta Mondatta (A&M) 31/10

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

- MICHAEL STANLEY BAND
Heartland (EMI America) 30/23
GAMMA
Gamma 2 (Elektra) 26/23
JETHRO TULL
A (Chrysalis) 25/20
DAVID BOWIE
Scary Monsters (RCA) 36/19
ROBERT PALMER
Clues (Island) 27/19

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

- CARS
Panorama (Elektra) 38/36
DOOBIE BROTHERS
One Step Closer (WB) 37/36
KANSAS
Audio-Visions (Kirshner) 40/33
SUPERTRAMP
Paris (A&M) 38/31
PAT BENATAR
Crimes Of Passion (Chrysalis) 36/31

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
ALLMAN BROTHERS (Arista)
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

94.1 SAJ-FM Cincinnati 513-921-0594
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

97X Davenport 319-328-2541
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

218-728-8421 Duluth
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

317-393-1320 Lansing
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

67MB Bloomington 812-332-9292
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

WUMS Cleveland 216-781-8667
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Dayton 513-229-4247
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

313-744-1570 Flint
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

402-432-8585 Lincoln
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Chicago 312-440-5270
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

M/5 Cleveland 216-391-1260
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

815-758-9250 DeKalb
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

219-484-0580 Ft. Wayne
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

808-274-6450 WIBA-FM Madison
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Chicago 312-828-9191
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Q-FM-96 Columbus 814-224-1271
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

313-398-1100 Detroit
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

616-458-5481 Grand Rapids
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

808-249-9277 WMAD Madison
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Chicago 312-777-1700
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Dayton 513-224-1501
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

313-444-1010 Detroit
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

816-753-4567 Kansas City
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

318-263-2512 Muscatine
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Cincinnati 513-871-8500
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

Des Moines 515-285-6181
BRUCE SPRINGSTEEN (Columbia)
DAVID BOWIE (RCA)
JETHRO TULL (Chrysalis)
KANSAS (Kirshner)
MICHAEL STANLEY (Sire)

WES

K99 Great Falls 406-727-7211. Hosts: Bill Latham, Bruce Springsteen, David Byrne, etc.

KROQ Pasadena 213-678-0830

FM 106.7. Hosts: Rick Caserio, Bruce Springsteen, David Byrne, etc.

KZEL Sacramento 916-444-2806

Hosts: Les Tracy, Bruce Springsteen, David Byrne, etc.



SNEAKERS SNEAK UP TO KZEL - City Sound's Sneakers were the stars of a recent radio concert broadcast on KZEL/Eugene. Pictured after the show (l-r, front row) are group's Cletis Carr, KZEL MD Peyton Mays, group's D. Willy; (l-r, top row) group's Billy Rich and Marquis Olsen, KZEL owner Rob Skinner, KZEL PD Chris Kovarik, group's Johnny Zippun.

KFM 102 Las Vegas 702-732-7753

Album Rock. Hosts: Keith Stewart, Bruce Springsteen, David Byrne, etc.

KDKB Phoenix 602-833-8888

Hosts: Jeff Sattler, Bruce Springsteen, David Byrne, etc.

KCAL 96.7 San Bernardino 714-825-5020

The Rock Spectrum. Hosts: Jim Jams, Bruce Springsteen, David Byrne, etc.

San Jose 408-246-6811

Hosts: Bill Latham, Bruce Springsteen, David Byrne, etc.

KZOK Seattle 208-223-3913

Hosts: Bill Latham, Bruce Springsteen, David Byrne, etc.

105.7 KMAC Long Beach 213-437-0366

Hosts: Paul Karp, Bruce Springsteen, David Byrne, etc.

KGO Portland 503-855-9181

Hosts: Gloria Johnson, Bruce Springsteen, David Byrne, etc.

KGB-FM San Diego 714-292-1380

101.5. Hosts: Larry Bruce, Bruce Springsteen, David Byrne, etc.

San Jose 408-246-6811

Hosts: Bill Latham, Bruce Springsteen, David Byrne, etc.

92.9 KREM-FM Spokane 509-448-2000

Hosts: Larry Snider, Bruce Springsteen, David Byrne, etc.

KLOS 95.5 Los Angeles 213-663-3311

Hosts: Tom Hodge, Bruce Springsteen, David Byrne, etc.

KGO Portland 503-226-0100

Hosts: Cyndi Slater, Bruce Springsteen, David Byrne, etc.

FM 106 San Diego 714-555-6006

Hosts: Erin Gladen, Bruce Springsteen, David Byrne, etc.

San Francisco 415-391-9400

Hosts: Paul Vincent, Bruce Springsteen, David Byrne, etc.

Tri-Cities 509-588-0459

Hosts: Bill Latham, Bruce Springsteen, David Byrne, etc.

KMET 94.7 Los Angeles 213-464-5638

Hosts: Sam Bellamy, Bruce Springsteen, David Byrne, etc.

KZL Reno 702-329-9261

Hosts: Bruce Van Dyke, Bruce Springsteen, David Byrne, etc.

San Rafael 415-456-1510

Hosts: John Cougar, Bruce Springsteen, David Byrne, etc.

Seattle 206-624-4305

Hosts: Steve Slaton, Bruce Springsteen, David Byrne, etc.

Seattle 206-454-1540

Hosts: Bruce Springsteen, David Byrne, etc.

KLA Los Angeles 213-469-1212

Hosts: David Hall, Bruce Springsteen, David Byrne, etc.

K100M Sacramento 916-446-4965

Hosts: Art Schneider, Bruce Springsteen, David Byrne, etc.

San Francisco 415-456-1510

Hosts: John Cougar, Bruce Springsteen, David Byrne, etc.

Seattle 206-454-1540

Hosts: Bruce Springsteen, David Byrne, etc.

KWFM Tucuman 602-824-5888

Hosts: Jim Ray, Bruce Springsteen, David Byrne, etc.

KWEST Los Angeles 213-487-1224

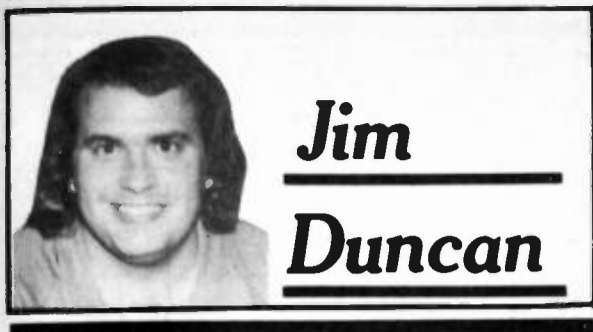
Hosts: Ted Ferguson, Bruce Springsteen, David Byrne, etc.

Salt Lake City 801-972-3030

Hosts: Barry Goldreau, Bruce Springsteen, David Byrne, etc.

Santa Barbara 805-963-1975

Hosts: Bob Welch, Bruce Springsteen, David Byrne, etc.



**Jim
Duncan**

Country Convention '80

Nashville, Tennessee was once again the site of the annual Country Music Convention, aka "The D.J. Convention," "The CMA Convention," "The WSM-Grand Ole Opry 55th Birthday Celebration," etc. It was a busy week for business and pleasure. As one reporter covering the convention, I'll try to tell you everything that went on during the week. I apologize upfront for possibly leaving someone or some event out. It would be impossible to cover every function.

The convention started for many at the Country Music Association's Talent Buyers Seminar, October 10-13. I had the pleasure of seeing RCA's Alabama and Mercury's Jacky Ward at the Sunday afternoon luncheon. The rest of my first two days in Nashville was spent in final preparation for the CMA Awards radio special I produced and directed for the CMA and the NBC Radio Network. The show aired following the televised CMA Awards. Also on Sunday, the Nashville Songwriters Association International inducted four composers into its Hall Of Fame. Named were Ben Peters, Ray Stevens, Mickey Newbury, and Huddie "Leadbelly" Ledbetter. ASCAP President Hal David was the keynote speaker.



Ray Stevens, Mickey Newbury and Hal David.

The CMA Awards Show and the Post-Awards radio show were capped with a special cocktail reception outside of the Grand Ole Opry. Casablanca Records hosted a party for awards show host Mac Davis following the CMA's party and shows.

Tuesday morning started early with the CMA Board of Directors meeting. Other events included the Early Bird Bluegrass Concert at the Grand Ole Opry, the WSM/Grand Ole Opry Dinner and the BMI Awards Dinner. I don't think my Levis will ever forgive me if they find out this was the second night in a row I was wearing a tuxedo. BMI's top honor, the Robert J. Burton Award for the most-performed BMI song, went to Eddie Rabbitt and co-writers Even Stevens, David Malloy, and Randy McCormick for the song "Suspicious." Tree International was given top publisher honors.

The eighth annual Chuck Chellman-Georgia Twitty Radio Invitational Golf and Tennis Tournament began our Wednesday in Music City. It was followed by the RCA showcase at the Grand Ole Opry, the Capitol/EMI America-Liberty show, and the CBS Records show. Each program was followed by a reception at the Opryland Hotel. The ASCAP awards and the Warner Bros. Records showcase at Nashville's Exit In club rounded out the evening. WBAP/Fort Worth personality Bill Mack did his show from the lobby of the Hyatt Regency Hotel.

Thursday proved to be a real treat for me, when I received the CMA President's Award from Ralph Peer. It was given to me, KSON-AM-FM/San Diego President Dan McKinnon, and Don Nelson for our work on the



At the BMI Banquet: BMI's Francis Preston; Eddie Rabbitt; Mrs. Theodora Zavin, Sr. VP of BMI; Jim Malloy; BMI's Ed Cramer; Keni Wherman; Randy McCormick; Sheri Grooms; Even Stevens; BMI's Jerry Smith; and David Malloy.



WB's Stan Byrd gets a kick out of the radio Golf Tournament.



John Anderson and Gail Davies at the WB showcase.



Johnny Lee, Mel Foree, Tiny Hughes of WROZ/Evansville, IN, and Joe Deters share a smile at the start of the tournament.



RCA artists including Charley Pride, Tom T. Hall, Jim Ed Brown, Alabama, Razy Bailey, Sylvia, Dean Dillon, and more are seen on stage in a rare appearance together.



WBAP's Bill Mack live from Nashville.

CMA's Radio Special for the NBC Radio Network. Charlie Daniels won the CMA Founding President Award from new Country Music Hall of Famer Connie B. Gay (the first broadcaster to be named to the Hall of Fame). Also that morning, FICAP (Federation of International Country Air Personalities) held a seminar on and for the future of the personality in Country radio. Also on the agenda throughout the day and night were showcases by MCA Records, Dimension Records, MDJ Records, and the SESAC Awards. Phonogram/Mercury Records held an afternoon cocktail reception. By the way, at the CMA membership meeting, Len Ellis of WLJE/Valparaiso,

IN and Jim Slone of KCUB/Tucson were elected to the CMA Board to represent disc jockeys and radio.

Thank God It's Friday! What a week!! The CMA's Artist-DJ Tape Session and luncheon were the highlights of the day. At the luncheon, hosted by Bill Anderson, the CMA "DJ of the Year" winners received their plaques from last year's winners. The FICAP Banquet wrapped the event with the induction into the DJ Hall of Fame of T. Tommy Cutrer, Bob Jennings, and Skeets Yaney. CBS Records hosted the show, featuring Bobby Bare, Mickey Gilley, Johnny Lee, Lacy J. Dalton, Moe Bandy, and emcee Ralph Emery. (Whew!!!)



Charley's pride is hurt as RCA's Wayne Edwards has to assist the performer on stage after spraining an ankle.



ASCAP's 1980 writer of the year Bob Morrison is seen with ASCAP President Hal David. Publisher of the year for ASCAP was Cross Keys Music. (Left to right) Don Gant, Donna Hilley, Hal David, Buddy Killen, Jack Stapp, and Connie Bradley.



At the Capitol/EMIA/Liberty reception, WKDA/Nashville MD Fred Buck, Jerry Seabolt, Don Zimmerman, Billie Fo Spears, WIL/St. Louis OD Walt Turner, and Bob Alou visit.



Connie B. Gay and Charlie Daniels.



Jo Walker, CMA Chairman Tom Collins, KSON's Dan McKinnon, R&R's Jim Duncan, and CMA President Ralph Peer.



Andy Witt of WTSO, WMC's Les Acree, and Barbara Mandrell.



At the FICAP Radio Seminar (l-r) WSAI/Cincinnati PD Dale Turner, Bob Jennings, Grant Turner of WSM; Hugh Cherry, King Edward Smith IV of WSLC; Charlie Walker; R&R's Biff Collie, and Joe Allison.



At the Phonogram/Mercury reception (l-r), Lou Simon, Reba McEntire, Frank Leffel, Don Williams (Reba's manager), Jim Collins, Becky Hobbs, and Bob Sherwood, President of Phonogram/Mercury.



The CMA's Artist DJ tape Session.



DJ of the Year in the small market category was Lee Shannon (right) of WCCF/Punta Gorda, FL. Presenter is last year's winner, Terry Slane of WGTO/Cypress Gardens, FL.



Medium market winner Bob Cole of KOKE/Austin (right) with 1979 winner Dugg Collins of KIX2/Amarillo.



1979 CMA DJ winner Bill Bailey of KENR/Houston is seen with Larry Scott (right) of KRLD/Dallas (soon to be at KLAC/ Los Angeles).



MCA presented the Oak Ridge Boys with a couple of gold records for their album work. Pictured (l-r): Jim Fogelsong, Joe Bonsall, Duane Allen, Bob Siner, Bill Golden, Al Bergamo, and Richard Sterban.



Bobby Bare and Moe Bandy at the FICAP Banquet.

ALABAMA. THE STATE OF SUCCESS!

M Y H O M É S I N A L A B A M A



AHL1-3644

Produced by Harold Shedd and Larry McBride

THE SINGLE

Why Lady Why

PB12091

Produced by Sonny Limbo

R&R ★15

BB ★17

CB ★17

RW ★20





BREAKERS

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

CONWAY TWITTY

A Bridge That Just Won't Burn (MCA)
74% of reporters on this record. National Summary: Up 16, Same 20, Down 0, Debuts 24, Adds 26. R&R Chart: Debut 44.

JOHNNY LEE

One In A Million (Asylum)
On 68% of reporting stations. National Summary: Up 7, Same 17, Down 1, Debuts 22, Adds 33. One of the "Most Added" this week. R&R Chart: Debut 47.

CHARLIE RICH

A Man Just Don't Know... (Elektra)
On 68% of reporting stations. National Summary: Up 22, Same 21, Down 0, Debuts 18, Adds 18. R&R Chart: Debut 46.

Most Added:

- MERLE HAGGARD**
Think I'll Just Stay Here... (MCA)
- JOHNNY LEE**
One In A Million (Asylum)
- EDDIE RABBITT**
I Love A Rainy Night (Elektra)

Hottest:

- KENNY ROGERS**
Lady (Liberty)
- RONNIE MILSAP**
Smoky Mountain Rain (RCA)
- DON WILLIAMS**
I Believe In You (MCA)
- ANNE MURRAY**
Could I Have This Dance (Capitol)

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.

- MERLE HAGGARD "Think I'll Just Stay Here..." (MCA) 72/35**
National Summary: Up 4, Same 23, Down 0, Debuts 10, Adds 35 including WGNA-FM, WAJR, WKYG, WMZQ-FM, KBMR, WJEZ-FM, WMNI, WZQZ-FM, WFMS-FM, WTSO, WIL-AM-FM, KVOC, KIXZ, KLVJ, WYDE, WESC-AM-FM, WKSJ-FM, WSM, WCMS-FM, WQYK-FM, KBMY, KVOC, KLAQ, KVEG, KNIX-FM, KRSY, KHEY 50-44, KCKC 21-12, KEEN d-39.
- BILLY "CRASH" CRADDOCK "A Real Cowboy" (Capitol) 64/15**
National Summary: Up 11, Same 27, Down 0, Debuts 11, Adds 15, WBAX, WNOW, WSLR, WHK, WTSO, WIL-AM-FM, KFH, KOKE-FM, WVMI, WOKK, WKLM, KUZZ, KLAQ, KMAK, KIDN, WADR 27-21, KSO 36-32, KYXX 35-26, KRMD-AM-FM 50-41, KRAK 50-45.
- REBA McENTIRE "I Can See Forever In Your Eyes" (Mercury) 49/11**
National Summary: Up 4, Same 23, Down 0, Debuts 11, Adds 11, WMNI, WCXI, WAXX, WGEE, WFMS-FM, WTSO, WDDD-FM, WBBF, KICD-FM, KTOM, KEEN, WMC-AM-FM d-23, WSIX-FM 22-11, KSON-AM-FM d-40.
- EDDY RAVEN "Another Texas Song" (Dimension) 48/5**
National Summary: Up 21, Same 15, Down 1, Debuts 6, Adds 5, KWMT, WYDE, WBAP, KMPS-AM-FM, KCUB, WAXX 37-30, KTTS-AM-FM 37-33, KIXZ 29-24, KHEY 45-40, KRMD-AM-FM 34-28, KVOC 31-26, KUUY 43-38, KRAK 47-44.
- FREDDIE HART "Rose's Are Red" (Sunbird) 48/0**
National Summary: Up 27, Same 14, Down 1, Debuts 4, Adds 0, WBGW-FM 47-42, WIXL-FM 6-5, WBAX 40-32, WMNI 37-30, WXCL 31-25, WYDE 18-13, KHEY 37-33, KRMD-AM-FM 37-31, WKLM 35-28, KWJJ 40-33, KFTN 23-17, KCUB 29-24.
- LORETTA LYNN "Cheatin' On A Cheater" (MCA) 43/21**
National Summary: Up 4, Same 11, Down 0, Debuts 7, Adds 21, including WPOP, WDZQ-FM, KWMT, WXCL, KVOC, KLVJ, WYDE, WKSJ-FM, WCMS-FM, WTQR-FM, KRAL, KBMY, KVOC, KUUY, KRDR, KNIX-FM, KFTN, WIXL-FM 44-34, WQYK-FM 37-32, KCKC 31-25.
- CAPITALS "A Little Ground In Texas" (Ridgetop) 42/10**
National Summary: Up 14, Same 14, Down 0, Debuts 4, Adds 10, WPOP, WHK, WCXI, WTSO, KOKE-FM, KHEY, KUUY, KWJJ, KYTE, KEEN, WAXX 35-27, KWMT 40-30, KYNN 40-35, KICD-FM 28-22, WYDE 38-33, WSIX-FM 15-10, KRMD-AM-FM 31-26, KSSS 50-41, KFTN d-34.
- GENE WATSON "No One Will Ever Know" (Capitol) 41/23**
National Summary: Up 1, Same 12, Down 1, Debuts 4, Adds 23, WBGW-FM, WYII, WNRS, WAXX, WGEE, WDDD-FM, KYNN, WKKN, KICD-FM, KTTS-AM-FM, KFEQ, WCOS-FM, KHEY, KLRA, WWOD, WBAM, WSM, KRMD-AM-FM, KBMY, KEED, KNIX-FM, KRSY, KCUB.

NATIONAL AIRPLAY/50

Two Last Weeks		October 24, 1980	
3	2	①	WILLIE NELSON/On The Road Again (Columbia)
1	1	2	DON WILLIAMS/I Believe In You (MCA)
9	6	③	ANNE MURRAY/Could I Have This Dance (Capitol)
4	4	④	GEORGE JONES/I'm Not Ready Yet (Epic)
6	5	5	MEL TILLIS/Steppin' Out (Elektra)
8	7	⑥	TANYA TUCKER/Pecos Promenade (MCA)
15	10	⑦	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
10	8	8	HANK WILLIAMS JR/Old Habits (Elektra)
12	9	⑨	LACY J. DALTON/Hard Times (Columbia)
2	3	10	WAYLON JENNINGS/Theme From The Dukes Of Hazzard (RCA)
14	13	⑪	JOHN CONLEE/She Can't Say That Anymore (MCA)
16	14	⑫	EMMYLOU HARRIS/The Boxer (WB)
18	15	⑬	JERRY LEE LEWIS/Over The Rainbow (Elektra)
39	24	⑭	KENNY ROGERS/Lady (Liberty)
26	20	⑮	ALABAMA/Why Lady Why (RCA)
32	25	⑯	BRENDA LEE/Broken Trust (MCA)
36	30	⑰	CHARLEY PRIDE/You Almost Slipped My Mind (RCA)
33	29	⑱	JACKY WARD/That's The Way A Cowboy Rocks And Rolls (Mercury)
21	19	⑲	JERRY REED/Texas Bound & Flyin' (RCA)
46	33	⑳	RONNIE MILSAP/Smoky Mountain Rain (RCA)
42	31	㉑	LARRY GATLIN & GATLIN BROS./Take Me To Your Lovin' Place (Columbia)
23	23	㉒	GEORGE JONES & TAMMY WYNETTE/A Pair Of Old Sneakers (Epic)
31	26	㉓	SYLVIA/Tumbleweed (RCA)
25	22	㉔	PATSY CLINE/Always (MCA)
20	17	㉕	CRISTY LANE/Sweet Sexy Eyes (UA)
40	35	㉖	RAY STEVENS/Night Games (RCA)
5	12	㉗	RAZZY BAILEY/Loving Up A Storm (RCA)
7	11	㉘	WILLIE NELSON & RAY PRICE/Faded Love (Columbia)
38	32	㉙	JOHNNY PAYCHECK/In Memory Of A Memory (Epic)
-	40	㉚	BELLAMY BROTHERS/Lovers Live Longer (WB/Curb)
28	27	㉛	CON HUNLEY/They Never Lost You (WB)
11	16	㉜	T.G. SHEPPARD/Do You Wanna Go To Heaven (WB/Curb)
44	39	㉝	JOHNNY RODRIGUEZ/North Of The Border (Epic)
-	42	㉞	BARBARA MANDRELL/Best Of Strangers (MCA)
17	21	㉟	CHARLY McCLAIN/Women Get Lonely (Epic)
13	18	㊱	TAMMY WYNETTE/Starting Over (Epic)
-	46	㊲	MICKEY GILLEY/That's All That Matters (Epic)
45	41	㊳	STEPHANIE WINSLOW/Baby I'm A Want You (WB/Curb)
48	45	㊴	REX ALLEN JR./Drink It Down, Lady (WB)
-	47	㊵	MAC DAVIS/Texas In My Rear View Mirror (Casablanca)
-	49	㊶	JOE STAMPLEY/There's Another Woman (Epic)
50	48	㊷	BONNIE RAITT/Don't It Make Ya Wanna Dance (Full Moon/Asylum)
47	43	㊸	BOBBY BARE/Food Blues (Columbia)
➔	44	㊹	CONWAY TWITTY/A Bridge That Just Won't Burn (MCA) New Entry
➔	49	44	FREDDIE HART/Rose's Are Red (Sunbird)
➔	45	45	CHARLIE RICH/A Man Just Don't Know... (Elektra)
➔	47	47	JOHNNY LEE/One In A Million (Asylum)
22	36	48	DOLLY PARTON/Old Flames Can't Hold A Candle To You (RCA)
-	50	49	R.C. BANNON/Never Be Anyone Else (Epic)
27	34	50	KENDALLS/Put It Off Until Tomorrow (Ovation)

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.

Others Getting Significant Action

- ZELLA LEHR "Love Crazy Love" (RCA) 40/8**
National Summary: Up 5, Same 18, Down 0, Debuts 11, Adds 6, WKKN, KTTS-AM-FM, WCOS-FM, WKLM, KRSY, KEEN, WADR 30-24, WDZQ-FM 44-38, WAXX d-37, WLWI-FM d-28, WSIX-FM 20-14, KFTN d-35.
- LEON EVERETTE "Giving Up Easy" (RCA) 39/12**
National Summary: Up 8, Same 12, Down 0, Debuts 7, Adds 12, WUBE-FM, WAXX, KWMT, WXCL, KICD-FM, KHEY, WLWI-FM, KYXX, KKYX, KLAQ, KWJJ, KEEN, WCXI 39-33, KLVJ 45-40, WCOS-FM 38-32, WSIX-FM 32-26, KUUY 50-42.
- MUNDO EARWOOD "I Can't Keep My Mind Off Her" (GMC) 38/8**
National Summary: Up 15, Same 6, Down 1, Debuts 8, Adds 8, WSAI, KFGO, KWMT, WTHI, WBAP, KLRA, WIRK-FM, KLAQ, KYNN 39-24, WXCL 33-27, WKKN 35-30, WYDE 39-34, KHEY 49-43, KRMD-AM-FM 42-34.
- GLEN CAMPBELL & TANYA TUCKER "Dream Lover" (MCA) 38/2**
National Summary: Up 24, Same 8, Down 0, Debuts 4, Adds 2, WIXL-FM, WTHI, WSEN 48-43, KEBC-FM 30-24, WKCO-FM 38-32, KFH 47-41, KNOE 50-42, WCMS-FM 18-10, KRMD-AM-FM 38-29, KUUY 37-31, KWJJ 38-32, KONE 37-33.
- DON KING "Take This Heart" (Epic) 35/4**
National Summary: Up 13, Same 14, Down 0, Debuts 4, Adds 4, WGNA-FM, WIXL-FM, KLAC, KWJJ, WSLR 30-23, WAXX 40-35, WSIX-FM 9-6, WSM 38-31, KFTN d-19.
- MARGO SMITH "He Gives Me Diamonds..." (WB) 34/8**
National Summary: Up 9, Same 14, Down 0, Debuts 5, Adds 6, KWMT, KFH, KHEY, KLRA, WSM, KVOC, WADR 28-15, KLVJ 38-19, WWOD 29-22, KYXX 26-20, WIRK-FM 39-34, KSSS 48-43.
- EDDIE RABBITT "I Love A Rainy Night" (Elektra) 33/28**
National Summary: Up 0, Same 2, Down 0, Debuts 3, Adds 28, WBGW-FM, WWCS-FM, WAJR, WNYR, WYII, WUBE-FM, WCXI, WKMF, WGEE, WBCS-FM, KFEQ, KFH, KIXZ, WPLD, WYDE, WWOD, WLWI-FM, WSM, KKYX, WKLM, KLAQ, KMAK, KRDR, KRSY, KRAK, KTOM, KCKC, KMPS-AM-FM.
- LYNN ANDERSON "Blue Baby Blue" (Columbia) 31/9**
National Summary: Up 2, Same 15, Down 0, Debuts 5, Adds 9, KSO, WKMF, WFMS-FM, KLRA, WCMS-FM, KRDR, KNIX-FM, KWJJ, KONE, WWCS-FM d-29, WSIX-FM 47-31.
- JANIE FRICKE "Down To My Last Broken Heart" (Columbia) 28/23**
National Summary: Up 2, Same 3, Down 0, Debuts 0, Adds 23, WBGW-FM, WADR, WNYR, KBMR, KEBC-FM, WXCL, KICD-FM, KTTS-AM-FM, KLVJ, WYDE, WCOS-FM, WESC-AM-FM, WSM, KYXX, KRMD-AM-FM, WIRK-FM, KUZZ, KUUY, KSSS, KEED, KRDR, KRSY, KRAK, WIXL-FM 46-20, KCKC 30-22.
- TERRI GIBBS "Somebody's Knockin'" (MCA) 27/7**
National Summary: Up 9, Same 9, Down 0, Debuts 2, Adds 7, WPOP, WDGY, KIXZ, WLWI-FM, KYXX, KSSS, KWJJ, WKKN 40-35, WYDE 40-35, WCOS-FM 39-34, KHEY 48-42, WSIX-FM 12-9, WCMS-FM 38-33.
- MARTY ROBBINS "An Occasional Rose" (Columbia) 26/22**
National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 22, WBGW-FM, WADR, WSLR, WJEZ-FM, KWMT, WDDD-FM, KEBC-FM, KYNN, WXCL, KTTS-AM-FM, WWOD, WKSJ-FM, KRMD-AM-FM, WIRK-FM, KUZZ, KSSS, KEED, KMAK, KRDR, KNIX-FM, KRAK, KTOM.
- FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 26/9**
National Summary: Up 4, Same 11, Down 0, Debuts 2, Adds 9, WBGW-FM, WNOW, WHK, KOKE-FM, WVMI, KLRA, KEED, KMAK, WADR 37-31, KNOE 47-40.
- DONNA FARGO "Seeing Is Believing" (WB) 25/12**
National Summary: Up 0, Same 10, Down 0, Debuts 3, Adds 12, WDZQ-FM, KYNN, KTTS-AM-FM, KFEQ, KVOC, WKSJ-FM, KNOE, WCMS-FM, KRMD-AM-FM, KUUY, KNIX-AM-FM, KRAK, WWOD d-30.

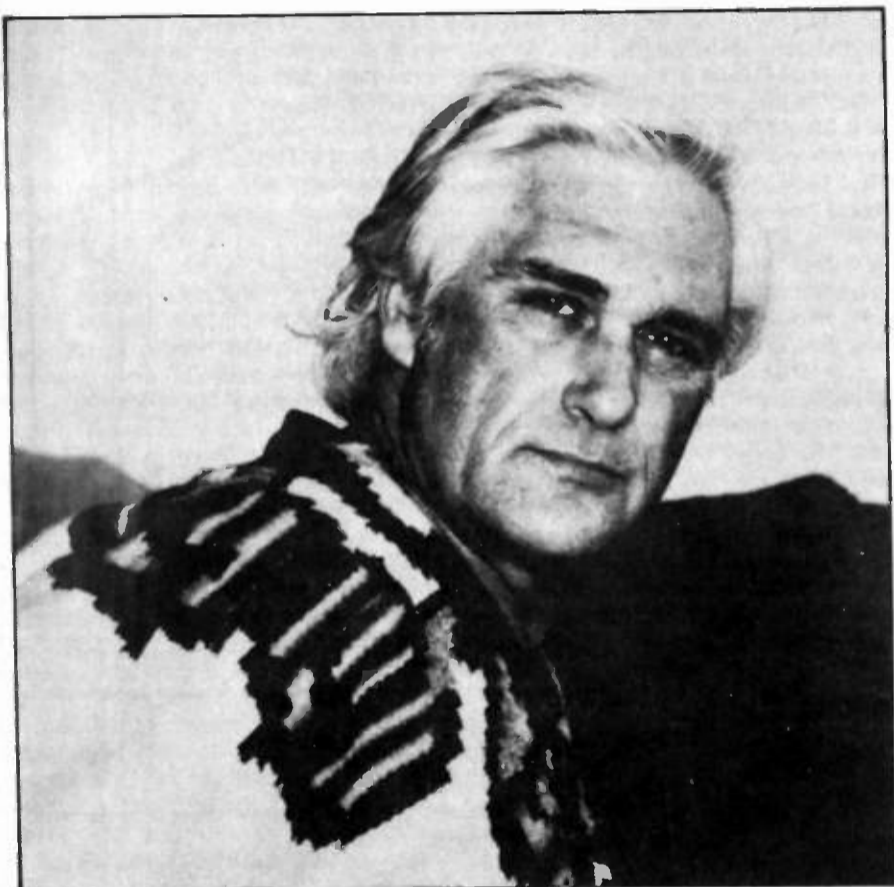
- BOBBY GOLDSBORO "Goodbye Marie" (Curb) 25/10**
National Summary: Up 2, Same 10, Down 0, Debuts 3, Adds 10, WWCS-FM, WPOP, WMUS-AM-FM, WKCO-FM, KVOC, WYDE, KKYX, WIRK-FM, KSSS, KFTN, WDDD-FM 28-21, WCMS-FM 44-37.
- DEAN DILLON "Nobody In His Right Mind" (RCA) 21/17**
National Summary: Up 0, Same 4, Down 0, Debuts 0, Adds 17, WNRS, KSO, WKMF, KYNN, WXCL, WKKN, KVOC, WSM, KRMD-AM-FM, KVOC, KUUY, KSSS, KEED, KMAK, KFTN, KRSY, KRAK.
- CARLENE CARTER "Baby Ride Easy" (WB) 21/4**
National Summary: Up 5, Same 10, Down 0, Debuts 2, Adds 4, WBGW-FM, KEBC-FM, WIRK-FM, KWJJ, WSEN 49-44, WIXL-FM 21-7, WADR 34-28, KRMD-AM-FM 49-42.
- LOUISE MANDRELL "Love Insurance" (Epic) 21/2**
National Summary: Up 5, Same 11, Down 0, Debuts 3, Adds 2, KICD-FM, KYXX, KKYX 48-44, KRMD-AM-FM 40-36, KUZZ 27-22.
- KENNY SERATT "Until The Bitter End" (MDJ) 19/0**
National Summary: Up 11, Same 5, Down 1, Debuts 2, Adds 0, KFGO 38-30, WBBF 41-35, KFEQ 48-43, KVOC 15-11, WESC-AM-FM 22-18, KRMD-AM-FM 32-27, KVOC 39-35.
- GARY MORRIS "Sweet Red Wine" (WB) 18/5**
National Summary: Up 4, Same 6, Down 0, Debuts 3, Adds 5, KICD-FM, KIXZ, WESC-AM-FM, KUZZ, KLZ, KYNN 36-30, WSIX-FM 18-8.
- BURT REYNOLDS "...Cheap & Superficial" (MCA) 18/3**
National Summary: Up 4, Same 10, Down 0, Debuts 1, Adds 3, KYNN, KVOC, KSSS, WTSO 42-34.
- DANDY & DOOLITTLE BAND "Who Were You Thinkin' Of" (Columbia) 15/1**
National Summary: Up 5, Same 7, Down 0, Debuts 2, Adds 1, KVOC, WHN d-34, KVOC d-27, WYDE 35-26, KCKC 8-4.
- TOMMY OVERSTREET "Me And The Boys In The Band" (Elektra) 14/1**
National Summary: Up 5, Same 5, Down 0, Debuts 3, Adds 1, WIXL-FM, WADR 24-18, KFEQ 32-25, KYXX 43-34.
- RANDY BARLOW "Willow Run" (Paid)**
National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 7, KYNN, WXCL, KICD-FM, KTTS-AM-FM, WIRK-FM, KVOC, KFTN.
- JOHNNY DUNCAN "Acapulco" (Columbia) 12/11**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 11, WDZQ-FM, KICD-FM, KFEQ, KHEY, WMC-AM, WBAM, WLWI-FM, KKYX, KRMD-AM-FM, KRAK, KCKC.
- J.W. THOMPSON "Half Time" (NSD) 12/2**
National Summary: Up 1, Same 7, Down 0, Debuts 2, Adds 2, WESC-AM-FM, WLWI-FM, KVOC 20-16, KFTN d-37.
- DICKEY LEE "Lost In Love" (Mercury) 10/8**
Up 0, Same 2, down 0, Debuts 0, Adds 8, WADR, WNYR, WDDD-FM, KEBC-FM, WCOS-FM, WOKK, WLWI-FM, KRDR.
- MEL STREET "Who Will Turn Out" (Sunbird) 10/4**
National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 4, WAXX, KKYX, KEED, KRAK.
- DEBBY BOONE "Take It Like A Woman" (WB/Curb) 9/9**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 9, WBGW-FM, WYII, WSLR, WHK, WFMS-FM, KEBC-FM, WYDE, WESC-AM-FM, KTOM.

TWO'S COMPANY!

CHARLIE RICH

**“A Man Just Don't
Know What A Woman
Goes Through”**

E-47047

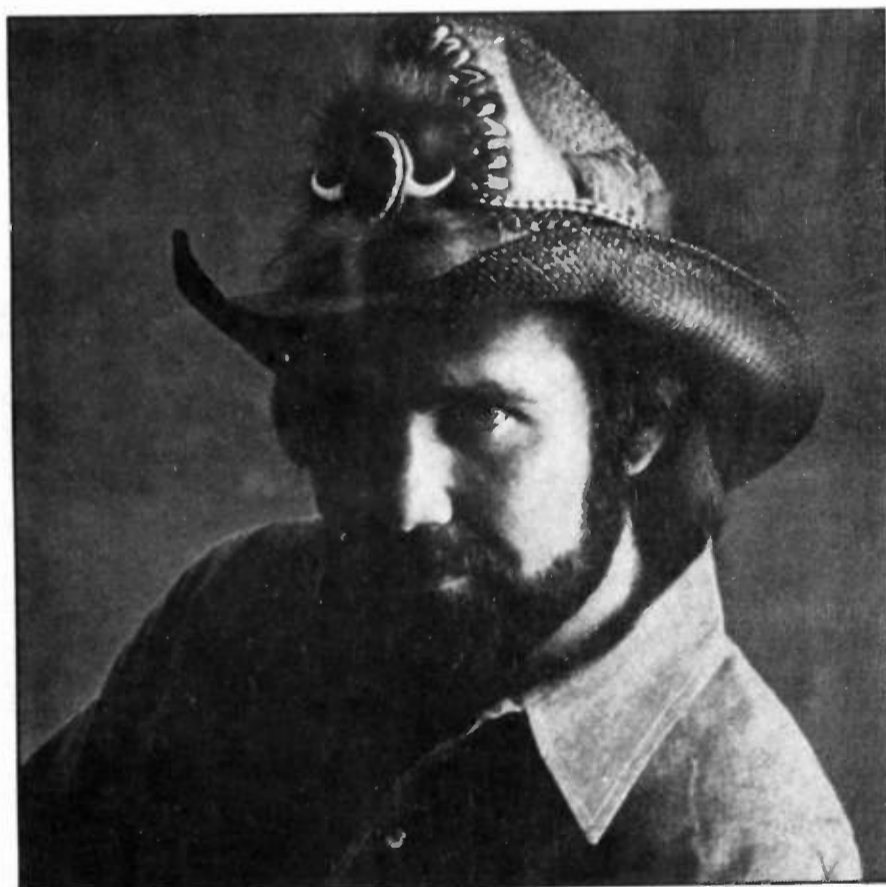


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JOHNNY LEE

**“One
In A Million”**

E-47076



BREAKERS®

Two more great records
from the Elektra/Asylum Nashville Family.



Give the gift of music.



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Country Pictures



KHAM/Horsebend, AR did a daily remote broadcast from Nashville during the Country Music Convention.



WSM/Nashville broadcast from the Opryland Hotel and surprised guests with a talking robot seen here giving Jerry Seabolt a bad time. (No truth to the rumor that Seabolt and the robot plan to get married.)



At the MCA showcase (l-r) Ron Chancey, VP of A&R for MCA/Nashville; MCA President Bob Siner; Oak Ridge Boy Joe Bonsell; Lonnie Bell, PD of KOYN/Billings, MT; and MCA's Barbara Mandrell.



Len Ellis, President WLJE/Valparaiso, IN; WHN's Ed Salamon and Pam Green; Mercury's Jacky Ward; Rob and Linda Hough of KTTS/Springfield, MO; and Mercury's Frank Leffel after the Artist-DJ taping session.

Biff Collie Inside Nashville



CONVENTION LEFTOVERS: Irby Mandrell's birthday present came two days late (his birthday was October 11), but he said it was well worth waiting for . . . George Jones was literally caught with his pants down! When he found out he had won two awards and was responsible for a third, he was in his dressing room, getting ready for a performance at

the Nugget in Sparks, NV . . . "Mellow Manlow's Music Magic Mesmerizes 'Em At Murphy Center, Middle Tennessee State, Murfreesboro" was a newspaper headline following Barry's concert here . . . Johnny Cash: "To all you young performers: If you're wondering about competition, don't count me out. My 83-year-old dad Ray Cash is here tonight. If I live as long as he has already, you can count on me singing another 35 years or so!" . . . Connie B. Gay (the newest non-performing inductee into the Hall Of Fame) said his son, who's a member of the FBI in Washington, called to ask how Biff Collie knew he was elected before the show. Connie says all FBI men are suspicious. Our predictions were not award-winning, but they were fun. Gettin' George Jones, Barbara Mandrell, the Sons Of The Pioneers, and Connie B. Gay was "worth it all." Half-getting CDB, Statlers, and "He Stopped Loving Her Today" was close (ha).

Kentucky's governor John Y. Brown and his first lady Phyllis George sat next to Marianne and Kenny Rogers at the CMA Awards . . . Johnny Cash's bonus Hall Of Fame/Silver Anniversary gift from the Mrs., June Carter, was a silver Mercedes 450SLC, priced in the \$40,000 range. It was waiting for the new Hall of Famer outside the Opry House Awards night . . . Burt Reynolds had to "work" the kissing line Awards night. Minnie Pearl said, "I bid to be first." He kissed her, then Dolly Parton turned to Burt and said, "You mean you're gonna kiss her after you just kissed me??"

PERSONALITY: Mickey Gilley says, "When my partner Sherwood Cryer said he wanted to put a mechanical bucking bull in Gilley's club, I thought he'd fallen off his horse on his head!" These days, weekend cowboys from Brooklyn to Bakersfield boast of their ability aboard the bull and the sales are phenomenal at something like \$6000 per! . . . The National Association of Talent Agents elected Billy Deaton as its "Man of the Year" . . . The finalists in the living category for the FICAP Country Disc Jockey Hall of Fame were Acuff-Rose's Bob Jennings, Opry star Charlie Walker, and Senator T. Tommy Cutrer. Deceased finalists were St. Louis's Skeets Yaney, Hap Wilson, and Grady Cole. Congrats to T.,



D.J. Hall of Fame inductees Bob Jennings (left) and T. Tommy Cutrer (right) with FICAP's Chuck Chellman.

Bob, and Skeets . . . Dennis Weaver may be starting a whole new career direction with his hosting of the ABC-TV special "Country Gold - The First 50 Years" last week. Stars sharing the stage with Weaver were Merle Haggard, Mel Tillis, Barbara Mandrell, Loretta Lynn, Roy Clark, the Gatlins, Don Williams, Lynn Anderson, June Carter Cash, the Carter Family, and Ernest Tubb

. . . That long-running feud between Johnny Paycheck and his former manager, Nashville Metro Trustee Glenn Ferguson, is over. The tersely written notices of voluntary dismissal ended the lawsuit which was often marked by bitterness between the former friends and associates . . . Amy Carter came to Nashville for the CMA awards with Dixie and Tom T. Hall . . . Becky Lee Abbott and Johnny Drummond, two "country music singers" on the ABC-TV soap opera "One Life To Live," made their first real Opry appearance with their benefactor Bill Anderson, who appeared on that TV serial with the two actors in "Opry appearance" sequences. But this time Wayne Massey and Mary Gordon Murray (their real names) were presented on the real stage with a real crowd and got a real round of applause for really singing on the real Grand Ole Opry! (Really!)

PERSONALS: Thanks, Trish Hennessey, from WPOC-FM/Baltimore for your note. Glad we are useful to you . . . Combine Music's Bob Beckham showing pictures of his newest (fifth) grandchild . . . Helen Cornelius will tour as a feature of the Conway Twitty package in concert . . . Happy Birthday to Minnie Pearl, Floyd Cramer, Sonny (Osborne Bros.) Osborne, Patsy Montana, and Dale Evans . . . Sure would like to see Jimmy Dickens do a stand-up routine on one of those variety-talk shows - he's one of the funniest comics I've ever seen . . . Wonder why Bob Neal hasn't been considered for the Country Disc Jockey Hall of Fame. He was a highly-popular morning DJ for years on WMPS/Memphis in the 40's and 50's, managed Elvis Presley before Tom Parker, owned his own radio station in Shreveport. Bob sold his Neal Agency to William Morris years ago, now exclusively manages Johnny Rodriguez . . . "Sunday Mornin' Country," with Connie Smith, George Hamilton IV, Billy Walker, Teddy Wilburn, Sandy Posey, Marijohn Wilkin, Ray Peterson, the Fox Bros., Charlie Walker, and a surprise guest had an old time Sunday singin' at Nashville's War Memorial Auditorium as the finale to Convention '80. The turnout was exciting for this first time at the October Convention. "Sunday Mornin' Country" debuted last June to finale Fan Fair . . . Grandpa Jones signed with Top Billing Agency for exclusive representation . . . One of the greatest promotional ideas I've heard of in years is



KNIX/Phoenix's "Beetleboard" promotion. It's a super promotion-marketing program . . . Mark A. Tankersley, 50, a former member of the Grand Ole Opry musical groups, died recently in Beech Grove, IN. Tankersley wrote one of the country hits of the 50's for Carl Smith, "This Orchid Means Goodbye" . . . Congratulations to Bill Mack, the winner of the fourth annual Country Music U-G-L-Y Contest, and consolation to runnersup Sid Wood and Art Wander (your times are coming, guys!).

Another "Bar Room Buddy"

Ray
Charles
and
Clint Eastwood
"Beers to You"

WBS-49608

From the Sound Track Album
of Clint Eastwood's
"Any Which Way You Can"



Produced by Snuff Garrett
On Warner-Viva Records and Tapes



Regional Adds & Hots

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MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
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NUMBER OF STATIONS REPORTING THIS WEEK: 115

Hottest Tracks:

- "I Love A Rainy Night" - Eddie Rabbit (Elektra)
- "Loving You Was Easier..." - Soundtrack (WB)
- "Honeysuckle Rose" - Soundtrack (WB)
- "Lovey You Was Easier..." - "Not Supposed To Be That Way" - George Jones - "I Am What I Am" - (Elektra) "Bare Dry" "I'm The One She Missed..." "I've Changed 20 Years" - Jerry Lee Lewis - "Killer Country" - (Elektra) "Thirty-Acres And Holding" "Late Night Lovin' Man" "Too Weak To Fight" "Change Places With Me" - Barbara Mandrell - "Love Is Fair" - (MCA) "Not Tonight" "Sometime, Somewhere" - Eddie Rabbit - "Horizons" - (Elektra) "I Need to Fall In Love Again" "What Will I Write" "I Love A Rainy Night" "So Deep In Your Love" - Charlie Rich - "Once A Drifter" - (Elektra) "Once A Drifter" "Marie" "Wonderful Tonight" - Johnny Rodriguez - "Gypsy" - (Epic) "The Gypsy" "We've Let It Slip Away Again" "All American Girl" - Kerney Rogers - "Greatest Hits" - (Liberty) "Long Arm Of The Law" - Smokey & The Bandit 2 - Soundtrack - (MCA) "...Cheap

- "Lovey You Was Easier..." - "Not Supposed To Be That Way" - George Jones - "I Am What I Am" - (Elektra) "Bare Dry" "I'm The One She Missed..." "I've Changed 20 Years" - Jerry Lee Lewis - "Killer Country" - (Elektra) "Thirty-Acres And Holding" "Late Night Lovin' Man" "Too Weak To Fight" "Change Places With Me" - Barbara Mandrell - "Love Is Fair" - (MCA) "Not Tonight" "Sometime, Somewhere" - Eddie Rabbit - "Horizons" - (Elektra) "I Need to Fall In Love Again" "What Will I Write" "I Love A Rainy Night" "So Deep In Your Love" - Charlie Rich - "Once A Drifter" - (Elektra) "Once A Drifter" "Marie" "Wonderful Tonight" - Johnny Rodriguez - "Gypsy" - (Epic) "The Gypsy" "We've Let It Slip Away Again" "All American Girl" - Kerney Rogers - "Greatest Hits" - (Liberty) "Long Arm Of The Law" - Smokey & The Bandit 2 - Soundtrack - (MCA) "...Cheap

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COUNTRY ALBUMS

- RAZZY BAILEY - Razyzy - (RCA)** "True Life Country Music" "Let's Go Find Some Country Music"
- JOHNNY CASH - Rockabilly Blues - (Columbia)** "WOMAN"
- MAC DAVIS - Texas In My Rearview Mirror - (Columbia)** "Hooked On Music" "Rodeo Clown"
- LARRY GATLIN - Help Yourself - (Columbia)** "It Don't Get No Better" "Help Yourself To Me" "Straight To My Heart"
- CRYSTAL GAYLE - These Days - (Columbia)** "Too Many Lovers" "I Just Can't Leave..." "Ain't No Love" "What A Little Moonlight Can Do" "Take It Easy"
- HONEYSUCKLE ROSE - Soundtrack - (WB)** "Angel Eyes"

- CONWAY TWITTY - Rest Your Love On Me - (MCA)** "Still Believe In Waltzes"
- DON WILLIAMS - I Believe In You - (MCA)** "I Keep Putting Off" "Rainy Nights And Memories" "Simple Song" "I Want You Back Again" "Ain't It Amazing"
- HANK WILLIAMS JR. - Habits Old And New - (Elektra)** "Move It On Over"

Most Requested:

- DON WILLIAMS** "I Believe In You" (MCA)
- KENNY ROGERS** "Lady" (Liberty)
- WILLIE NELSON** "On The Road Again" (Columbia)
- WAYLON JENNINGS** "Theme From the Dukes..." (RCA)
- ANNE MURRAY** "Could I Have This Dance" (Capitol)

P/A

POP/ADULT®



Mike Kasabo

Pop/Adult's Ten

Most Pressing Problems

Last week we discussed in this column the highlights of the Pop/Adult format meeting on Tuesday, October 7, and what the participants felt about the various areas of P/A radio's make-up: news, sports, information, music, promotion, and so on. The panelists also took a great deal of time, as co-moderator Bill Rock pointed out, to prepare a list of the 10 most pressing problems a P/A programmer faces.

To refresh everyone's memory, the panel included Rock; Gary Stevens, President of Doubleday; Michael O'Shea, National Program Director for Golden West; George Lemich, Program Director of KSL/Salt Lake City; Scotty Brink, Program Director of KHOW/Denver; and Mike Harvey, Vice President and General Manager of WWSW/Pittsburgh (who had to cancel his appearance at the meeting due to illness). As a group, I'm sure you would agree they cover all the various levels of P/A radio and its special problems. Now to the list, which does not appear in any particular order. The point of that is to have you put in order the ten most difficult situations facing our format:

- Developing, controlling, and inspiring talent.
 - Hiring personnel in consideration of future internal promotion, equal opportunity, and longevity.
 - Time: having time to create, having time to evaluate and coordinate all elements of programming, having enough time to turn around a station.
 - Having enough money (budget) to do the job.
 - Maintaining the correct image through promotion.
 - Incorporating non-music elements, such as talk, news, and sports.
 - Finding ways to develop audience outside of drive time.
 - Choosing the correct music to suit the image and target audience of the station.
 - Dealing with the "everyone's a Program Director" syndrome.
 - Dealing with the sales department, commercial loads, special favors for clients, remotes, etc.
- What I'd like for you to do, is go over the above, put them in order of what you feel are the most important. You don't have to do all ten, and you may add any areas of concern we have missed, but please let me know by mail or phone what are the biggest problems you face at your radio station.

Transition

After many years as WCBM/Baltimore's Music Director, Dexter Beane has exited that position and has been replaced by Hal Martin, who was promoted within from a part-time weekend shift. Beane was not available for comment at press time concerning this future plans . . . A bit South in the nation's Capital City, two new account executives have been named to WMAL/Washington — Scott Jones comes to the ABC O&O from Intercontinental Hotels, where he was beverage and banquet consultant; and Alvin Jones (no relation) comes from WYCB/Washington, where he was General Sales Manager . . . Golden Circle Broadcasting President Robert Brown has announced the appointment of Doug Paul as Program Director of WKZL/Winston-Salem. Paul joined the station in 1978 as morning man and had previously worked at several other Carolina stations. Doug Paul commented, "I'm very excited about the opportunity of programming WKZL; it's a very important radio station and a very important challenge." . . . Two appointments were announced at WPRW/Manassas, VA, as Scott Lawrence comes to the station as midday personality from WWSI/Jupiter, FL; and Wanda Levine joins the news staff as afternoon News Anchor from WBSA/Harrisonburg, VA.

Update

THE BIG 60 — RADIO'S FIRST BIRTHDAY: KDKA/Pittsburgh, long regarded as the first commercial radio station in the United States (many believe WWJ/Detroit was actually first on a commercial broadcasting basis) is geared up for a gala celebration that will begin on November 2. The station will feature famous voices over the past 50 + 10, and will also have listeners getting involved with a chance to win diamond watches once a week. The grand prize is a week for two on Diamond Head in fabulous Hawaii . . . As the Philadelphia Phillies baseball team tries to capture the World Series, that town's football team, the Eagles, have just signed a new four-year contract with P/A giant WIP.



Pictured here (l-r) at Veteran's Stadium are WIP Program Manager Al Herskovitz, Eagles GM Jim Murray, Eagles Director of Sales and Marketing Sam Procopio, WIP GM Bill Dallmann, and Legal Eagle Susan Fletcher, who serves as counsel . . . Legendary Gotham personality William B. Williams recently hosted a George Shearing concert at the CitiCorp Center and brought along pal Buddy Hackett, who entertained the crowd. The WNEW/New York performer also got into the act that night, I'm told . . . KEX/Portland officially donated J.R. Ewing's (will we ever find out who the hell shot that creep?) cowboy hat to the Oregon Museum of Sciences and Industry (OMSI) recently at the station's studios. The hat, which KEX managed to fangle in spite of the AFTRA/SAG strike, is autographed by the archvillain Larry Hagman. Station General Manager Greg Reed presented the chapeau at special ceremonies . . . Wichita turned out in large numbers as KAKZ hosted the weekend-long "Harvest Home Fair," recreating the old Sedwick County Fair of a century ago. Participants as well as visitors wore their pioneer days outfits in the Old West setting of Cowtown — there were arts and crafts, acoustic music, and lots of good friends. The station's Bob Clarke, attired in his 1880 garb, awarded prizes to the best dressed male and female in attendance . . . WABZ/Albemarle, NC, a new R&R reporter and fine radio station, could use some help from a number of record companies. Address product to Mark Robinson, PD, P.O. Box 608, zip 28001 . . .

Color



WHEN IN PENNSYLVANIA, PUNT: You have no doubt heard of the Terrible Towel, Pittsburgh's answer to cheerleaders at the world-champion football Steelers games. Well, now leave it to WTAE to come up with the Terrible Fan (driving his Terrible Van, of course), who stopped in to see the folks that gave him birth. The "towel," you see, was the invention of WTAE's famous Sports Director Myron Cope. Pictured are the Terrible Music Director and afternoon drive personality Don Berns (left) and Terrible News Director Bob Kopler. That's Terrible!

HALLOWEEN TIME: WYNS/Lehigh, PA is geared up for a dynamite Halloween promotion as it presents the "WYNS Haunted House." This is not your typical haunted house; it's actually several different houses, one in each of four towns in the area. Each house has money assigned to it, and all the kiddies have to do to get their share of the cash is to greet the people there with, "Is This The WYNS Haunted House?" If the house is the one designated, they win the money; if not, they spend the rest of the night "hawking" the call letters to all those potential diary holders. The entire promotion goes to benefit a local charity.

USED CARS - LAND - WHISKEY - MANURE - NAILS
FLY SWATTERS - RACING FORMS - BONGOS
GUNS BOUGHT AND SOLD

RAY LINCOLN

BRAIN SURGERY ON SATURDAY
REVOLUTIONS STARTED
ASSASSINATIONS PLOTTED
GOVERNMENTS RUN
UPRISINGS QUELLED

WOMEN SEDUCED
TIGERS TAMED
BARS EMPTIED
COMPUTERS VERIFIED
ORGIES ORGANIZED

A DIVERSIFIED KINDA GUY — KAAV/Little Rock Program Director Ray Lincoln sent along this multi-business card recently indicating his various business interests. The underlined represents his hottest new addition.



BOPPING AT THE HIGH SCHOOL HOP — WISN/Milwaukee recently staged its first real live "Sock Hop" with over 1000 people participating in the event. The point of the promotion was designed not only to promote the Sock Hop program, but to offer listeners a fun and nostalgic evening of entertainment. Searchlights scanned the site of the "hop" as many guests arrived dressed in '50's attire. Shoes were chucked at the door and everyone was given a free pair of official Sock Hop socks in which to dance the night away. Station personality Mike Murphy "cuas" one up as he observes the throng enjoying their evening.



Black Radio

Bill Speed

Black Radio Evolves For A New Era

This Week: KNOK-FM/Dallas

Black radio faces a challenge to its fundamental stance and at the same time may be on the threshold of a major audience breakthrough. While "Urban Contemporary" rock stations rise from the ashes of Disco to win big general market audiences and possibly part of the traditionally loyal black audience, many Black stations are responding by changing their images and presentation styles, adding more crossover music, and setting about to grab a big chunk of the general market audience for themselves. Its a goal that could mean bigger ratings shares and more advertising dollars, but it's a potentially dangerous move — will stations alienate their core black audiences in chasing after the general public?

I want to explore that thought-provoking topic in this column, and kicking off the series is a conversation with KNOK-FM/Dallas PD Dwayne Dancer. He has high praise for the loyalty of the core audience, and puts forth an interesting "specialized radio" theory. This is an issue that Black radio needs to consider, and I welcome comments and feedback from everyone.

R&R: Do you think the traditional formatting of Black radio has changed greatly?

DD: Sure. Trends have changed greatly. A while ago, most of the Black-formatted stations were going more with a Disco flavor, whereas now a lot of them

"Blacks are basically loyal to their radio station, more than any other format."

have gone back to the basic rhythm. Music is doing that too. A lot of the older songs are beginning to be redone, not only by blacks but by whites. The old radio cliches of rappin' over the records has now become a marketable product, like Kurtis Blow, the Sugarhill Gang, Grandmaster Flash. All of a sudden it's a new era in music, whereas if you go back to Eddie O'Jay and Jocko, that was their thing. They were the "rappers." Frankie Crocker even.

R&R: Do you think your approach has to change to suit the audience that is now listening to your station?

DD: Sure. As far as contests are concerned, we are mapping out some things where we can really take it to the people, a man-on-the-street type of thing where we are doing different shopping centers and other places of business.

R&R: We were speaking of Eddie O'Jay and people like him; when I grew up he and other guys would go out to supermarkets and do remotes . . .

DD: Right. We're at the state fair, as a matter of fact, which is a tradition in Texas. We've got a booth out there and a hula hoop contest, and I have been fascinated by the people who come around to hula hoop.

R&R: It's not a black and white thing anymore, but more of an old and young thing?

DD: That's what it is. I think that with anything you can come up with that's fun, you can involve people that are going to be there already and generate listeners. Of course, you've got to have the product, and that is pretty simple, thanks to research and all the other things that are available to you, like telephone retrieval.

R&R: Are you finding out that the people who are listening aren't exclusively black?

DD: Right. There's a concept I find useful. McDonald's sells hamburgers, Kentucky Fried Chicken sells chicken. If I feel like hamburger, I go to McDonald's, Jack In The Box, Wendy's. If I want chicken, I go to

"One of the things we have in our favor is that we do have that base, to go out and push for that silent majority which is going to dabble when it feels like it."

Church's, Kentucky Fried, etc. And that's similar as far as radio is concerned. If I feel like rock, I go to a rock station and so forth. We are coming to a very specialized time.

R&R: What do you think stations are going to have to do now to compete with that kind of mentality?

DD: They are going to have to take it to the streets. They are really going to have to ask the people because they've never really been asked. We just programmed what we thought should be it. Whatever the trend happened to have been. This is the winner so this is what we will do. It's gotten to the point where even white programmers have to go to the streets and ask, "Why is it that you don't want to hear this black record on my station? Why should this black record be something we play?"

R&R: You talk about black and white records, but many of those very same records can be heard across town on the pop stations and maybe on some AOR's too.

DD: Once again, we are going into that turnaround. I think black music has a tendency to resurface as a real popular medium. It's hard to say that you could categorize it as black and white sometimes because it is so universal that all problems are the same. "Reunited" could be sung by a country guy as well as by Peaches & Herb. Maybe not as well as their original, but the theme of the song is the same, and I think that's what people relate to — songs that say something.

R&R: How would you describe your audience in Dallas? Who listens to KNOK?



Dwayne Dancer

DD: I think a little bit of everybody. The executive who comes home to have a martini, puts on his jeans, and wants to cool out after a hard day. He was probably listening to Country on the way to work and possibly a News station on the way home. Of course, the black contingent of people, because blacks are basically loyal to their radio station, more than any other format. That's why you see a lot of Country stations coming up, because those are your loyal listeners. These are the people who listen religiously. One of the things we have in our favor is that we do have that base, that extra oomph to go out and push for that silent majority which is going to dabble when it feels like it.

R&R: Anything else you would like to add?

DD: We are very community service-oriented. We try to go out there and see what we can do to help. I feel that that is probably the new wave for our type of station. And in that, because you know who is going to be your basic audience, it goes back to the theory like with the chicken and the hamburger. If I know that's what I want, I have to go where I can find it.

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WANT/Richmond's Ben Miles is out of the hospital and back at the station . . . Vanessa Grey, formerly programming assistant at WBMX/Chicago, is now Music Director at WJPC in the same city . . . Charles Sullivan is the replacement for Dave Stewart as General Sales Manager at WDIA/Memphis . . . Get well wishes to Jalila Larsuel, trade liaison for Elektra/Asylum Records. She's at home recuperating from a recent operation . . . WCIN/Cincinnati has a new Production Director, Ron Holmes, formerly of WOKV/Hamilton . . . Dave Denson is now Music Director at WJMI/Jackson. Denson is from in-house . . . RSO's Linda Clifford and husband Nick Coconato had a new baby last month, named Gina Coconato . . . Roshann Vance is the new PD at KOKY/Little Rock. Vance has served at WMAK/Nashville and WOKF in Tampa among other stations . . . J.J. Johnson continues his morning airshift while becoming PD of KDAY/Los Angeles . . .

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Black Radio

Bill Speed

Black Radio Evolves For A New Era

This Week: KNOK-FM/Dallas

Black radio faces a challenge to its fundamental stance and at the same time may be on the threshold of a major audience breakthrough. While "Urban Contemporary" rock stations rise from the ashes of Disco to win big general market audiences and possibly part of the traditionally loyal black audience, many Black stations are responding by changing their images and presentation styles, adding more crossover music, and setting about to grab a big chunk of the general market audience for themselves. Its a goal that could mean bigger ratings shares and more advertising dollars, but it's a potentially dangerous move — will stations alienate their core black audiences in chasing after the general public?

I want to explore that thought-provoking topic in this column, and kicking off the series is a conversation with KNOK-FM/Dallas PD Dwayne Dancer. He has high praise for the loyalty of the core audience, and puts forth an interesting "specialized radio" theory. This is an issue that Black radio needs to consider, and I welcome comments and feedback from everyone.

R&R: Do you think the traditional formatting of Black radio has changed greatly?

DD: Sure. Trends have changed greatly. A while ago, most of the Black-formatted stations were going more with a Disco flavor, whereas now a lot of them

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have gone back to the basic rhythm. Music is doing that too. A lot of the older songs are beginning to be redone, not only by blacks but by whites. The old radio cliches of rappin' over the records has now become a marketable product, like Kurtis Blow, the Sugarhill Gang, Grandmaster Flash. All of a sudden it's a new era in music, whereas if you go back to Eddie O'Jay and Jocko, that was their thing. They were the "rappers." Frankie Crocker even.

R&R: Do you think your approach has to change to suit the audience that is now listening to your station?

DD: Sure. As far as contests are concerned, we are mapping out some things where we can really take it to the people, a man-on-the-street type of thing where we are doing different shopping centers and other places of business.

R&R: We were speaking of Eddie O'Jay and people like him; when I grew up he and other guys would go out to supermarkets and do remotes . . .

DD: Right. We're at the state fair, as a matter of fact, which is a tradition in Texas. We've got a booth out there and a hula hoop contest, and I have been fascinated by the people who come around to hula hoop.

R&R: It's not a black and white thing anymore, but more of an old and young thing?

DD: That's what it is. I think that with anything you can come up with that's fun, you can involve people that are going to be there already and generate listeners. Of course, you've got to have the product, and that is pretty simple, thanks to research and all the other things that are available to you, like telephone retrieval.

R&R: Are you finding out that the people who are listening aren't exclusively black?

DD: Right. There's a concept I find useful. McDonald's sells hamburgers, Kentucky Fried Chicken sells chicken. If I feel like hamburger, I go to McDonald's, Jack In The Box, Wendy's. If I want chicken, I go to

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P/A

POP/ADULT®

BREAKERS®

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

CHRISTOPHER CROSS Never Be The Same (WB)

85% of our reporters are on it. Captures the Most Added award this week — including KSL, KHOW, WWWS, WTMJ, KOB, KAKZ, WACI, WCBM, WNDB, WBEN, WASH, WHAM, WDBO, KOGO, WGR, WSJS, WISN, KNBR, WOWO, WATR, WIBW, KRKK, KLMS, KING, WHBY. Key moves: 33-20 WHAG, 20-14 KRMG, 27-24 WSM-FM, 27-20 KWOS, 35-24 WGAR, 24-21 WEIM, 38-27 WFIR, 38-32 WORG, 33-23 KBAI, 25-20 WWWE, 25-21 WPRO, debut 15 WTVN, debut 13 KBLF, debut 22 KEX, debut 21 WVIC, debut 21 WYMC, debut 25 WDAK, debut 26 WREC, debut 27 WHIZ. Jumps 30-22 on P/A chart.

DON WILLIAMS I Believe In You (MCA)

57% of our reporters are on it. Has made a believer out of P/A programmers — adds include WHIO, WGR, WASH, KEX, KFOR, WSGW, KING, KNBR, WIP, WIS, KAKZ, KOB, WJBO, WCFR, WMAZ. Key moves: 1-1 KRMG, 2-1 WREC, 1-1 KMBZ, 23-18 KMPC, 21-18 WTAR, 28-25 KLO, 30-21 WHIZ, 30-24 WEIM, debut 30 KMED, debut 30 WSTV. Heavy rotation: WCCO-FM, WOOD, WRVA, WATR. Hot at KUGN. Jumps 37-29 on P/A chart.

NEW & ACTIVE

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

- IRENE CARA "Out Here On My Own" (RSO) 66/12 add WSJS, WKIQ, KING, KLOK, KNBR, WGAN, WHOK, WSYR, WTAR, WIS, WRVA, WHBY. Key moves: 9-8 KBLF, 15-9 WYMC, 17-14 WIBW, 9-7 KMED, 21-17 WEIM, 25-22 WORG, 38-28 KLO, 28-23 KWOS, 21-17 KEX, debut 22 WPRO. Increased 29-24 on P/A chart.
- MELISSA MANCHESTER "If This Is Love" (Arista) 64/5 add KRKO, WTAR, KFMB, WIS, WELI. Key moves: 19-11 KMBZ, 22-19 WEIM, 14-11 WIBW, 31-22 WHAG, 22-19 WORG, 30-27 WREC, 21-18 WSGW, debut 30 WACI. Increased 28-28 on P/A chart.
- OLIVIA NEWTON-JOHN & CLIFF RICHARD "Suddenly" (MCA) 57/23 adds include WHIO, WFYR, WTAE, KLOK, WFIR, WHAM, WELI, WGR, WSBA, WDEF, WCCO-FM, WCBM, KUGN, WIP, KLO, KSL, KAKZ, WJBO, WNFL, WRVA, WSGW, WGAR. Key moves: 24-19 KMPC, 26-22 WIBW, 28-22 WEIM, debut 14 KBLF, debut 20 KRMG, debut 23 WPRO, debut 30 WREC, debut 36 WORG, debut 29 KMBZ. Increased 39-32 on P/A chart.
- POCO "Midnight Rain" (MCA) 46/10 add WSIX, KMRJ, WREC, WGAR, WSGW, KUGN, WNDB, WACI, KBLF, WHOK. Key moves: 15-9 KFMB, 13-10 KBAI, 20-12 WLVA, 27-24 WMAZ, 28-20 WORG, 23-17 WYMC. Debut at No. 33 on P/A chart.
- ALI THOMSON "Live Every Minute" (A&M) 44/3 add WJON, KLMS, WDFI. Key moves: 23-13 WHAG, 12-8 WSM-FM, 23-15 WLVA, 28-25 WORG, 31-28 WFIR, debut 28 KWOS. Retains its No. 34 position this week.
- DIANA ROSS "I'm Coming Out" (Motown) 32/3 add KR2I, WCBM, WHAM. Key moves: 17-10 WFIR, 18-6 WBEN, 20-15 WYMC, 24-17 WWWE, 14-9 WGAR, 26-23 KDKA, 23-20 WMAZ, debut 19 WBZ, debut 29 WDAK. Increased 40-36 on P/A chart.
- STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 33/9 add WTVN, WKHM, KLO, WSYR, WHEN, KFOR, KDKA, WCFR, WOA1-FM. Key moves: 1-1 WJBO, 18-13 WHIZ, 23-19 WPRO. Hot at WCCO-FM. Debut at No. 37 on P/A chart.
- PAUL SIMON "One-Trick Pony" (WB) 27/20 adds include WSBA, WDFI, WDBO, WSLI, KUGN, WHAS, WGR, WSM-FM, WABZ, KMBZ, WBEN, WIS, WRIF, KPPL, KRMG. Early key moves: 34-30 WHAG, 29-25 WEIM. Debut at No. 38 on P/A chart.
- JIMMY HALL "So Happy That Love Has Found You" (Epic) 25/12 add WOA1-FM, WGIR, KDKA, WABZ, WCCO-FM, WWWS, WPRO, WGY, KXIC, WYMC, KRKO, WTVN. Key moves: 30-23 KAAV, 32-27 WORG, 28-21 WSM-FM, 34-30 WFIR, debut 30 WMAZ. Debut at No. 39 on P/A chart.
- BARBRA STREISAND & BARRY GIBB "Guilty" (Columbia) 24/11 add WFYR, WISN, WGR, KOY, KPPL, WBEN, WOMB, KWOS, WCFR, WREC, KMBZ. Heavy rotation: WASH. Debut at No. 40 on P/A chart.
- FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 32/4 add WATR, KUGN, WIS, KXIC. Moves: 28-21 KMED, 27-23 WREC.
- GEORGE BENSON "Love X Love" (WB) 30/9 add WGIR, WATR, WHAG, KPPL, KLO, WNAB, WSTV, WDEF, WGY. Moves: 35-30 KBAI, 34-29 WORG, debut 29 WEIM.
- SAMMY JOHNS "Falling For You" (Atlantic/Real World) 27/4 add WYMC, KMRJ, WABZ, WSIX. Moves: 31-28 WORG, 34-22 KMED, 30-28, WMAZ, 24-20 KAAV, debut 30 WJBO.
- KORGIS "Everybody's Got To Learn Sometime" (Asylum) 26/8 add KEX, WFIR, WOA1-FM, WYMC, WNAB, WDEF, KPPL, KRMG. Moves: 36-31 WORG, 28-21 WSTV, debut 28 WEIM, debut 29 WSM-FM.
- JANIS IAN "The Other Side Of The Sun" (Columbia) 26/1 add WKHM. Heavy rotation: KOY, WFTL.
- NIELSON-PEARSON "If You Should Sail" (Capitol) 24/4 add WDEF, WSIX, WFIR, WGIR. Moves: 15-10 WSM-FM, 18-11 WLVA, debut 27 WEIM.
- AIR SUPPLY "Every Woman In The World" (Arista) 23/21 adds include WTAE, WSBA, WGIR, WSLI, KMED, WSM-FM, WRVA, WSGW, KFOR, WNAB, WHEN, KRMG, WJON, KLO, WIS.
- BOBBY GOLDSBORO "Goodbye Marie" (Curb/CBS) 22/8 add WFIR, WMAZ, WIS, WNDB, WJON, WHOK, WCCO-AM, WSBA. Moves: 24-21 WIBW.
- MICKEY GILLEY "That's All That Matters" (Epic) 22/4 add WHAG, WDEF, WRVA, WSIX. Moves: 29-25 WREC, 27-23 KMBZ, 25-21 KAAV, debut 17 KRMG.
- LOBO "With A Love Like Ours" (Elektra/Curb) 22/1 add WABZ.
- EXILE "Take Me Down" (WB/Curb) 21/2 add WIS, KAAV. Moves: 25-18 WREC, debut 25 WYMC.
- JACKSON BROWNE "That Girl Could Sing" (Asylum) 21/1 add KPPL. Moves: 19-14 WSM-FM, 35-25 WHIZ, 22-19 KRKO, 25-21 WOS, 29-25 WMAZ.
- CHRIS MONTAN "Is This The Way Of Love" (20th) 21/1 add WHAM. Moves:

Q108, KRFI, 2001...

Radio & Records POP/ADULT AIRPLAY / 40

Three Weeks Last This
Weeks Weeks Week Week

October 24, 1980

4	1	1	1	BARBRA STREISAND/Woman In Love (Columbia)
26	12	3	2	KENNY ROGERS/Lady (Liberty)
5	3	2	3	BOZ SCAGGS/Look What You've Done To Me (Columbia)
11	9	4	4	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
16	13	11	5	ANNE MURRAY/Could I Have This Dance (Capitol)
22	18	13	6	WILLIE NELSON/On The Road Again (Columbia)
13	11	9	7	DOOBIE BROTHERS/Real Love (WB)
7	8	8	8	CARLY SIMON/Jesse (WB)
3	5	5	9	DIONNE WARWICK/No Night So Long (Arista)
12	10	10	10	POINTER SISTERS/He's So Shy (Planet)
2	4	6	11	PAUL SIMON/Late In The Evening (WB)
18	15	15	12	AL STEWART/Midnight Rocks (Arista)
36	28	19	13	HALL & OATES/You've Lost That Lovin' Feeling (RCA)
10	7	7	14	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
1	2	12	15	BILLY JOEL/Don't Ask Me Why (Columbia)
27	21	18	16	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
-	32	23	17	LEO SAYER/More Than I Can Say (WB)
35	28	22	18	CLIFF RICHARD/Dreaming (EMI America)
24	20	20	19	AMY HOLLAND/How Do I Survive (Capitol)
40	27	21	20	ROGER DALTRY/Without Your Love (Polydor)
6	6	14	21	DIANA ROSS/Upside Down (Motown)
-	-	30	22	CHRISTOPHER CROSS/Never Be The Same (WB)
31	30	24	23	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
38	33	29	24	IRENE CARA/Out Here On My Own (RSO)
8	16	17	25	EDDIE RABBITT/Drivin' My Life Away (Elektra)
32	31	28	26	MELISSA MANCHESTER/If This Is Love (Arista)
9	14	16	27	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
14	17	27	28	AIR SUPPLY/All Out Of Love (Arista)
-	40	37	29	DON WILLIAMS/I Believe In You (MCA)
21	23	25	30	NATALIE COLE/Someone I Used To Love (Capitol)
15	19	26	31	GEORGE BENSON/Give Me The Night (WB)
-	-	39	22	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
-	-	-	33	POCO/Midnight Rain (MCA)
-	39	34	34	ALI THOMSON/Live Every Minute (A&M)
37	34	33	35	NEIL SEDAKA/Letting Go (Elektra)
-	-	40	36	DIANA ROSS/I'm Coming Out (Motown)
-	-	-	37	STACY LATTISAW/Let Me Be Your Angel (Cotillion)
-	-	-	38	PAUL SIMON/One-Trick Pony (WB)
-	-	-	39	JIMMY HALL/So Happy That Love Has Found You (Epic)
-	-	-	40	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)

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

- 34-30 WLVA, debut 28 WREC. Heavy rotation: WATR, KRKK.
- WHITNEYS "Heaven In My Arms" (WB/Curb) 20/3 add WHAG (ra), WACI, WIS. Moves: 29-28 KBAI.
- DONNA SUMMER "The Wanderer" (Geffen) 20/0. Moves: 20-14 KRKO, 19-11 WGAR, 19-15 WMAZ, 27-25 KBAI, 30-26 WFIR, debut 5 WBEN.
- MAC DAVIS "Texas In My Rear View Mirror" (Casablanca) 19/5 add WHAG, WTAR, KR2I, KUGN, WOOD. Moves: 19-18 WIBW, debut 20 WREC, debut 27 KMBZ.
- WAYLON JENNINGS "Theme From The Dukes Of Hazzard" (RCA) 19/3 add WIOD, WORG (ra), WDAK. Moves: 30-18 WHAG, 22-13 WYMC, 21-19 WIBW. Heavy rotation: WJON.
- COMMODORES "Heroes" (Motown) 19/2 add WWWS, KMRJ. Moves: 25-22 WGAR, 32-29 WFIR.
- FIREBALL "Only Time Will Tell" (Atlantic) 19/2 add KFMB, KRKK. Moves: 35-28 KLO, 23-20 WIBW.
- JIM HURT "I Love Women" (Scotti Bros.) 18/5 add WYMC, WSM-FM, WOA1-FM, WHIO, WATR. Debut 29 WSTV.
- FRANK STALLONE "Case Of You" (Scotti Bros.) 18/4 add KOB, WNDB, KUGN, WSTV.
- WAYNE MASSEY "One Life To Live" (Polydor) 18/2 add WOOD, WKIQ.
- AVERAGE WHITE BAND "For You, For Love" (Arista) 18/1 add KXIC. Moves: 21-14 WLVA, 29-24 WORG.
- RUPERT HOLMES "Morning Man" (MCA) 15/15 add WSM-FM, WABZ, WSIX, WEIM, KRKO, WORG, WCHV, WNAB, KFOR, KWOS, KEX, WGIR, WELI, WBT, WDAK.
- KIM CARNES "Cry Like A Baby" (EMI America) 15/2 add WBZ, KAAV. Moves: 30-17 WSTV, 33-28 WFIR, 33-28 KRKO.
- EMMYLOU HARRIS "The Boxer" (WB) 13/3 add WHOK, KRMG, WREC. Heavy rotation: WTMJ.
- MECO "Love Theme From Shogun" (RSO) 12/2 add WHAG, WDAK.
- DIANA ROSS "It's My Turn" (Motown) 11/10 add KMBZ, WPRO, WIOD, WFTL, WIP, WCBM, KWOS, WNEW, WSBA, WDFI.
- JACKSON "Lovely One" (Epic) 11/0. Moves: 26-19 WGAR, 22-18 WPRO, debut 28 KWOS.
- RONNIE MILSAP "Smoky Mountain Rain" (RCA) 10/6 add WHIZ, WCCO-AM, KR2I, WNDB, WDEF, KMBZ. Debut 29 WREC.
- ENGELBERT "Don't Touch That Dial" (Epic) 10/2 add WIS, WRVA.
- DONNA SUMMER "Walk Away" (Casablanca) 9/1 add KLO. Debut 24 WPRO.
- CHARLIE RICH "A Man Just Don't Know What A Woman Goes Through" (Elektra) 8/4 add WFTL, WNAB, WSTV, WREC.
- BOBBY VINTON "He" (Tapestry) 8/2 add WTMJ, WHIO.
- JOHNNY LEE "One In A Million" (Asylum) 7/5 add WCCO-AM, WORG, WSIX, WMAZ, WSBA.
- DEBBY BOONE "Take It Like A Woman" (WB/Curb) 7/3 add WJON, KR2I, WSBA.
- LARRY GRAHAM "When We Get Married" (WB) 7/3 add WORG, WEIM, WATR.
- ROGER WHITTAKER "I Am But A Small Voice" (RCA) 7/3 add WCCO-AM, KMED, WNEW.

Most Added:

- CHRISTOPHER CROSS *Never Be The Same* (WB) Added at 34% of our reporting stations.
- OLIVIA NEWTON-JOHN w/CLIFF RICHARD *Suddenly* (MCA) Added at 22% of our reporting stations.
- DON WILLIAMS *I Believe In You* (MCA) Added at 21% of our reporting stations.
- LEO SAYER *More Than I Can Say* (WB) Added at 19% of our reporting stations.
- PAUL SIMON *One-Trick Pony* (WB) Added at 19% of our reporting stations.
- RUPERT HOLMES *Morning Man* (MCA) Added at 14% of our reporting stations.

Hottest:

- BARBRA STREISAND *Woman In Love* (Columbia) Reported hot at 84% of our stations.
- KENNY ROGERS *Lady* (Liberty) Reported hot at 80% of our stations.
- DOOBIE BROTHERS *Real Love* (WB) Reported hot at 39% of our stations.
- WILLIE NELSON *On The Road Again* (Columbia) Reported hot at 34% of our stations.
- STEPHANIE MILLS *Never Knew Love Like This Before* (20th) Reported hot at 32% of our stations.
- BOZ SCAGGS *Look What You've Done To Me* (Columbia) Reported hot at 27% of our stations.



Black Radio

Bill Speed

Black Radio Evolves For A New Era

This Week: KNOK-FM/Dallas

Black radio faces a challenge to its fundamental stance and at the same time may be on the threshold of a major audience breakthrough. While "Urban Contemporary" rock stations rise from the ashes of Disco to win big general market audiences and possibly part of the traditionally loyal black audience, many Black stations are responding by changing their images and presentation styles, adding more crossover music, and setting about to grab a big chunk of the general market audience for themselves. Its a goal that could mean bigger ratings shares and more advertising dollars, but it's a potentially dangerous move — will stations alienate their core black audiences in chasing after the general public?

I want to explore that thought-provoking topic in this column, and kicking off the series is a conversation with KNOK-FM/Dallas PD Dwayne Dancer. He has high praise for the loyalty of the core audience, and puts forth an interesting "specialized radio" theory. This is an issue that Black radio needs to consider, and I welcome comments and feedback from everyone.

R&R: Do you think the traditional formatting of Black radio has changed greatly?

DD: Sure. Trends have changed greatly. A while ago, most of the Black-formatted stations were going more with a Disco flavor, whereas now a lot of them

"Blacks are basically loyal to their radio station, more than any other format."

have gone back to the basic rhythm. Music is doing that too. A lot of the older songs are beginning to be redone, not only by blacks but by whites. The old radio cliches of rappin' over the records has now become a marketable product, like Kurtis Blow, the Sugarhill Gang, Grandmaster Flash. All of a sudden it's a new era in music, whereas if you go back to Eddie O'Jay and Jocko, that was their thing. They were the "rappers." Frankie Crocker even.

R&R: Do you think your approach has to change to suit the audience that is now listening to your station?

DD: Sure. As far as contests are concerned, we are mapping out some things where we can really take it to the people, a man-on-the-street type of thing where we are doing different shopping centers and other places of business.

R&R: We were speaking of Eddie O'Jay and people like him; when I grew up he and other guys would go out to supermarkets and do remotes . . .

DD: Right. We're at the state fair, as a matter of fact, which is a tradition in Texas. We've got a booth out there and a hula hoop contest, and I have been fascinated by the people who come around to hula hoop.

R&R: It's not a black and white thing anymore, but more of an old and young thing?

DD: That's what it is. I think that with anything you can come up with that's fun, you can involve people that are going to be there already and generate listeners. Of course, you've got to have the product, and that is pretty simple, thanks to research and all the other things that are available to you, like telephone retrieval.

R&R: Are you finding out that the people who are listening aren't exclusively black?

DD: Right. There's a concept I find useful. McDonald's sells hamburgers, Kentucky Fried Chicken sells chicken. If I feel like hamburger, I go to McDonald's, Jack In The Box, Wendy's. If I want chicken, I go to

"One of the things we have in our favor is that we do have that base, to go out and push for that silent majority which is going to dabble when it feels like it."

Church's, Kentucky Fried, etc. And that's similar as far as radio is concerned. If I feel like rock, I go to a rock station and so forth. We are coming to a very specialized time.

R&R: What do you think stations are going to have to do now to compete with that kind of mentality?

DD: They are going to have to take it to the streets. They are really going to have to ask the people because they've never really been asked. We just programmed what we thought should be it. Whatever the trend happened to have been. This is the winner so this is what we will do. It's gotten to the point where even white programmers have to go to the streets and ask, "Why is it that you don't want to hear this black record on my station? Why should this black record be something we play?"

R&R: You talk about black and white records, but many of those very same records can be heard across town on the pop stations and maybe on some AOR's too.

DD: Once again, we are going into that turnaround. I think black music has a tendency to resurface as a real popular medium. It's hard to say that you could categorize it as black and white sometimes because it is so universal that all problems are the same. "Reunited" could be sung by a country guy as well as by Peaches & Herb. Maybe not as well as their original, but the theme of the song is the same, and I think that's what people relate to — songs that say something.

R&R: How would you describe your audience in Dallas? Who listens to KNOK?



Dwayne Dancer

DD: I think a little bit of everybody. The executive who comes home to have a martini, puts on his jeans, and wants to cool out after a hard day. He was probably listening to Country on the way to work and possibly a News station on the way home. Of course, the black contingent of people, because blacks are basically loyal to their radio station, more than any other format. That's why you see a lot of Country stations coming up, because those are your loyal listeners. These are the people who listen religiously. One of the things we have in our favor is that we do have that base, that extra oomph to go out and push for that silent majority which is going to dabble when it feels like it.

R&R: Anything else you would like to add?

DD: We are very community service-oriented. We try to go out there and see what we can do to help. I feel that that is probably the new wave for our type of station. And in that, because you know who is going to be your basic audience, it goes back to the theory like with the chicken and the hamburger. If I know that's what I want, I have to go where I can find it.

People

WANT/Richmond's Ben Miles is out of the hospital and back at the station . . . Vanessa Grey, formerly programming assistant at WBMX/Chicago, is now Music Director at WJPC in the same city . . . Charles Sullivan is the replacement for Dave Stewart as General Sales Manager at WDIA/Memphis . . . Get well wishes to Jalila Larsuel, trade liaison for Elektra/Asylum Records. She's at home recuperating from a recent operation . . . WCIN/Cincinnati has a new Production Director, Ron Holmes, formerly of WOKV/Hamilton . . . Dave Denson is now Music Director at WJMI/Jackson. Denson is from in-house . . . RSO's Linda Clifford and husband Nick Coconato had a new baby last month, named Gina Coconato . . . Roshann Vance is the new PD at KOKY/Little Rock. Vance has served at WMAK/Nashville and WOKF in Tampa among other stations . . . J.J. Johnson continues his morning airshift while becoming PD of KDAY/Los Angeles . . .

Places

WLOU/Louisville is the place where the "Push For Excellence" questions are being aired. Winners with the correct answers win dictionaries, notebooks, and bumperstickers . . . WABQ/Cleveland is holding a "Q-Munity Day" October 25, an information fair explaining welfare, housing, and job-related questions.

Things

ON THE AIR: WGIV/Charlotte recently hosted LTD and Vernon Burch . . . KDIA/Oakland recently participated in the "Black Cowboy Parade" in Oakland. The station held a remote as well as a barbeque in a local park . . . WCIN/Cincinnati has started its fall campaign with a shopping spree for three listeners. The prize is a \$500 spree at the local Kroger's store.



KDAY DELIVERS BLOW — Mercury's Kurtis Blow was joined by KDAY/Los Angeles personnel at a party in town. Pictured (l-r) are KDAY PD J.J. Johnson, Polygram's Myra Weston, Blow, Asst. PD Joan Scott, and air personality Steve Woods.

TWENNYNINE
WITH LENNY WHITE!

CONTAINS THE HIT SINGLE
"KID STUFF"
E.47043




Produced by Larry Dunn and Lenny White
Management: Byron Henderson & Associates.

*for Berry Boo Enterprises, Inc.



 Give the gift of music.

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Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEVIE WONDER
"Master Blaster (Jammin')" (Tamla)
- JACKSONS
"Lovely One" (Epic)
- EARTH, WIND & FIRE
"Let Me Talk" (ARC/CBS)
- ZAPP
"More Bounce To The Ounce" (WB)
- GEORGE BENSON
"Love X Love" (WB)
- LTD
"Where Did We Go Wrong" (A&M)
- DIANA ROSS
"I'm Coming Out" (Motown)
- LENNY WHITE
"Kid Stuff" (Elektra)
- NARADA MICHAEL WALDEN
"The Real Thang" (Atlantic)
- PRINCE
"Uptown" (WB)
- TEENA MARIE
"I Need Your Lovin'" (Gordy)

CLIMBERS

Following are listed in order of their airplay activity.

TEDDY PENDERGRASS "Love T.K.O." (Philadelphie International) 59% reporting. Added at WGIV, climbing at WTMP, WLOU and KOKY, and hot at WOIC, WDIA, WHRK and WVEE in the South. Climbing at WVON, WKWM, WTLC and WDAO; hot at KATZ, WBMX and WCIN in the Midwest. The East shows it climbing at WWIN and WILD while hot at WXYV. Hot at KDIA in the West.

S.O.S. BAND "S.O.S." (Tabu) 59% of our reporters are on it. New at WHRK and WVEE, climbing at WJJS, WDIA, WJMI, WOIC, WAOK and WTMP, and hot at WLOU in the South. Added at WXYV; climbing at WILD and WAMO in the East. Hot at WDAO, WTLC and WCIN with medium airplay at KATZ, WKWM and WJLB in the Midwest. Hot at KDAY in the West.

KOOL & THE GANG "Celebration" (De-Lite) 59% reporting airplay. Added at WTLC, KAEZ and WBMX; climbing at WDAO, KATZ, WKWM and WCIN in the Midwest. New at WGIV, climbing at WLOU, KOKY, WOIC and WAOK, and hot at WHRK and WVEE. The East shows it climbing at WWIN with hot rotation at WXYV, WILD and WWRL. Hot at KDIA in the West.

TOM BROWNE "Funkin' For Jamaica (NY)" (GRP/Arista) 56% reporting action. Hot rotation at WJJS, WHRK, WVEE, WPXI, WAOK and WTMP with medium airplay at WDIA and KOKY in the South. Climbing at KATZ and WCIN; hot at WKWM, WVON and KPRS in the Midwest. Hot at WWIN, WXYV and WAMO in the East. Hot at KDKO and KYAC in the West.

GRANDMASTER FLASH "Freedom" (Sugar Hill) 56% of our reporters are on it. Added at KAEZ, climbing at WKWM and WCIN, and hot at KPRS, KATZ and WDAO in the Midwest. Medium airplay at WJJS and WLOU; hot at KOKY, WJMI, WPXI, WOIC and WTMP in the South. The East shows an add at WAMO with hot rotation at WILD and WWIN. Climbing at KDKO and hot airplay at KDAY in the West.

SPINNERS "Now That You're Mine Again" (Atlantic) 56% reporting. The Midwest shows it hot at WJLB, WCIN and KAEZ with medium airplay at WTLC, WKWM, WVON and KPRS. Added at WJJS, climbing at WHRK, WVEE, WDIA, WOIC and WTMP, and hot at WGIV and KOKY in the South. Climbing at WXYV, WWRL and WAMO in the East.

STEPHANIE MILLS "Never Knew Love Like This Before" (20th) 50% reporting airplay. Hot at KPRS, WJLB, WCIN and WKWM; climbing at KAEZ, WBMX and WVON in the Midwest. Climbing at WPXI, WHRK, WVEE and KOKY; hot at WJJS and WOIC in the South. Medium airplay at WAMO and WXYV in the East. Climbing at KDKO in the West.

MINNIE RIPERTON "Here We Go" (Capitol) 47% reporting activity. The Midwest reflects hot rotation at KAEZ and WBMX with medium airplay at KATZ, WKWM, WCIN and WVON. Hot at WAOK, WPXI and WANT; climbing at KOKY, WJJS, WJMI and WTMP in the South. Climbing at KDKO; hot at KYAC in the West.

LARRY GRAHAM "When We Get Married" (WB) 47% of our reporters are on it. Added at WKWM, climbing at WDAO, WTLC, WBMX, WCIN and KPRS in the Midwest. Hot at KOKY; climbing at WAOK, WJJS, WOIC and WLOU in the South. New at WAMO with hot rotation at WWRL in the East. The West shows it climbing at KDKO and KYAC.

QUEEN "Another One Bites The Dust" (Elektra) 44% reporting. Climbing at WJJS, KOKY and WGIV; hot at WHRK, WVEE, WJMI, WPXI, WOIC and WTMP in the South. Hot rotation at WWIN, WXYV and WAMO in the East. The Midwest shows it climbing at WCIN. Hot at KOKO in the West.

DOOBIE BROTHERS "Real Love" (WB) 44% reporting. Hot airplay at WAOK and WPXI with medium airplay at KOKY, WHRK, WVEE, WJMI and WTMP in the South. Climbing at KAEZ, WBMX, WCIN and KPRS in the Midwest. Medium airplay at WWIN and WXYV in the East. Climbing at KOAY in the West.

COMMODORES "Heroes" (Motown) 44% reporting activity. Climbing at WTLC, KAEZ, WCIN, WJLB and KPRS in the Midwest. Climbing at WLOU, WJJS, WHRK, WVEE and WAOK in the South. New at WWRL while climbing at WXYV and WAMO. Hot at KYAC in the West.

BRICK "Push Push" (Bang) 44% reporting airplay. The South shows hot rotation at WTMP, KOKY and WANT; climbing at WGIV, WJJS, WHRK, WVEE and WOIC. Climbing at WCIN; hot at KPRS and WKWM in the Midwest. Hot at WAMO while climbing at WXYV in the East. Medium airplay at KDKO in the West.

TYRONE DAVIS "How Sweet It Is" (Columbia) 41% of our reporters are on it. Hot at WOIA and WAOK; climbing at WHRK, WVEE, WJJS and WGIV in the South. Medium airplay at KATZ, WVON, WJLB and KPRS in the Midwest. Climbing at WXYV and WWRL in the East. Hot at KOAY in the West.

CAMERON "Funkdown" (Saleoul) 41% reporting. The South shows it new at WHRK and WVEE, climbing at WLOU, WOIA, WJMI and WOIC, and hot at WGIV. Added at WXYV; climbing at WWIN and WLO in the East. Climbing at WTLC, KATZ and WKWM in the Midwest.

LOU RAWLS "I Go Crazy" (Philadelphie International) 38% reporting action. Added at WJJS, climbing at KOKY, WDIA, WJMI, WOIC and WAOK, and hot at WANT in the South. New at WKWM; climbing at WDAO and WBMX in the Midwest. Climbing at WWIN and WWRL in the East.

PATRICE RUSHEN "Look Up" (Elektra) 38% reporting activity. The South shows it new at KOKY, WHRK, WVEE and WOIC; climbing at WAOK. New at KATZ, WBMX and WCIN with medium airplay at WTLC in the Midwest. Added at KDKO and climbing at KDIA in the West. Debuting at WXYV in the East.

CAMEO "Keep It Hot" (Chocolate City) 38% reporting airplay. New at WLOU, WHRK, WVEE, WDIA, WOIC and WTMP with medium airplay at WJMI in the South. Added at WDAO, climbing at WTLC and WKWM in the Midwest. New at WXYV and WWIN in the East.

DONNA SUMMER "Walk Away" (Casablanca) 34% reporting. Hot at WDAO and WVON with medium airplay at KAEZ, KATZ, WJLB and KPRS in the Midwest. Hot at WHRK and WVEE in the South. Climbing at WWIN and WILD; hot at WXYV in the East.

LENNY WILLIAMS "Ooh Child" (MCA) 34% reporting activity. Added at WCIN; climbing at WBMX, KATZ and KAEZ in the Midwest. The South shows an add at WJJS, climbing at WDIA and WTMP, and hot at WGIV. New at KDAY while climbing at KDKO in the West. Medium airplay at WWRL in the East.

NORMAN CONNORS "Take It To The Limit" (Arista) 34% of our reporters are on it. Added at WHRK, WVEE and WTMP; climbing at WJJS, WLOU and WJMI in the South. New at WXYV while climbing at WAMO in the East. Debuting at KAEZ; climbing at WBMX in the Midwest. Climbing at KDKO in the West.

REDDINGS "Remote Control" (B.I.D.) 31% reporting airplay. The South shows it hot at WDIA with medium airplay at WHRK, WVEE, WOIC and WAOK. Climbing at KATZ and KPRS in the Midwest. Medium airplay at WXYV and WWRL in the East. Climbing at KDAY in the West.

BOB MARLEY "Could You Be Loved" (Island) 31% reporting. Hot at WILD and climbing at WWIN, WWRL and WAMO in the East. New at WKWM, climbing at WJLB, and hot at WDAO in the Midwest. Climbing at WDIA in the South. Climbing at KDKO and KDIA in the West.

STYLISTICS "Hurry Up This Way Again" (TSOP) 31% reporting action. Hot at WILD; climbing at WWRL and WAMO in the East. The South shows it hot at WAOK with medium airplay at WTMP and WJJS. Climbing at WKWM and KPRS while hot at WDAO in the Midwest. Medium airplay at KDIA in the West.

RENE & ANGELA "Everything We Do" (Capitol) 31% of our reporters are on it. Climbing at KPRS, WTLC and WJLB in the Midwest. Medium airplay at WGIV, WDIA and WOIC in the South. New at WWRL; climbing at WILD in the East. Climbing at KDKO and KDIA in the West.

NEW & ACTIVE

KURTIS BLOW "Throughout Your Years" (Mercury) 28% reporting airplay. Hot at WDAO and KATZ; climbing at KAEZ and WBMX in the Midwest. Climbing at WLOU, WOIC, and WAOK in the South. Hot at KDAY in the West. Climbing at WAMO in the East.

DONNA SUMMER "The Wanderer" (Geffen) 28% of our reporters are on it. Medium airplay at WHRK, WVEE, WPXI and WOIC in the South. The Midwest reflects medium activity at WJLB and WBMX. Hot at KDAY; climbing at KDKO in the West. Climbing at WXYV in the East.

SEVENTH WONDER "The Tilt" (Chocolate City) 25% reporting. The South shows it hot at WGIV and WLOU with medium airplay at WAOK and KOKY. Climbing at WTLC and KPRS in the Midwest. Medium airplay at KDAY in the West. Climbing at WILD in the East.

CURTIS MAYFIELD "Tripping Out" (Curton/RSO) 25% reporting action. The Midwest reflects medium airplay at KPRS, WBMX, WVON and WKWM. Hot at KOKY; climbing at WGIV in the South. Medium airplay at WAMO in the East. Climbing at KDIA in the West.

GLADYS KNIGHT & THE PIPS "Bourgie, Bourgie" (Columbia) 25% reporting. Added at WDAO, KAEZ and WJLB in the Midwest. Climbing at KDAY and KDIA in the West. New at WGIV and WAOK in the South. Debuting at WILD in the East.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- DEVADIP CARLOS SANTANA The Swing Of Delight (Columbia)
Various Cuts
- BOB JAMES H (Tappan Zeel/Columbia)
Various Cuts
- TOM BROWNE Love Approach (GRP/Arista)
Various Cuts
- RAMSEY LEWIS Routes (Columbia)
Various Cuts
- WILTON FELDER Inherit The Wind (MCA)
Various Cuts
- JUDY ROBERTS BAND The Other Way (Inner City)
Various Cuts
- HUBERT LAWS Family (Columbia)
Various Cuts
- GEORGE BENSON Give Me The Night (WB)
Various Cuts
- JOE FARRELL Sonic Text (Contemporary)
Various Cuts
- JEAN-LUC PONTY Civilized Evil (Atlantic)
Various Cuts

NEW & ACTIVE

- ERIC GALE Touch Of Silk (Columbia)
Various Cuts

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

Pop/Rhythms
Hottest
October 24, 1980

EAST	SOUTH	MIDWEST	WEST
Stevie Wonder	Stevie Wonder Jacks Zapp	Stevie Wonder Diana Ross "Out" Jacks	Stevie Wonder

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Jean Wells
Cameo
Michael Henderson "Prove"
Diana Ross "Turn"
Kool & The Gang "Love"
Roy Ayers
First Class
Experience Unlimited
Donny Elbert
Dave Valentin
Top Shelf
Gibson Brothers

HOTTEST
Grandmaster Flash
Zapp
Young & Company
Tom Browne
Keno
Stevie Wonder
Michael Henderson "Wide"
Earth, Wind & Fire
Queen
Jacks

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
None

HOTTEST
Zapp
Stevie Wonder
Queen
Stacy Lattisaw
LTD
Jacks
Slick
Diana Ross "Out"
Teena Marie
Earth, Wind & Fire

WILD
Boston, MA
Steve Crumblay

ADDED
Chi-Lites
Michael Henderson "Prove"
Fatback Band
Heatwave
Gladys Knight
Wilton Felder

HOTTEST
Zapp
Stacy Lattisaw
Stevie Wonder
Brick
LTD
Teena Marie
Tom Browne
One Way
Johnny Guitar Watson
Michael Henderson

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Patti Austin
Dee Dee Bridgewater
Chi-Lites
Commodores
L.A.X.
Rene & Angela

HOTTEST
Mtume
Natalie Cole
Cheke Khan
LTD
Stevie Wonder
Ashford & Simpson
Hubert Laws
Larry Graham
Kool & The Gang
Ray, Goodman & Brown
"Happy"

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Grandmaster Flash
Kano
Narada Michael Walden
Larry Graham

HOTTEST
Zapp
Queen
Stacy Lattisaw
Brick
LTD
Teena Marie
Tom Browne
One Way
Johnny Guitar Watson
Michael Henderson

WXVY
Baltimore, MD
Larry Wilson

ADDED
Cameo
Patrice Rushen
Ashford & Simpson
Cameron
S.O.S. Band
Norman Connors

HOTTEST
Prince
Tom Browne
George Benson "Love"
Queen
Michael Henderson
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacks
Earth, Wind & Fire

MIDWEST

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Fatback Band
Sweat Band
Idris Muhammad
Bob Merley
Lou Rawls
Seawind
Larry Graham
Triple S Connection

HOTTEST
Queen "Lions"
Zapp
Brick
Slick
LTD
Jacks
Diana Ross "Coming"
Michael Henderson
Tom Browne
Stephanie Mills

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Heatwave
Michael Henderson "Prove"
Kool & The Gang
Dynasty
Switch
Pointer Sisters "Dreaming"
Jermaine Jackson
Tracy Kerr
Moments
Seawind

HOTTEST
Zapp
Diana Ross "Coming"
Earth, Wind & Fire
Stevie Wonder
Junie
Lenny White
Jacks
Hubert Laws
Grace Jones
S.O.S. Band

KATZ
St. Louis, MO
Earl Parnell

ADDED
Ray, Goodman & Brown
Gladys Knight
Patrice Rushen
Jermaine Jackson
Switch

HOTTEST
Zapp
Stevie Wonder
Earth, Wind & Fire
Jacks
Grandmaster Flash
Kurtis Blow
Diana Ross "Coming"
Dells
Teddy Pendergrass
Dynasty

WBMX
Chicago, IL
Jim Maddox

ADDED
Captain Sky
Patrice Rushen
Kool & The Gang
Lenny White
Narada Michael Walden
Ray, Goodman & Brown
Michael Henderson "Prove"

HOTTEST
Stevie Wonder
Zapp
Stacy Lattisaw
Michael Henderson
Jacks
Teddy Pendergrass
LTD
Teena Marie
Minnie Riperton
Shadow

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Patrice Rushen
Lenny Williams
Geraldine Hunt
Bellinda West
Diana Ross "It's"

HOTTEST
Prince
Diana Ross "Coming"
Earth, Wind & Fire
Teddy Pendergrass
Stephanie Mills
Johnny Guitar Watson
Stevie Wonder
Stacy Lattisaw
Jacks
George Benson
Zapp
S.O.S. Band
Spinners

WVON
Chicago, IL
Lee Armstrong

ADDED
Prince
Teena Marie

HOTTEST
Tom Browne
Stevie Wonder
Earth, Wind & Fire
Diana Ross "Coming"
Pointer Sisters
Meze
George Benson
Jacks
Donna Summer "Walk"
Mtume

WJLB
Detroit, MI
J. Michael McKay

ADDED
One Way "Something"

HOTTEST
LTD
Teena Marie
Stephanie Mills
Pointer Sisters
Stevie Wonder
Earth, Wind & Fire
Spinners
Jacks
Diana Ross "Coming"
Exportations

KPRS
Kansas City, MO
Dell Rice

ADDED
Johnnie Taylor
Taste Of Honey
Tavares
Natalie Cole
Michael Henderson "Prove"
Chi-Lites
Dynasty
James Whitney
Diana Ross "It's"

HOTTEST
Zapp
Tom Browne
Stephanie Mills
LTD
Grandmaster Flash
Love Unlimited
Brick
Mtume
Earth, Wind & Fire
Stevie Wonder

SOUTH

WLOU
Louisville, KY
Bill Price

ADDED
Cameo
Pleasure
Captain Sky
Unknown Rapper
Dee Dee Bridgewater

HOTTEST
Jacks
Earth, Wind & Fire
Lenny White
Brass Construction
S.O.S. Band
Stevie Wonder
Johnny Guitar Watson
Seventh Wonder
George Benson
Prince

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Cameo
Patrice Rushen
Ashford & Simpson
Cameron
S.O.S. Band
Norman Connors

HOTTEST
Prince
Tom Browne
George Benson
Queen
Michael Henderson
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacks
Earth, Wind & Fire

WANT
Richmond, VA
Ben Miles

ADDED
Ray, Goodman & Brown
Aretha Franklin
George Benson "Love"

HOTTEST
Stevie Wonder
Zapp
LTD
Michael Henderson
Brick
McFadden & Whitehead
Minnie Riperton
Lou Rawls
Jacks

WDIA
Memphis, TN
Mark Christian

ADDED
Fatback Band
Chi-Lites
Cameo
Calvin Leary

HOTTEST
Two Tons O' Fun
Carrie Lucas
Reddings
Tyrone Davis
Stevie Wonder
Earth, Wind & Fire
Jacks
Taddy Pendergrass
Zapp
George Benson

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Kool & The Gang
Tavares
George Benson "Love"
Al Jarreau
McCrarys
Teddy Pendergrass
Chic
Gladys Knight
Kenny Rogers
Dynasty

HOTTEST
Spinners
Meze "Joy"
Main Ingredient
LTD
McFadden & Whitehead
Kwick
Stevie Wonder
Cameron
Lenny Williams
Seventh Wonder

WJMI
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Stevie Wonder
Jacks
Grandmaster Flash
LTD
Zapp
Sho Nuff
Vernon Burch
Dee Edwards
Queen
Prince

WPXI
Charleston, SC
Tony Jamison

ADDED
Not Available

HOTTEST
Queen
Tom Browne
Doobie Brothers
O'Jays
Grandmaster Flash
Diana Ross "Upside"
Pointer Sisters
Barbra Streisand
Minnie Riperton
Teena Marie

WHRK
Memphis, TN
Ron Olson

ADDED
Cameo
Patrice Rushen
Ashford & Simpson
Cameron
S.O.S. Band
Norman Connors

HOTTEST
Prince
Tom Browne
George Benson
Queen
Michael Henderson
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacks
Earth, Wind & Fire

WOIC
Columbia, SC
Bob Walters

ADDED
Ashford & Simpson
Change "Glow"
Dramatics
Dynasty
Michael Henderson "Prove"
Triple S Connection
Rose Royce
Cameo
Patrice Rushen

HOTTEST
Queen
Grandmaster Flash
Pointer Sisters
Stevie Wonder
Prince
Jacks
George Benson
Zapp
Stephanie Mills
Teddy Pendergrass

WAOK
Atlanta, GA
Carl Connors

ADDED
Ray, Goodman & Brown
Gladys Knight
Ashford & Simpson
Cameo

HOTTEST
Diana Ross "Coming"
Jacks
Stevie Wonder
S.O.S. Band
Junie
Lenny White
Earth, Wind & Fire
Prince
Lipps, Inc.
Donna Summer "Walk"

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Gladys Knight
Dramatics
Narada Michael Walden
Kool & The Gang
Chic
Norman Connors
Grandmaster Flash
Linda Clifford

HOTTEST
Stacy Lattisaw
Stevie Wonder
Diana Ross "Upside/Coming"
Zapp
Nunonics
LTD
Ray, Goodman & Brown
Spinners
Minnie Riperton

WJJS
Lynchburg, VA
Robert Goins

ADDED
Lenny White
Prince
Spinners
Smoky Robinson
Tavares
Gene Chandler
Lenny Williams
Rockie Robbins
Bohannon
Lou Rawls

HOTTEST
Tom Browne
Stacy Lattisaw
Zapp
LTD
Dynasty
Stephanie Mills
Earth, Wind & Fire
Pointer Sisters
Diana Ross "Coming"

WDAO
Dayton, OH
Turk Logan

ADDED
Heatwave
Gladys Knight
Ashford & Simpson
Cameo

HOTTEST
Diana Ross "Coming"
Jacks
Stevie Wonder
S.O.S. Band
Junie
Lenny White
Earth, Wind & Fire
Prince
Lipps, Inc.
Donna Summer "Walk"

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Gladys Knight
Dramatics
Narada Michael Walden
Kool & The Gang
Chic
Norman Connors
Grandmaster Flash
Linda Clifford

HOTTEST
Stacy Lattisaw
Stevie Wonder
Diana Ross "Upside/Coming"
Zapp
Nunonics
LTD
Ray, Goodman & Brown
Spinners
Minnie Riperton

WEST

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Narada Michael Walden
Hall & Oates
Lenny Williams
La Toya Jackson

HOTTEST
Stevie Wonder
Jacks
Kurtis Blow
Zapp
S.O.S. Band
Grandmaster Flash
Teena Marie
Prince
Sonderelle
Donna Summer "Wanderer"
Tyrone Davis

KDKO
Denver, CO
John Anderson

ADDED
Patrice Rushen
Narada Michael Walden
Top Shelf
Aretha Franklin
Heatwave

HOTTEST
Tom Browne
Teddy Pendergrass "Can't"
Queen
Jacks
Diana Ross "Coming"
O'Jays
Earth, Wind & Fire
Dynasty
Stevie Wonder
Zapp

KDIA
Oakland, CA
Keith Adams

ADDED
Change "Glow"

HOTTEST
Jacks "Wondering"
Kool & The Gang
Ashford & Simpson "Ain't"
Tavares
Stevie Wonder
Jonas Girls
Diana Ross "Gonn"
Chaka Khan "Move"
Pointer Sisters "Here"
LTD
Teddy Pendergrass
Natalie Cole "Paradise"

KYAC
Seattle, WA
Temlin Henry

ADDED
Dee Dee Bridgewater
Zapp
Unknown Rapper

HOTTEST
Stevie Wonder
Tom Browne
Earth, Wind & Fire
Commodores
Minnie Riperton
Stepping Stones
Diana Ross "Coming"
Blue Light
O'Jays
LTD

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
None

HOTTEST
Zapp
Michael Henderson
LTD
Tom Browne
Stevie Wonder
Diana Ross "Coming"
Grandmaster Flash
Stacy Lattisaw
Queen
Earth, Wind & Fire

OPPORTUNITIES

Openings

EAST

After months and hundreds of airchecks, WOUR, Central New York's original and best AOR, is still looking for the right morning person. No robo radio. We need imaginative and creative talent. Tapes and resumes to Tom Starr, WOUR, 288 Genesee, Utica, NY 13502. No calls please. EOE M/F (10-24)

Needed yesterday. Morning personality for Pop/Adult small market. The right bucks for the right person. Send tapes and resumes to WSNB, Box 657, Torrington, CT 06790. EOE M/F (10-24)

News Director. WLLH/Lowell, MA. Strong local department. Lots of gathering, air work, and personnel development. Tapes and resumes to Steve Chartrand, WLLH, 4 Broadway, Lowell, MA 01853 (10-24)

Dynamic new management of North Shore daytime is seeking AGGRESSIVE sales people. This market is grossly underworked and immensely rich in potential advertisers. Attractive commission program, above normal. Please contact Geoffrey M. Metcalf, Box 344, Beverly, MA 01915, or call (617) 774-7000. (10-24)

WAAL/Binghamton is looking for an upbeat, energetic morning jock or jock/news team for immediate opening at dominant AOR. Send tapes and resumes to Operations Manager Keith Nelson, WAAL, Box 997, Binghamton, NY 13902. No calls please. EOE M/F (10-17)

WPRO/Providence still has not found its nighttime nut yet! Can you give listeners a reason to come back to AM radio at night? We're a special kind of station that needs a special kind of night person. Is it YOU? Tapes and resumes to Gary Berkowitz, OM, WPRO-AM-FM, 1502 Wampanoag Trail, East Providence, RI 02915. EOE (10-17)

Our News Director has just joined WTOP in Washington, DC. Good luck, Frank! WPRO/Providence now needs a News Director to lead the ocean state's top-rated news department. Tapes and resumes to Gary Berkowitz, OM, WPRO-AM-FM, 1502 Wampanoag Trail, East Providence, RI 02915. EOE (10-17)

Full-time nighttime person needed. No beginners. Tapes and resumes to Pat McDonald, Box 900, Brunswick, ME 04011. EOE M/F (10-17)

Program Director for WLAM/Lewiston, ME. The state's second largest market is in need of a person who is strong on leadership, management and promotional skills. WLAM offers a secure position at this top-rated, contemporary outlet. State-of-the-art facilities. Salary commensurate with experience. Send tape, resume, and programming philosophy to Ron Frizzell, GM, WLAM, Box 929, Lewiston, ME 04240. EOE (10-10)

Radio's #1 production company looking for creative, highly motivated producer for new nationally-syndicated program, "Newspot." Top production skills and musical knowledge a must. Tapes and resumes to Tom Powell, Exec. Producer, PRN, Box 172, Bronx, NY 10451. (10-17)

SOUTH

WANS-FM now accepting tapes and resumes for future part-time and full-time openings. Send to Jim Evans, WANS, Box 211, Anderson, SC 29622. No calls please. EOE M/F (10-24)

WCMS-FM, 50,000-watt, number one Country outlet in Norfolk, VA, will have opening soon. Personality required, some production. Send tapes and resumes to Russ Cassidy, WCMS, 900 Commonwealth, Virginia Beach, VA 23464. Affirmative action. EOE (10-17)

WBCY, a Jefferson Pilot Broadcasting station, is looking for an afternoon drive air personality. FM rock format. Send tapes and resumes only to Mr. Bob Keghan, PD, WBCY, 1 Julian Price Place, Charlotte, NC 28208. No calls please. EOE M/F (10-24)

Openings

WAAY/Huntsville, AL is looking for an experienced News Director. 50,000 watt station with an award-winning news department. Top 100 market and a station with a real commitment to news and not just music. Rush those tapes and resumes to Jerry Dean, Box 551, Huntsville, AL 35804. EOE M/F (10-24)

Wanted: Daytime personality with p-b-p experience. Excellent pay with vacations. Send tapes and resumes to Dave Jones, Box 1188, LaMesa, TX 79331, or call (806) 872-2404. EOE M/F (10-24)

Demolitions experts wanted: We must have aggressive, top flight street reporters with anchor capability. Atlanta's strongest news department is being reorganized and expanded. Three to five years medium/major market experience required. We want only the best, otherwise please don't. Minorities encouraged to apply. Tapes and resumes to Jay Moore, WQXI, Radio News, 3340 Peachtree Road, Atlanta, GA 30026. EOE M/F (10-24)

Future openings at KRBC/Abilene, TX. Tapes and resumes to Scott K. Smith, Box 178, Abilene, TX 79604, or call (915) 692-4242. EOE M/F (10-24)

Experienced Christian broadcasters — live in a warm, Florida seaside resort. Good copy, music, production and air skills required. Good pay and working conditions. Tapes and resumes to Jeff King, WMFJ Radio, 752 Bellough Road, Daytona Beach, FL 32014. No calls please. EOE M/F (10-24)

KBFM/Brownsville-McAllen is looking for bright, young DJ looking to move up. Send tapes and resumes to Steve Owens, Box 3764, McAllen, TX 78501, or call (512) 383-4961. EOE M/F (10-24)

Z97 is looking for quality AOR jocks or hip Contemporary Hit Radio jocks who sound like grown-ups. Tapes and resumes to Christopher Haze, c/o KFJZ-FM, 4801 W. Freeway, Ft. Worth, TX 76107. No calls please. EOE M/F (10-24)

Morning man needed. WKXI is searching for a bright, enthusiastic morning man to wake up Central Mississippi. Must be a production pro with experience. Send tapes and resumes to WKXI, Box 9446, Jackson, MS 39206. (10-24)

KSAX-KFMX/Lubbock, TX now accepting tapes and resumes for future positions. Must have experience in Pop/Adult or AOR format. Good production required. Send to Chris Alexander, KSAX/KFMX, Box 12030, Lubbock, TX 79452. Females encouraged to apply. EOE (10-24)

WJMI/Jackson, MS has opening for full-time announcer. Females encouraged to apply. Send tapes and resumes to Carl Haynes, WJMI, Box 3320, Jackson, MS 39207. EOE (10-24)

WVMI-WQID/Biloxi, MS looking for news reporter and afternoon anchor. Previous experience in electronic journalism a necessity. Conversational delivery style; must be able to edit tape and copy. Working knowledge of broadcast equipment required. Must have own means of transportation. Salary negotiable depending upon talent and experience. Send tapes and resumes to Randy F. Thompson, News Director, WVMI/WQID, Box 4606, Biloxi, MS 39533, or call (601) 388-2323. EOE (10-24)

Stereo 101 (WDMS) in Greenville, MS anticipates full-time opening within next few weeks. Join the ARK-LA-MS Delta's No. 1 Contemporary Music station with 52,000 watts (soon 100,000). Minimum of 2 years experience required. If you are looking for lots of money or some place to satisfy your ego, don't apply. Send tapes and resumes to Todd Martin, PD, WDMS, Box 1438, Greenville, MS 38701, or call (601) 334-4559. EOE M/F (10-24)

Major market Pop/Adult radio station in Southeast is accepting applications in an effort to find the very best on-air performer or entertainment team in America! Excellent salary and benefit package, a superb facility, professional staff and a firm commitment to win! If you think you can make a contribution, send tapes and resumes in confidence to Radio & Records, Box 208, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F (10-24)

Openings

97Rock, WJAD-FM, 100,000 watt Tri-State rocker of the South is looking for air talent. Several positions are available for those with winning, positive attitudes and talent. Good pay and extras. Also we are only 1 1/2 hours from the beautiful beaches of Florida. Send tapes and resumes to Charlie Rowe, GM, Box 706, Bainbridge, GA 31717. (10-24)

WAKY/Louisville needs evening air talent. Personality! Tapes and resumes to Mike McVay, 558 River City Mall, Louisville, KY 40202. No calls please. EOE (10-17)

WFLB/Fayetteville, NC seeks News Director with broad experience in gathering, writing, reporting and administration. Send tapes, resumes and salary requirements to Jeff Thompson, GM, WFLB, Box 530, Fayetteville, NC 28302. EOE (10-17)

WTAR/Norfolk is seeking a PD to lead Virginia's most respected radio station. Pop/Adult format with heavy news, sports and community involvement. Applicants should have major/medium market programming experience with winning records. Send application with air check, references and salary requirements to Dick Frain, GM, WTAR, 720 Boush Street, Norfolk, VA 23510. EOE M/F (10-17)

Rare opening at Montgomery's top-rated FM AOR rocker for midday air personality/production ace. Send tapes and resumes to Neil Harrison, WHYY-FM, Box 2744, Montgomery, AL 36105. EOE M/F (10-17)

MIDWEST

Top-rated Northern Indiana station looking for midday personality who can entertain. Will need at least two years commercial experience to handle this Pop/Adult format. Send tapes and resumes to Allen Strick, WTRC, Box 699, Elkhart, IN 46515. EOE M/F (10-24)

Needed: Good drivetime news personality for Okla. home city. Probably an afternoon/evening position. If you are good with production and have flare for local news, send tape and resume to James Benzer, ND, KOCY, 101 NE 28th, Oklahoma City, OK 73105. (10-24)

Future openings for air personalities. Send tapes and resumes to Drew Bentley, 500 E. Fourth St., Waterloo, IA 50703, or call (319) 291-1214. (10-24)

Y-95/Rockford, Superstars AOR station, needs experienced air personality immediately. Send tapes and resumes to Les Cook, Y-95, 1901 Reibfarm Rd., Rockford, IL 61111. No calls. EOE (10-24)

Midwest Country station looking for afternoon drive personality. Will accept applications from beginners. Tapes and resumes to Tom Huber, KSMN, Box 1446, Mason City, IA 50401, or call (515) 423-8634. EOE M/F (10-24)

Chicago has immediate opening for an experienced newperson. Requirements include minimum five years experience as anchor and reporter, strong voice, and interest in special reports. AFTRA scale. Resume and cassette tape to Reese Rickards, WJZZ/WJZZ, 180 N. Michigan, Chicago, IL 60618. No calls, no tapes returned. (10-24)

Last chance to get your tapes in for a prime opening (7pm-mid) at the No. 1 station in Lafayette, IN, home of Purdue. Top-notch management, staff, and equipment, including a 4-track production room. If you're on your way to the top, this could be your ticket. Tape and resume to Stuart McRae, WXUS, Box 7-093, Lafayette, IN 47903, or call after 10am (317) 448-1566. EOE M/F (10-24)

Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family man looking to settle down. Contact Radio & Records, Box 207, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F (10-24)

Openings

WHLB/W8AQ is currently accepting applications for future openings in all areas. Minorities and women are encouraged to apply. Please send complete resume to K.C. Norman, WHLB/W8AQ, Box 807, Port Huron, MI 48060. EOE (10-24)

Can you work in adult radio? We can use additional announcers, news, and sales personnel. Suburban metro market (FM covers metro). All departments operated separately. Experienced only need apply. No calls or drop ins, please. WEOL-WBEA Radio, 21360 Center Ridge Rd., Cleveland, OH 44118. EOE (10-24)

We need a morning communicator! KKJO is a solid contemporary station with a winner staff, and we need a mature, real person for our AM drive. Comfortable town, brand-new facilities. Profit sharing and a good team. Send tapes and resumes to Steve Carpenter, Operations Manager, KKJO/KSFT, Box 166, St. Joseph, MO 64502. EOE (10-24)

Needed ASAP: PD and two adult communicators for the long-time #1 Pop/Adult, KNOX, in this market of 80,000. Also need one Contemporary Hit Radio nighttime entertainer for Y-95 FM. Reasonable bucks and full medical coverage. Tapes and resumes to Don Bowers, Box 1638, Grand Forks, ND 58201, or call (701) 772-7197. EOE (10-17)

WAZY/Lafayette, IN's best Pop/Adult station now accepting tapes for future openings. Only good communicators with sports knowledge need apply. Send tapes and resumes to WAZY-AM, Box 1410, Lafayette, IN 47902. (10-17)

KTYN/Minot, ND has openings for air talent and a News Director. Personality-oriented station. Pop/Adult format, good bucks. Call (701) 852-0301. (10-17)

I'm still looking for you. Since June I've been looking for the right personality to fill an afternoon slot and take Music Director responsibilities. Since you haven't sent me your tape and resume yet, do it now! Requirements are a dynamic voice, an adult personality and top-notch production skills. Send to Tom Fricke, PD, KDBQ, Box 75, Aberdeen, SD 57401. EOE (10-17)

WKBN/Youngstown, OH needs a pro communicator for midday talk/music show. Talk show experience preferable. No "recipe exchangers" please. Contact Pete Gabriel at (216) 782-1144. EOE M/F (10-17)

WEST

DJ's/News people got radio smarts? Sound great on air? We need to hear from you now for future openings in Bakersfield, CA and other properties. We are a growing company and need people who want to grow with us. Tapes and resumes to Steven Kaye, KERN, Box 2700, Bakersfield, CA 93303. EOE M/F (10-24)

Searching for late night talk show host. Pacific Northwest giant station. Call Carl Cramer, Frank N. Magid & Assoc. (817) 265-7121. (10-24)

Attention Morning Jock! Join a new contemporary Country station in the heart of the Rocky Mountains in a metro of 90,000. Great lifestyle, new facilities, good salary and excellent fringe benefits. Tapes and resumes to Ron Dennington, Operations Manager, KGVO-AM, Box 5023, Missoula, MT 59806. EOE M/F (10-24)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Record

MICHAEL GOLDSTONE appointed West Coast Tour Publicist for Chrysalis Records.
DANAE SCHWIMMER named Publicity Coordinator at Chrysalis Records.
DAN JEWELL assumes the post of Marketing Director at Spirit Records.
HALE MILGRIM appointed Director of Merchandising at WB Records.
JIM WAGNER named National Merchandising Manager at WB Records.
LAURIE SHIPP named National Merchandising Coordinator for WB Records.
NANCY GILKYSON appointed Director of Graphic Arts Production for WB Records.
DAVE MOUNT appointed Los Angeles Sales Manager for WEA.
DAN COTTER appointed Marketing Coordinator for WEA.
FRAN O'KEEFE named Warehouse Manager for WEA.
GINA LETO appointed Buyer for WEA.

Radio

JERRY LONGDEN formerly with KROQ/Pasadena, CA joins KKDJ/Fresno for mid-days.
DAN O'TOOLE named PD at WRKA/Louisville, KY, from PD at V100/Charleston, WV.

SCOTT K. SMITH promoted to PD at KRBC/Abilene, TX.
CHARLIE QUINN, formerly PD at WKZW/Peoria, IL joins WROK-WZOK/Rockford, IL as Operations Manager.
T.B. HOLLYWOOD joins KLAV/Las Vegas, NV to do mornings.
CHRIS ALEXANDER moves from KWKC/Abilene, TX to KSAX-KFMX/Lubbock, TX as PD.
GARY NICHOLS promoted to MD at K104 (KIQY)/Lebanon, OR.
ILLEN HASSON joins the staff at KUZZ/Bakersfield as Reporter and weekend anchorperson.
ANTHONY WILSON moves from WQUE-FM/New Orleans, LA to rejoin WYLD-FM/New Orleans, LA.

Industry

LORRAINE REBIDAS appointed West Coast Director of Creative Services for Peer-Southern Organization.
ROBERT ERWIN SILVER named Vice President, East Coast Operations for Long Distance Management.
TONY GRIFASI joins the Minneapolis office of Good Music Agency.
LINDA FELDMAN joins Filmways Audio Group to handle marketing for the group.
BRUCE GOLD promoted to Senior Attorney for Chappell Music & Intersong Music.

THE BACK PAGE

BREAKERS

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

NEIL DIAMOND

Love On The Rocks (Capitol)

71% of our reporters on it. Moves: Up 0, Same 0, Down 0, Adds 164 (which is a new one day record for total adds*) including WNBC, WBEN-FM, WFIL, WROR, JB105, WPGC, KVIL, KRLY, Z93, Q105, WLS, WDRQ, KS95-FM, KSLQ, WGCL, WOKY, KEARTH, KFRC, 13K, KJR, KIMN, KOPA. See Parallels, will debut next week.

BRUCE SPRINGSTEEN

Hungry Heart (Columbia)

67% of our reporters on it. Moves: Up 52, Same 27, Down 0, Adds 76 including WNBC, WKBW, PRO-FM, 94Q, WLS, WGCL, KFI, KFRC, WFBL, WFLY, WBLI, WSGN, 96X, Y103, CK101, WNCI, KNBQ. See Parallels, charts at number 30.

JOHN LENNON

(Just Like) Starting Over (Geffen)

62% of our reporters on it. Moves: Up 2, Same 1, Down 0, Adds 139 including WNBC, WBEN-FM, 96KX, WCAO, F105, JB105, WPGC, 94Q, Q105, WDRQ, CKLW, KBEQ, KRLA, KIIS-FM, KFRC, KJR, KPLZ, KIMN, KUPD. See Parallels, will debut next week.

BILLY JOEL

Sometimes A Fantasy (Columbia)

58% of our reporters on it. Moves: Up 101, Same 27, Down 0, Adds 7, WGCL, KLAZ, WLAC, WMEE, WNCI, WHOT, WKXY, PRO-FM 23-18, KDWB 18-14, 13K d-24. See Parallels, charts at number 29.

STACY LATTISAW

Let Me Be Your Angel (Cotillion)

57% of our reporters on it. Moves: Up 89, Same 17, Down 15, Adds 10, WXLO, CKGM, KFI, KSTT, KOFM, WFOX, KFJR, KKLS, WTRU, KFXD, WIFI 11-9, KRLY 15-10, WCKX 12-9, KRLA 13-11. See Parallels, charts at number 28.

RANDY MEISNER

Deep Inside My Heart (Epic)

56% of our reporters on it. Moves: Up 54, Same 34, Down 0, Adds 41 including WBEN-FM, WIFI, F105, JB105, Z93, WDRQ, KSLQ, KIIS-FM, WOLF, WHYN, KRBE, KBFM, WLAC, WVIC, WNAM, WIKS, WRBR, KGW. See Parallels, will debut next week.

(*) NOTE: The Doobie Brothers "Real Love" retains the record for highest percentage of stations adding in 1 week (81%) when 155 of 192 total reporters added it the week of 8-29-80. This week Neil Diamond "Love On The Rocks" captured 165 of 231 total reporters or 71%.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist / title / label designation (example 100 / 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. ☐ indicates one of this week's most added / new songs.

ROGER DALTRY "Without Your Love" (Polydor) 126/19

Moves: Up 79, Same 26, Down 2, Adds 19 including KVIL, KBEQ, WZZP, V100, KFLP, KBFM, B97, WFMF, WIKS, KROY, KGW.

☐ KORGIS "Everybody's Got To Learn Sometime" (Asylum) 117/32

Moves: Up 52, Same 33, Down 0, Adds 32 including WABC, CKGM, WOKY, KIMN, KUPD, WFBR, WBLI, WAYS, KOFM, Y94, KRSP, KHYT.

KANSAS "Hold On" (Kirshner) 117/9

Moves: Up 68, Same 39, Down 1, Adds 9, WZUU, WOLF, WFBL, WHYN, KSTT, KIOY, WGUY, WLAM, WTRU.

STEVIE WONDER "Master Blaster (Jammin)" (Tamla) 97/3

Moves: Up 71, Same 17, Down 6, Adds 3, KEARTH, WKIX, KROY, KRLY 9-5, WXLO 6-3, Y100 11-3, KSFX 12-7.

AC/DC "You Shook Me All Night Long" (Atlantic) 93/8

Moves: Up 55, Same 28, Down 2, Adds 8, WPST, WAEB, WJDX, BJ105, WBBQ, WHHY, KKRC, KWWL.

☐ BARBRA STREISAND/BARRY GIBB "Guilty" (Columbia) 89/48

Moves: Up 32, Same 9, Down 0, Adds 48 including WXLO, WBEN-FM, PRO-FM, JB105, Z93, 94Q, Q105, CKLW, KS95-FM, KRLA, WTIC-FM, WKEE, WLCY, FM100, KGGI.

Radio & Records

NATIONAL AIRPLAY/30

October 24, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
2	2	1	①	BARBRA STREISAND/Woman In Love (Columbia)
1	1	2	2	DOOBIE BROTHERS/Real Love (WB)
19	11	5	③	KENNY ROGERS/Lady (Liberty)
11	9	6	④	DONNA SUMMER/The Wanderer (Geffen)
3	3	3	5	QUEEN/Another One Bites The Dust (Elektra)
6	4	4	6	POINTER SISTERS/He's So Shy (Planet)
17	14	7	⑦	CLIFF RICHARD/Dreaming (EMI America)
14	13	10	⑧	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
28	20	13	⑨	DARYL HALL & JOHN OATES/You've Lost That... (RCA)
29	25	21	⑩	LEO SAYER/More Than I Can Say (WB)
9	8	8	11	CARLY SIMON/Jesse (WB)
21	19	16	⑫	SUPERTRAMP/Dreamer (A&M)
8	10	12	13	BOZ SCAGGS/Look What You've Done To Me (Columbia)
26	24	20	⑬	JACKSONS/Lovely One (Epic)
—	—	30	⑭	DIANA ROSS/I'm Coming Out (Motown)
23	18	17	⑮	WILLIE NELSON/On The Road Again (Columbia)
—	28	26	⑯	CHRISTOPHER CROSS/Never Be The Same (WB)
22	21	19	⑰	DEVO/Whip It (WB)
30	29	23	⑱	JACKSON BROWNE/That Girl Could Sing (Asylum)
4	5	11	20	DIANA ROSS/Upside Down (Motown)
27	26	24	⑳	ROLLING STONES/She's So Cold (Rolling Stones)
—	30	28	㉑	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
7	7	9	23	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
16	15	18	24	AL STEWART/Midnight Rocks (Arista)
10	12	15	25	KENNY LOGGINS/I'm Alright (Columbia)
5	6	14	26	PAUL SIMON/Late In The Evening (WB)
—	—	29	㉗	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
—	—	→	㉘	STACY LATTISAW/Let Me Be Your Angel (Cotillion)
—	—	→	㉙	BILLY JOEL/Sometimes A Fantasy (Columbia)
—	—	→	㉚	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)

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

MOST ADDED

NEIL DIAMOND "Love On The Rocks" (Capitol)
JOHN LENNON "(Just Like) Starting Over" (Geffen)
BRUCE SPRINGSTEEN "Hungry Heart" (Columbia)
AIR SUPPLY "Every Woman In The World" (Arista)
B. STREISAND/B. GIBB "Guilty" (Columbia)

Complete Regionalized Listings on Page 26 and 27.

HOTTEST

KENNY ROGERS "Lady" (Liberty)
BARBRA STREISAND "Woman In Love" (Columbia)
DONNA SUMMER "The Wanderer" (Geffen)
CLIFF RICHARD "Dreaming" (EMI America)
HALL & OATES "You've Lost That Lovin'..." (RCA)

Parallel Listings Begin on Page 32.

JOHN COUGAR "This Time" (Riva) 87/16

Moves: Up 42, Same 27, Down 2, Adds 16 including KDWB, WGCL, WFLY, V100, KSRR, G100, KJ100, KSTT, WIKS, 95XIL, KCBN, KRLC.

IRENE CARA "Out Here On My Own" (RSO) 84/6

Moves: Up 59, Same 14, Down 5, Adds 6, KRLY, KFI, KRUX, WTSN, WRKR, WTRU, WXKS 15-9, Y100 23-18, KSLQ 25-17.

☐ AIR SUPPLY "Every Woman In The World" (Arista) 83/56

Moves: Up 16, Same 11, Down 0, Adds 56 including WIFI, WRKO, Q107, 94Q, WGCL, KPLZ, KOPA, WPST, KHFI, WTIX, WAAY, KX104, WGBF, KSPZ, K96, KMJK.

CARS "Touch And Go" (Elektra) 83/1

Moves: Up 42, Same 20, Down 20, Adds 1, Q107, PRO-FM 25-20, CFTR 6-4, WNOE 10-8, KENO 29-26, WTSN 11-9, KWWL 11-5.

ALI THOMSON "Live Every Minute" (A&M) 77/1

Moves: Up 45, Same 27, Down 4, Adds 1, KIIS-FM, WCAO 20-16, 94Q 22-19, KXOK 17-12, KIMN 28-26, WBBQ 30-21.

OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 75/25

Moves: Up 36, Same 14, Down 0, Adds 25 including KIIS-FM, WTRY, WICC, WKBO, KFLP, KHFI, CK101, WTMA, KOFM, WISM, FM102, WROV, FM99.

NIELSON/PEARSON "If You Should Sail" (Capitol) 74/11

Moves: Up 37, Same 25, Down 1, Adds 11, WFIL, KRLY, KDWB, WFBL, WTIX, KQ94, KX104, WCIR, WROV, KQWB-FM, KELO.

KIM CARNES "Cry Like A Baby" (EMI America) 64/4

Moves: Up 35, Same 24, Down 1, Adds 4, WIFI, WROR, KQ94, KNBQ, WRKO 20-15, WAKY 26-21, KIOA 27-23, KCPX 19-17.

PAUL SIMON "One-Trick Pony" (WB) 63/15

Moves: Up 27, Same 21, Down 0, Adds 15, WHFM, WKEE, KWIC, WLCY, Y103, KX104, WNOX, WTMA, WAKX, KASH, KLUC, WIGY, WHEB, FM99, KQIZ-FM.

VAPORS "Turning Japanese" (UA) 59/6

Moves: Up 36, Same 15, Down 2, Adds 6, WFBL, WJDX, WGUY, KQWB-FM, KELO, KCBN, JB105 26-16, Y100 30-15, WLS 9-6, KEARTH 21-13, KSFX 24-14.

WAYLON "Theme From 'Dukes Of Hazzard'" (RCA) 58/11

Moves: Up 33, Same 12, Down 0, Adds 11, WFBR, WOLF, KTSA, WNOE, WGH, WQRK, WGUY, WANS-FM, FM99, WKXY, KDZA.

POLICE "De Do Do Do, De Da Da Da" (A&M) 51/28

Moves: Up 5, Same 18, Down 0, Adds 28 including WIFI, F105, Q105, KIIS-FM 13K, WAQY, KLAZ, WBBQ, WGBF, WHOT, KKXX, KPUR, KYVA.

☐ HARRY CHAPIN "Sequel" (Boardwalk) 50/36

Moves: Up 6, Same 8, Down 0, Adds 36 including 96KX, KFI, KPLZ, Q106, KSRR, WERC, Y103, WCSC, KIOA, KIOY, KJRB, WLBZ, WSPT, KATI.