

Radio & Records

ISSUE NUMBER 356

THE INDUSTRY'S NEWSPAPER

OCTOBER 31, 1980

Stations Pull SRDS Listings To Avoid Arbitron Rate Hike

A number of stations have withdrawn their rates listings from the SRDS (Standard Rate & Data Service) monthly compilations, apparently in an effort to avoid a rate hike in new Arbitron contracts traditionally based on Highest Open Minute Rates (HOMR) as published by SRDS. Leonard Kudlata, Director of Sales for SRDS, told R&R, "I'm not sure how much of a trend it is, but in the last several months, approximately 120 stations have withdrawn their rate information from their listings. Kudlata was aware of the Arbitron situation, but emphasized his belief that even if a trend towards pulling out rates data continued, his publication's updated format information would still constitute a vital resource for broadcasters and others.

No Rep Recommendations

Although reports suggested that reps with unwired networks had suggested their affiliates pull their rate listings, an R&R sampling of leading rep firms found none asserting that they'd made actual recommendations. Bob Galen of Blair told R&R, "We would lay out the options for our stations coming up for renewal (with Arbitron), but we would not specifically recommend they withdraw their rates from publication," while spokespersons for Katz, Eastman, Christal, and McGavren-Guild echoed his sentiments. Eastman VP Charlie Columbo said the whole question was "evidence of the

STATION GOING NEWS/TALK

Casper To Manage WLAC

Sudbrink Broadcasting took over WLAC & WKQB/Nashville this week following an October 30 FCC approval, and appointed Richard Casper, President/GM of WNWS/Miami and a Sudbrink VP, as GM for the two stations (formerly owned by Billboard Broadcasting) and President of Sudbrink Broadcasting of Tennessee. Sudbrink has announced its intentions to change WLAC's format from contemporary to News/Talk (R&R 10-24); WKQB will remain AOR. Although the transition date had not been set at press time, R&R learned that News/Talk programming will run 20 hours a day, while WLAC's 2-6am Gospel blocks will be retained.

mass hysteria involved when stations try to beat an Arbitron rate hike."

Arbitron Casts Doubts On Move

Arbitron VP Dick Logan pointed out some reasons why the rate-pulling gambit may not have much of an effect on stations' contract costs. He stated that stations with one-year contracts with renewals falling between September 1, 1980 and August 31, 1981 are under a rate increase moratorium, subject only to CPI adjustments. In addition, he observed that stations or groups with five-year contracts up for renewal or new clients must still supply rate information on which Arbitron can base its

levy, usually in the form of a signed affidavit detailing the station's HOMR. Logan stated that if such information appeared questionable, "Arbitron would audit the station's sales picture" to determine the rate base.

New Formula Coming

Informed Arbitron sources indicated that the firm is aware of the problems with relying on SRDS listings and is researching a new contract formula, which may take into account stations' gross revenues, and may be unveiled within six to nine months. In a final comment, Logan encouraged broadcasters with suggestions on other rate bases for Arbitron to consider to contact him at the company's New York offices.

Griffin Moves To WJR

Dan Griffin, VP/GM of NBC's WYNY-FM/New York, has resigned that position to become Operations Director at WJR-AM-FM/Detroit. Griffin joined NBC in November 1978, previously serving as Operations Director at WOR/New York. Earlier, he worked in Boston at WBZ and at WEEI as

HOPE FOR COMPROMISE?

NAB/NRBA Convention Conflict Continues

In an atmosphere of growing broadcaster unrest over the conflict between next year's NRBA Convention and NAB's Programming Conference (R&R 10-17), overtures were made by NAB to initiate talks aimed at reaching a compromise between the two organizations. Both the NRBA and NAB meetings are scheduled for September 20-23, 1981, and industry observers detected increasing unhappiness among broadcasters, most notably this week at informal discussions during the RAB Board meeting in Phoenix. There, concern was expressed over both the timing conflict and the idea of having two radio conventions at all.

Call For A Unified Voice

Len Hensel, VP/GM of WSM/Nashville and Chairman of NAB's Metro Market Committee, told R&R, "We have recommended to the Executive Committee that we open up talks with NRBA to figure out a solution to the problem of conflicting convention dates." This resolution, according to

Director of News Programming.

In a letter to the staff of WYNY, NBC Radio Exec. VP Walt Sabo said, "In only two years Dan has almost tripled the audience and has increased billings 500%... he will be sorely missed." No replacement has been named at this time.

Hensel, came about following a recent (10-23) meeting of his committee. The Executive Committee, which is being asked to take up this resolution, meets on November 5.

"A lot of internal effort is being made at NAB to do something about this problem and to prevent this from ever happening again," commented Hensel. He continued, "Let all units of radio, (NAB, NRBA, RAB, etc.) communicate a bit more so that when we have a problem on the Hill, at the Commission, or at the grassroots level, we can put our heads together so we can come up with a unified direction to propose that speaks for radio."

Not Another Committee

When asked by R&R if the suggestion was for a liaison committee between the organizations, Hensel responded, "We don't need another committee; what we need more than ever is some informal rapport between the groups. There is a perception out there among broadcasters that NAB is trying

Stigwood Countersues Bee Gees For \$310 Million

Robert Stigwood filed a \$310 million countersuit against the Bee Gees (Robin, Barry and Maurice Gibb) in New York State Supreme Court Monday (10-27). The action, which charges the RSO recording group with libel, extortion, corporate defamation, and breach of contract, comes hot on the heels of a \$200 million suit filed by the group against Stigwood (R&R 10-17).

Along with filing the charges, Stigwood, who manages the Bee Gees and owns RSO Records, sought to dismiss the group's action on the grounds that the contract between him and the group was subject to the jurisdiction of the English courts, and that he and the Bee Gees currently have an earlier suit pending in a British court.

BLACK AM FIXTURE NOW "FM 98"

WJLB, WMZK Flip-Flop Dial Positions

WJLB/Detroit, a fixture at 1400 AM for over 40 years, will be switching dial position with WMZK, located at 98 FM, before the end of 1980. Booth American Company, which owns both WJLB, a Black-formatted station, and foreign language outlet WMZK, has already filed the necessary petition to change with the FCC and alerted the rest of the stations in the market.

WJLB General Manager Norman Miller told R&R, "The decision was made to meet the needs of our audience, which through audience surveys we found expressing preference for FM listening." Miller

also mentioned that WJLB would be going from a nighttime power of 250 watts to a 50,000-watt facility with its transmitter located in the middle of metropolitan Detroit, enabling the station to more effectively serve its suburban audience.

Tom Collins, Operations Manager of WJLB, said, "We've been thinking about this for a long time. There will be no major changes in our presentation, though there will be some readjustments and redefinitions. We've been moving toward a more adult, quality-type approach and we're going to continue in that direction, musically and in other aspects."

to destroy NRBA, and that is totally untrue." He added, "Several ideas are being discussed by my committee, but it would not benefit anyone to reveal the exact nature of what is being discussed other than a general overview that something is trying to be worked out."

General Ideas

R&R talked with NAB VP for Radio Wayne Cornils, who shed some light on particular areas of discussion, including:

- Combining the two programming conferences.
- NAB cancelling this year's Programming Conference.
- Moving the NAB Programming Conference into the spring along with the regular NAB Convention.

Cornils elaborated further, "There are logistic problems in combining the two, like trying to find a hotel big enough and the problems of canceling out of prior agreements. If NAB cancels this year's Programming Conference, it would provide a loss of continu-

ity." Summarizing the options, Cornils added, "If the Programming Conference is folded into the NAB Spring Convention, there would have to be a great deal of modification of existing plans."

NRBA Ready To Talk

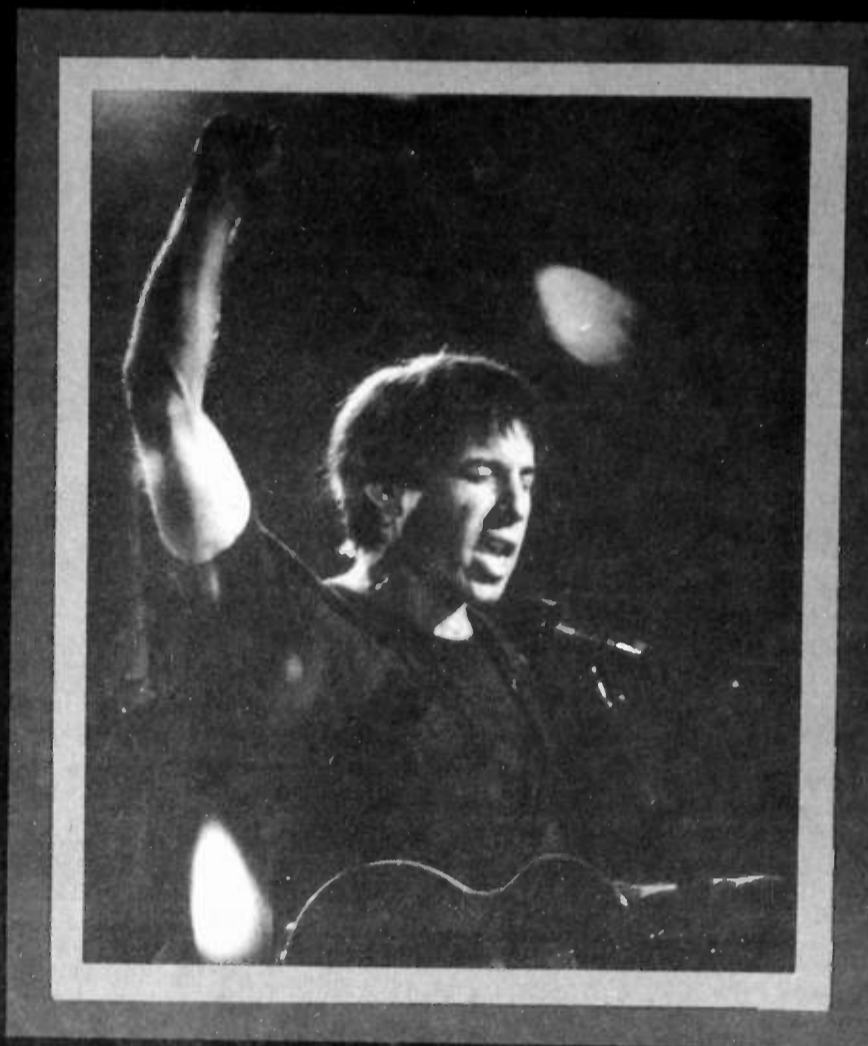
NRBA President Sis Kaplan reacted in the "Monday Morning Memo" (10-27) by saying, "NRBA is and always has been ready to discuss any methods or procedures that would benefit radio. 1500 radio broadcasters support NRBA as a unified voice already that speaks solely for radio. To stifle that voice in the interest of unity would betray the sacrifices our members have made to establish a radio voice."

Kaplan told R&R, "I am all for working with NAB as long as it is in the interest of radio. As to the idea of combining meetings to avoid conflict, I really haven't given it much thought, and no one from NAB has contacted me along those lines."

NRBA Executive VP for Govern-
NAB/NRBA/See Page 24

"ONE-TRICK PONY" IS COMING HOME

WBEN-FM 33-24
WCAO 28-25
F105 deb 30
WRKO 24-21
WOKY add
KJR 24-22
KPLZ add
WFBR 30-27
WHFM on
WPST 31-28
WKEE deb 40
KSRR 28-23
KRBE 25-21
KINT 38-33
KWIC deb 31
KLAZ 33-29
KXX106 deb 30
WERC 23-18
WAAY on
WLCY deb 27
96X on
Y103 deb 39
CK101 34-30
KX104 on
92Q on
WSKZ 22-19
WOKI on
WNOX deb 23
WAYS on



AVERAGE MOVE +4

WSEZ 25-19
WCSC on
WQRK 31-27
WAKY deb 22
WVLK deb 24
WAKX on
KIOA 30-28
KWEN deb 40

KEYN-FM 25-21
KEZR add
KKXX on
KNBQ on
KTAC add
KSPZ 27-25
KYSN 30-27
KRSP add

KLUC deb 30
KZZP 26-24
KRQ add 25
KTKT add
WIGY on
WHEB deb 32
14WK on
WCIR add
Z102 28-26
WSGA 29-27
95SGF deb 29
WFOX 22-18
WCGQ 24-21
WISE on
WANS-FM 33-29
FM99 deb 31
KSEL 27-25
KQIZ-FM on
KQWB-FM 36-36
KKXL deb 18
KKLS 27-20
WRKR on
KENI add
KCBN add
KQDI deb 25
KBOZ on
KYYA add
KOOK on
KRLC on

PAUL SIMON

"ONE-TRICK PONY"

PRODUCED BY PHIL RAMONE AND PAUL SIMON



ON WARNER BROS. RECORDS



Steely Dan LP Goes To MCA

The longstanding battle over the rights to the forthcoming Steely Dan LP (titled "Gaucho") has apparently ended, with the album scheduled for release by MCA next month. The decision on "Gaucho" marks the close of a complicated legal fight which started with a breach of contract suit by the duo and manager Irving Azoff against MCA (R&R 7-18) for royalties allegedly owed Steely Dan by its former label ABC before its absorption by MCA. MCA retaliated by seeking an injunction against Steely Dan's turning over the record to any other label (the duo will eventually record for Warner Bros.), and last week won a favorable court decision.

According to the Los Angeles Herald Examiner, Azoff and MCA reached a "partial settlement" early this week, with MCA settling, Azoff states, "those claims that they feel relate to MCA and not ABC." Negotiations continue on settling the back royalties.

STEELY DAN/See Page 24

Dundas Dies In Auto Accident

Michael Dundas, Vice President/Promotion & Marketing at Dreamland, was killed Friday (10-24) in Los Angeles when a bus crashed broadside into his BMW at a speed of about 50-70mph after losing its brakes. Dundas, 31, one of the most highly-regarded young promotion executives in the industry, had been with Dreamland since its inception this year. He previously served as National Promotion Director at RSO, having worked at Warner Bros. and Tower Records before that.

EXPANDS TALK PROGRAMMING

Scott Named PD At WGBS

Brian Scott has been named Program Director for WGBS/Miami, a Pop/Adult outlet owned by the Jefferson-Pilot Broadcasting Company. A veteran of 10 years in radio, Scott was most recently Operations Manager of KHOW/Denver, having previously served as Assistant PD, MD and Research Director for the Colorado station as well.

"I'm really excited to be in Miami and have the opportunity to work at WGBS, the most powerful radio station in South Florida," Scott told R&R. "We're

SCOTT/See Page 24

FOUNDING PARTNER OUT ON OWN

Holmes Leaves Casablanca

Cecil Holmes, one of Casablanca Records' founding executives, has resigned his Sr. Vice President position to pursue personal projects. Holmes joined former Casablanca President Neil Bogart at the label's inception in early 1974, following a successful promotion career at a number of labels, including Buddah, where he worked with Bogart. During his stay at Casablanca, Holmes



Cecil Holmes also founded the Choco-HOLMES/See Page 24

Editorial

What Happened To Journalistic Integrity?

Objective reporting is a quality people tend to count on as matter of implicit trust, and the radio and record industries place that same reliance on the media that cover their activities. As a trade newspaper, Radio & Records has always tried to be fair and impartial in all areas of coverage, and we've assumed the same standards are observed by other entertainment media.

Accordingly, we were perplexed and somewhat disturbed about some of the reporting on the American Radio Expo, staged by the NRBA in association with R&R. Reading coverage in Broadcasting and Billboard, the most eagle-eyed reader could be pardoned for wondering whether R&R had any involvement whatsoever with the convention, as this publication and its editors' contributions were nowhere mentioned. Mentioned prominently, however, were assertions that record company suites were ordered to close down owing to excessive celebration and noise (absolutely untrue), selective quotes designed to paint a picture of apathetic response and dissatisfaction on the part of convention-goers and unhappiness among exhibitors; and repeated instances of editorializing under the guise of objective reporting.

But the most flagrant example of media distortion came from radio's sister medium, television. In an October 5th evening newscast, KNXT-TV/Los Angeles reporter Michael Linder followed an apparently innocuous series of shots and voiceovers on the convention's activities by suddenly asking a participant how much cocaine he thought would be "snorted" during the convention. Receiving a rather baffled response, Linder pressed the matter by asking if the cocaine would fill a "bread box." Immediately thereafter, newscaster Ken Jones queried on-air if the police knew about the convention.

Radio & Records considered this report a severe violation of journalistic integrity and a gratuitous insult to an entire industry, and we immediately requested a clarification from KNXT. Subsequently, Linder was fired by the station for his report, and R&R received the following letter from VP/GM Edward Joyce:

To reiterate our discussion of last Friday, KNXT profoundly regrets its October 5, 1980 news story concerning the Radio Broadcasting Convention which was broadcast once during the station's early evening news. The Channel 2 News story concerning the Convention should not have been reported as it was. Immediately following the broadcast of the news story, the station acted to take all steps necessary to insure against this report ever occurring again on KNXT.

I apologize for the concern that the story may have caused Radio & Records, the Convention's sponsors and members of the trade. KNXT has always abided by the highest journalistic standards. In my judgment, we fell short of those standards in the manner in which we reported the story on the Convention. Channel 2 NEWS has a reputation for being a highly professional news organization. I am committed to upholding that reputation now and in the future.

Sincerely,
Edward M. Joyce

R&R deplors the distortions by omission and commission which marked coverage of the American Radio Expo. Biased reporting is not only a betrayal of the fundamental responsibility of the press, but undermines the credibility of all news media. We hope the 4500 people who attended the convention and were aware of its organization and activities will evaluate the coverage by these other publications and media accordingly. It's an unfortunate situation, but when basic standards of objective journalism are abused, we must begin to question the motives of the reporters.

this week...

REP RULES RAISE RUCKUS

Radio and the Department of Justice debate whether a rep can own one station in a market and represent another.

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STATIONS CELEBRATE LONGTERM SUCCESS

20 years of Talk at KABC; 15 years of News at KYW.

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QUARTERBACKING THE QUARTERLY CHANGES

Planning, programming, scheduling, and image-building are brand new ballgames under Quarterly Measurement.

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PSYCHING OUT THE COMPETITION

CHR stations are using psychics in middays for a nonmusical contrast.

Page 22

CONSULTING WITH POLLACK

AOR consultant Jeff Pollack discusses efficient consultation, and warns against the hype artists.

Page 36

SEPARATING FOR SUCCESS AT WCCO

Both WCCO-AM and FM are Pop/Adult, but their philosophies are quite distinct and their competition is fierce.

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STAYING CLOSE TO THE BASE

WGCI PD Barry Mayo warns against taking a big leadoff toward the general market audience, advocating staying close to your loyal listener base.

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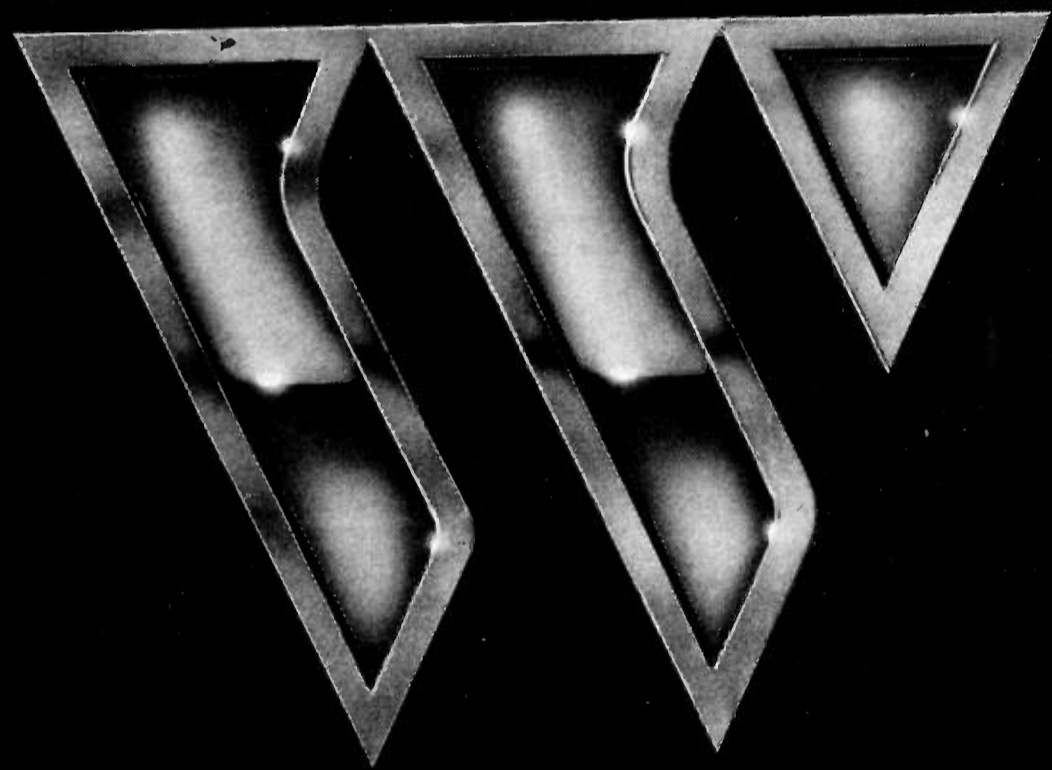
PRESENTING 60 YEARS OF BROADCAST HISTORY IN JUST ONE PICTURE.

American broadcasting was born November 2, 1920 with KDKA's historic reports of the 1920 elections. Since then, Group W's history has been a significant part of broadcasting history.

But we aren't looking back, because ahead of us we see a future filled with promise and challenge.

There's so much history yet to be made. We plan to be among those who will make it.

GROUP



60 YEARS

Washington Report

COMMISSION WON'T TAKE DISCIPLINARY ACTION

FCC Rules Against ABC Radio On Commoner Commercial

The FCC ruled late last week that ABC Radio's policy requiring political candidates for federal offices to submit copy 17 days in advance of their planned air time violates the Reasonable Access Rule. The network cited time needed for station clearance as the basis for its policy. The action came after Citizens Party Presidential Candidate Barry Commoner, whose spots label the political stances of Carter, Reagan and Anderson as "bullshit," asked the Commission to intervene.

However, the Commission which only has authority to discipline the network's O&O's, won't seek further action. "We would not be serving the public interest by imposing sanctions on ABC for this violation," stressed Steve Sewell, Acting Chief of Complaints and Compliance of the Broadcast Bureau, who concluded, "Our goal is to seek compliance, not hand out sanctions."

RAB Conference Sets Digges Keynote



Sam Cook Digges

The Radio Advertising Bureau's first national Managing Sales Conference will feature a keynote address by retiring CBS Radio President Sam Cook Digges, it was announced this week by Group W Radio President Dick Harris, Chairman of the conference's organizing committee. Digges, a highly-regarded sales executive, will make his address at the meeting's Dallas site February 1, his first day off the job at CBS.

In further action taken in Phoenix, the board expressed overwhelming support for continuing the RAB's "Red Hot" campaign, modifying its logo to "Radio's Red Hot: Because It Works." The 1981 campaign, under the supervision of Sr. VP Mark Mullin, will use Walt Kramer as spokesperson, replacing Dick & Bert, with a new series of six spots due by early next year.

In board elections, Executive Committee Chairman George Duncan (President of Metromedia Radio) replaced WSB/Atlanta VP/GM Elmo Ellis as Chairman of the Board; Duncan was in turn replaced by Storz VP/Radio George Armstrong.

answer, Commoner filed a complaint with the FCC.

Commoner Gets Spots

ABC has agreed to sell time to Barry Commoner and running mate LaDonna Harris on October 27 and 31 on the Contemporary Network, but this comes just shortly before the November 4 elections, which was part of Commoner's argument to the FCC.

Commoner (10-7) had asked for two spots on ABC to run on October 14 and 20 but was told by the network that "the earliest time available would be October 27 in keeping with our 17-day advance policy." Unsatisfied with this

MINORITIES, LICENSEES WILL BENEFIT

Time Brokerage Encouraged

"Time brokerage will encourage competition and diversity in programming," commented the FCC in a policy statement last week (10-21) on the benefits to the public and minorities for this unique method of sales.

Time brokerage is the sale of a block of time to a "broker," who then provides the programming for that time segment sold and sells spot announcements within that block to support it. "The licensee is still totally responsible for the control of the station operations during brokered time," cautioned the Commission.

Investigation into this area (10-31-78) results from the encouragement of part-time operation of broadcast stations by minority entrepreneurs at the suggestion of NTIA.

EEO Incentive For Licensee?

The question was raised in the policy statement, "Could a station brokering time to a minority group include this in the station's minority profile?" It noted that brokerage is not extremely profitable and that counting a broker's employees could lead to a reduction in the licensee's primary EEO staff requirements.

"On the other hand, a brokered minority time period could be used as a recruiting source for a station's EEO efforts as on-the-job training," stated the Commission.

FCC: At A Glance

Supreme Court Vs. FCC

On Monday (11-3) the Supreme Court will hear oral arguments concerning radio format changes during the process of renewal and transfers. At issue is if the FCC should review proposed format changes; specifically, special interest formats like Classical or in the case of WRVR/New York, Jazz.

The FCC believes that format decisions should be made by the licensee, but there is some court sentiment that holds the Commission should establish a policy to protect "endangered formats."

Hawaii May Get More FM's

The Commission will consider a ruling during its agenda meeting November 6 to open up the top half of the FM band for regular FM broadcasting in Hawaii (98-108 MHz), which has been previously used for common carrier and interisland use. This would open up channels 251-300 and would allow, depending upon the allocation of the channels, up to 50 new FM stations for Hawaii.

Commission Holds Renewal Hearings

Oral arguments will be heard November 20 by the FCC on its revocation of WIGO/Atlanta's license for broadcasting lottery information. WMJX/Miami is also set for a same-day hearing, in

which exceptions will be heard to an initial ALJ decision (1-18-78) to deny renewal for the broadcasting of deceptive matter in a contest-related newscast. WWLE/Cornwall, NY seeks to reverse an initial ALJ decision (10-20-77) that it will fully concealed information to the Commission during an earlier hearing.

Clarification On Reimbursement

The Federal Communications Bar Association sought clarification of the FCC's "Reimbursement for Professional Services" rules previously stated (12-4-79).

To receive reimbursement, the following areas would have to be fully described and submitted:

- Number of people and job titles

Industry Comments Running Favor Of Change In FCC's Golden West Rule

Justice Department Takes Exception

A radio rep firm and a radio network differed with the Justice Department this week over the present FCC ruling that a sales rep firm owning a station cannot represent another station in the same market (the "Golden West Rule"). The rule is being reviewed at the request of several rep firms, among others that filed comments this week (10-28) on the subject.

Torbet Radio, a New York-based rep firm, notes, "The current policy should be abolished because there has been a decrease in the number of rep firms over the last several years and this adversely affects smaller stations, since most rep firms are now associated with broadcast stations with overlapping service."

ABC Radio favors repeal of the rule in its comments to the FCC: "This is unnecessary regulation which places inappropriate limitations on the marketplace. ABC does not engage in sales representation of any separately-owned stations, but this is strictly a business decision."

Opposition & Questions

Bruce White, attorney for the U.S. Department of Justice, filed opposition by saying, "There is no valid reason nor has any been shown to abolish or change the present FCC policy on the Golden West issue."

The Commission has noted a willingness to open this area up in connection with its other deregulatory actions for radio, but still questions "if a rep's interest in two

stations would result in diminished competition between the two."

Another comment filed answered that question directly by noting, "It is in the best interest for the rep firm to maximize sales for each station even within the same market. Rep firms do not control program content, we are only concerned with advertising." Reply comments on the Golden West Rule are due November 14.

At The Nets

Election Night Coverage Special

The following is a breakdown of November 4 Election Night Coverage offered:

CBS

Net begins coverage at 7:18pm EST with three separate nine-minute reports each hour. Reid Collins and Charles Osgood will coanchor, with George Herman providing analysis.

NBC

Coverage will begin at 7:00pm EST and will be anchored by Alan Walden and Bill Lynch, with commentary by Edwin Newman.

ABC

Bob Walker and Bob Schmidt will anchor for the net beginning at 7:00pm EST and will provide 28 minutes per hour of national coverage.

Mutual

Continuing coverage will begin at 9:00pm EST with reports twice an hour starting at 7:25pm EST. Anchoring will be Jon Bascom and Peter Maer.

RKO

Election updates will begin at 7:30pm EST until a winner is decided. In addition, two-minute updates will be fed at :15 and :45 of each hour beginning at 7:15. Dave Cooke, RKO Radio News Director, will anchor.

Therese Crowley has been selected to host the net's forthcoming "Weekend America" show, which focuses on recreational lifestyle vignettes. Crowley currently handles week-night and overnight newscasts for RKO. Still undecided: the host for the ambitious overnight "Night-Time America" program.

involved in professional services.

- Details of services rendered.
- Hourly rate changed and an indication of whether the rate is higher or lower than that normally charged.

- What out-of-pocket expenses were incurred.

The FCBA had no problem with the first and fourth points but argued that "the second and third points violate confidentiality of client relationships." The Commission points out, "Only the documents prepared and meetings attended by counsel, not the specifics, would be required."

FCC Pulls The Plug

The FCC late last month (9-22) closed down an illegal broadcast station on the campus of La Salle College. WEXP/Philadelphia is an on-campus carrier current station operating at 640 kHz. Complaints of interference were filed to the Commission and the station was found to be operating with 20 watts of power. Operation of an unauthorized broadcast station carries a stiff fine of up to \$10,000 and/or one year in jail.

CHEAP TRICK



“STOP
THIS
GAME”

THEIR NEW SINGLE
FROM THE ALBUM
“**ALL SHOOK UP**”

Q107 add
WDRQ add
KWK add
KUPD add
WHFM add
WICC add
K104 add 37
KQ94 add
KLAZ add
BJ105 add
CK101 add
WGH add
KJ100 add

WZOK add 17
Z104 add
WGBF add
KKXX add
KIOY add 35
KRUX add
WLBZ add
95XIL add
WANS-FM add
KQWB-FM add
WSPT add

PRODUCED BY GEORGE MARTIN



ON EPIC RECORDS

News/Talk Happy Birthdays

Anniversaries are generally a time of celebration as well as reflection — past, present and future. KYW/Philadelphia and KABC/Los Angeles recently marked 15 and 20 years with their current formats, respectively. Although formatically different (KYW is all news, KABC is Talk), each share similar thoughts as they look back and look forward to the next decade.

KYW — All-News For 15 Years

"They say we started lower than police radio and now we are number one in Philadelphia," comments VP/GM Warren Maurer of KYW. The station was first licensed to Chicago in the 20's and then moved to Philadelphia. Later KYW was involved in a swap between NBC and Westinghouse, relocating to Cleveland. In 1965, the Justice Department ruled the swap illegal and reversed it, with KYW once again originating from the City of Brotherly Love. After this final move, it was decided that the station would adopt an all-News format, which debuted on September 21, 1965. The station hasn't changed formats since.

Currently, the news and engineering staff numbers 65, with eight on-the-street reporters. Maurer continues, "We have a better sense of what our mission is. We see ourselves primarily as a local news operation. We're tighter, brighter. We use a lot of the production techniques that you see in music stations. We have jingle packages on our station. We run station promotion spots. We do many of the things that have made music stations successful except that news is our product as opposed to music. When you listen to the station, you don't get the feeling of a heavy kind of a product, although we deal with very serious subjects. It's more listenable — we just learned how to run an all-News station. That's something you have got to spend 15 years to do."

Programming The News

Does the borrowing of techniques from music stations extend to programming philosophy? Maurer an-

News/Talk

swered no, citing two top news events that particular day, the Phillies' World Series victory and the blowup of a chemical plant in Wilmington — an up and a down story. "News is a self-determining thing. We decide what the top news is and that's what goes on. We don't say hey, we need a rape story here. Whatever happens to be the third most important story is what goes into that slot. You put them in the order of importance as you see them, unlike a music station where you don't follow a certain type of vocal with another, etc. We don't change a story's importance because of its content."

Three Mile Island Revisited

During its 15-year celebration, KYW received coverage from the local press. Its sister television station broadcast live from the radio studios, offering a behind-the-scenes look at the operation. KYW itself aired a special anniversary segment on its regularly scheduled "Reporter's Roundup" show, a commemorative series written and produced by staff members personalizing their most memorable experiences with the station.

It was during this series that listeners mistook a segment as a real occurrence. One reporter felt the biggest story she had been involved with had been Three Mile Island. Before replaying the actual segment, the reporter prefaced it with, "I remember April 1979 when the Three Mile Island accident occurred, and here's how it sounded." This intro was followed by a news alert, a beeper sound usually associated with important, breaking stories. Maurer picks up the story. "But when it got on the air, in the fabric of the whole programming and you're only half listening, you heard that news alert, turned up your radio, and heard Three Mile Island. It only ran once. The reaction we got was pretty astound-



Warren Maurer

ing, people calling the Nuclear Regulatory Commission. It was simply a mistake. We pulled it immediately and ran a story throughout the day that it was an erroneous

broadcast. We had a little good-natured fun poked at us. People said, 'You'll do anything to get publicity on your 15th anniversary!' The incident was subsequently covered around the country.

Outside Threats

Interestingly enough, Maurer sees threats coming more from other related arms of the communications industry than from within radio. "Whatever threats I see are from things like Ted Turner's all-cable news network, from Bell Telephone, which has installed a new sports number that you can call anytime during the day to get scores. There are other ways you can get news when you want it. And if those things proliferate and are convenient for the public, then I can see some erosion from those areas. But I don't see it from within our own industry."

Other successful stations might opt to sit back on their laurels, slacking up somewhat on the full-steam-ahead ethic. Not KYW. "We have not made a very tempting mistake — that's when a station gets to a certain level of audience and profitability and then it cuts back. We have not taken that bait. We have decided we are going to keep running full tilt. There are going to be changes in technology — all-electronic newsrooms at some point with no paper, everything on computer, etc. As long as we keep our investment in the station, I think we are going to be in good shape. A lot of pride is here in this station in what we have and what we have accomplished."

KABC: Celebrating 20 Years Of Talk Radio Success

"How can you run a radio station and not play music?" That was the overall consensus when Ben Hoberman (now President of ABC Radio Division) came to Los Angeles announcing a change to all-Talk for KABC. Now, 20 years later, KABC is the number one-rated station in the Los Angeles market. The station also has the distinction of staying with its format during that time, unlike many other leading L.A. stations.

In The Beginning

Debuting on October 20, 1960, the format consisted of one-way talk with no telephone calls. Air personalities would clip articles out of magazines, capsulizing them for the listening audience. From that point on the station evolved, keeping in tune with the changing times. The turbulent Sixties era saw the station take a deliberately controversial stance, one which did not endure. VP/GM George Green explains, "We thought the kind of radio we presented was right at that time. But as we grew up, we refined what we did and we realized that controversy for controversy's sake was not what we wanted. In order to get people to listen, they had to accept the facility. We then became very image-conscious and started to provide the news service that we have and very classy kind of communicators. Today we have evolved as a kind of a magazine or television station of the air."

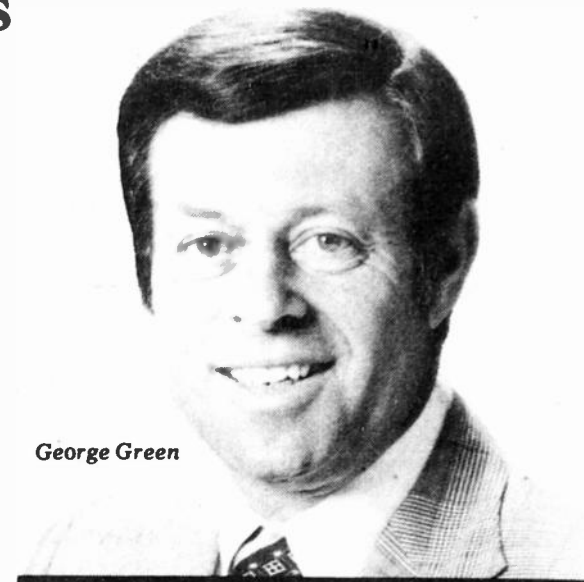
The Key Is Personality

During its evolution, the station has instituted several concepts which have since been utilized by other stations across the country. These include establishing an ombudsman service to aid in solving consumer complaints and employing an accredited psychologist on the air. Currently, the station's lineup features Michael Jackson and Ray Briem (both with the station for 14 years), the morning team of Ken & Bob, psychologist Dr. Toni Grant, Ira Fistell, Carol Hemingway, and Pamela Mason, rejoining the station after 13 years. Rounding out the format are sports, restaurant, travel, and money programs, as well as a telephone call-in religion show.

Though the programming covers a variety of subjects, the one thread pulling it all together is personality, a very significant element, as Green points out. "That really separates all of Talk radio stations. There are no two Talk stations that I can think of that are alike. I know we are being emulated a lot and that's OK, but it's really unfair for other people to say, 'We're just like KABC.' It's like music. Unless you are automated, music stations are quite different because of the people who present the music."

Your Direct Connection

A recent offshoot of KABC's evolution and commitment to the local community is its "Direct Connection to Life" campaign, which was introduced in July. Developed by locally based Klein &, the campaign is a re-



George Green

sult of discussion with various focus groups about what Talk radio, especially KABC, meant to them. Many mentioned the idea of covering a wide spectrum of life, hence the phrase "Direct Connection to Life." According to Program Director Wally Sherwin, a television spot will begin running in November, while the actual campaign has been somewhat simplified. "We are saying directly, 'Direct Connection to a specific area' — sports, politics, and so forth. In other words, zeroing in specific areas. Our programming now is pretty much the same way. We are targeting more specific areas for our people. It isn't just a general area now. We are honing in on our personalities and making things just a little tighter."

Next 20 Years

When questioned about the belief that the future of AM lies primarily in News/Talk rather than music, Green had definite ideas of his own to the contrary. "I think the move towards Talk may be premature in a lot of markets because music is not dead. I think AM stereo is there. The more FM develops and matures, they are going to add commercials eventually, instead of just eight units. Before you know it, AM is FM. As we develop you'll have Talk stations on FM. I think AM operators are panicking and are taking the road they think is the one to success, which is not, I can tell you, a scramble towards Talk radio. A lot of them will be very disappointed. They will find that the first thing they attract is a very large 50+ demographic, which is going to freak them out because they don't know how to sell that. The numbers aren't going to come easy, acceptance on the part of the listeners doesn't come easy, and it is a very expensive format to program. And it takes dedication."

KABC's 20 years is proof of that.

— Gail Mitchell

When your listeners want to know the outcome of their income, can you tell them?

Beginning November 1980 in the top 50 radio markets, The Wall Street Journal Report will be broadcast *live*, Monday through Friday, 17 times daily, from The Journal's newsroom in New York. It's all the money news your listeners want—and need—to hear.

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An international network of more than 250 Wall Street Journal reporters and editors will be covering late-breaking events from the world of business and finance. These correspondents are on the scene—gathering the business news that affects you and your listeners: your companies, your careers, your lives.

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On Saturdays, The Wall Street Journal Report will broadcast two special features. Reviewing the highlights of the week past...previews the week to come. There'll be interviews with newsmakers and views

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THE WALL STREET JOURNAL REPORT



WHAT'S NEW

Edited by Don Waller

ABC Profits Dip Slightly In 3rd Qtr., 9 Months Of '80

The American Broadcasting Co. reported slight declines for the third quarter and first nine months of 1980. Third quarter net for the firm slipped seven percent to \$29.7 million, down from \$31.9 million in the year-previous period, while third quarter revenues rose five percent to \$491.2 million, up from \$468.6 million in 1979.

ABC's nine-month net slid five percent to \$107.8 million as opposed to \$114.4 million in the analogous period of 1979. However, the firm's nine-month revenues climbed 14 percent to \$1.6 billion, up from 1979's \$1.4 billion.

While earnings were not broken out divisionally, ABC's radio division

posted an income decline, attributed to higher administrative expenses, despite chalking up higher revenues. ABC's publishing and television operations likewise posted profit declines, although the publishing division managed to increase revenues. The general economic sluggishness affecting the nation was cited as the reason for the declines.

Harris Intros Remote SCA Generator



Harris Corporation's Broadcast Products Division recently introduced its "MSG-95" remote SCA generator, designed for use with most exciters or STL links. The unit features two input terminals: one an AC coupled input for general SCA programming needs and the other a DC coupled

input for use in programming SCA slow scan television data.

The "MSG-95" is equipped with a standard low pass filter that provides the necessary bandwidth protection for stations operating one or two SCA's or stereo programming. Furthermore, the unit can be preset to pre-empha-

size at 150, 75, or 50 microseconds or at a flat response, while its muting delay can be adjusted anywhere from 1/2 second to 20 seconds. This latter feature is activated by a drop in audio level, the threshold of which is adjustable from 0 to -30 dBm. For further information contact the Harris Corporation at (217) 222-8200.

Radio Syndicated Christmas Roundup Continues

Shepherdmusic, an independent radio producer, has announced its 27-hour holiday programming special, "The Sounds Of Christmas," will be available for the third consecutive year. Designed for Christmas Eve and Christmas Day airing with four breaks per hour for commercials or sponsor image announcements, the special features a variety of secular and traditional Christmas material performed by artists such as Emmylou Harris, B.J. Thomas, and various choral and symphonic organizations. "The Sounds Of Christmas" is available on a cash basis with prices based upon market size. For further

information contact Mike Clark or Mike Shepherd at (419) 474-4191.

Radio Arts has kicked off its new Special Features Division with a holiday special entitled, "The Holiday Spirit." Hosted by noted narrator Joseph Campanella, the program salutes nine major holidays (Christmas, New Year's Day, the Fourth of July, Valentine's Day, Easter, Mother's Day, Father's Day, Halloween, and Thanksgiving Day) in 25 three-minute segments apiece. These segments allow for one minute of commercial time each and the total package consists of 225 shows.

For further information or a demo

of "The Holiday Special" call Radio Arts toll-free at (800) 423-2840.

Drake-Chenault adds "Country Christmas With Eddy Arnold, Brenda Lee And Their Friends," to its all-formats holiday special feature, "Christmas At Our House." Produced by Carl Goldman, the "Country Christmas" show is made up of 12 hours of Christmas music performed strictly by country artists, with over 30 guest stars ranging from Barbara Mandrell and Mickey Gilley to Merle Haggard and the Oak Ridge Boys. Cristy Lane and Faron Young will join hosts Brenda Lee and Eddy Arnold, contributing previously unreleased material to the special.

This year, "Christmas At Our House" features the Bing Crosby and Nat King Cole classics along with guest appearances by Bob Hope, Johnny Mathis, and Dionne Warwick among others. The special holiday program comes with an unusual promotional vehicle in the form of Sara Pitzer's "Christmas At Our House" recipe book. 24 60-second features and the usual sales, marketing and merchandising aids are available as well. For further information contact Drake-Chenault at (213) 883-7400.

Cox's Net, Revenues Swell

Cox Broadcasting posted increases in net earnings and revenues for both the third quarter and first nine months of 1980. Net earnings for the firm rose eight percent during the third quarter to \$11.2 million, up from \$10.4 million in the equivalent period of 1979, while revenues soared 25 percent to \$76.6 million, up from last year's \$61.1 million.

Over the first nine months of 1980, Cox's net increased seven percent to \$34 million, up from \$31.8 million in the year-previous period. Nine-month revenues likewise jumped 25 percent to \$220.6 million, up from \$176.4 million in 1979. Radio revenues alone climbed 23 percent during the third quarter of 1980 to lead the firm's broadcast division, while television revenues swelled 10 percent.

25 WINNING JOCKS

Drake-Chenault Launches "Top Five Talent Search"

Drake-Chenault Enterprises is currently conducting a "Top Five Talent Search," with the top five air personalities in each of five categories to be featured on a special Drake-Chenault Talent Search record album, to be available free to stations worldwide in early 1981. The five format categories are Pop/Adult, Contemporary Hit, AOR, Country, and Other (Black, News/Talk, Jazz, Beautiful Music, etc.).

The purpose of the search, according to Drake-Chenault Director of Specialized Programming Consultation Bobby Rich, is to showcase promising air talent so that these air personalities can receive the attention that they deserve. "There's a feeling in the industry that there isn't much good air talent out there. I've always felt there is, and this is our chance to prove it," Rich observes.

To enter, air personalities are required to submit a 10-minute tele-scoped air check and a brief resume to Bobby Rich at Drake-Chenault, P.O. Box 1629, Canoga Park, CA 91304. Deadline for entry is November 28, 1980.

Technidyne's Too Hip Pocket Stereo

Following the footsteps of Sony's "Walkman," the Technidyne Corp. has introduced the "Hip Pocket Stereo," a portable unit that utilizes standard prerecorded tape cassettes and weighs a mere 12 1/4 ounces minus its three "AA" batteries. The system comes complete with carrying case and shoulder strap, a pair of stereo headphones, a demo tape of prerecorded music and three batteries. Additional features include a carrying case for two cassettes, three extra batteries and a buckle for the headphones.

What makes the "Hip Pocket" different is its collapsible headphones, allowing the system to fit into one lightweight carrying assembly. The carrying cases mount on either the shoulder strap or a belt buckle for increased portability.

Optional accessories include the "Sports Pack Case," a padded nylon case, which is available in assorted colors; an additional set of headphones that when plugged into the dual earphone jack create

a "Talk Line" which automatically lowers the volume and allows the listener to either talk to a fellow listener or sing along; an AC power adapter for 120 or 220 volts; and a cigarette lighter adapter.



Frequency response ranges from 40-12,000 Hz, battery life is approximately 12 hours and the 4-track, two channel unit is but 3 1/2 inches by 5 3/16 inches by 1 3/16 inches. Price: \$149.95; optional headphones: \$34.95.

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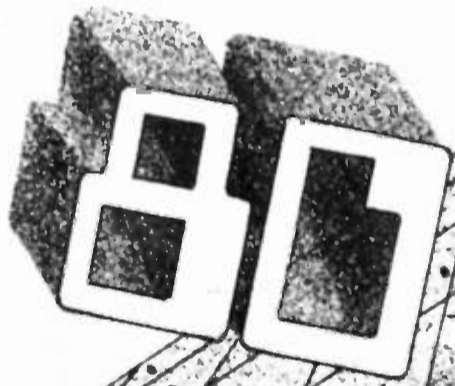
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You asked for it, now we've got it for you — Countdown '80 — with that hard-to-find TM quality!

Check appropriate box, clip and mail today!

- Send demo and hold my market until we talk.
- Send demo, but don't reserve my market (my competition isn't too swift anyway).
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WHAT'S NEW!

Black Radio Advisory Council Sets First Seminar

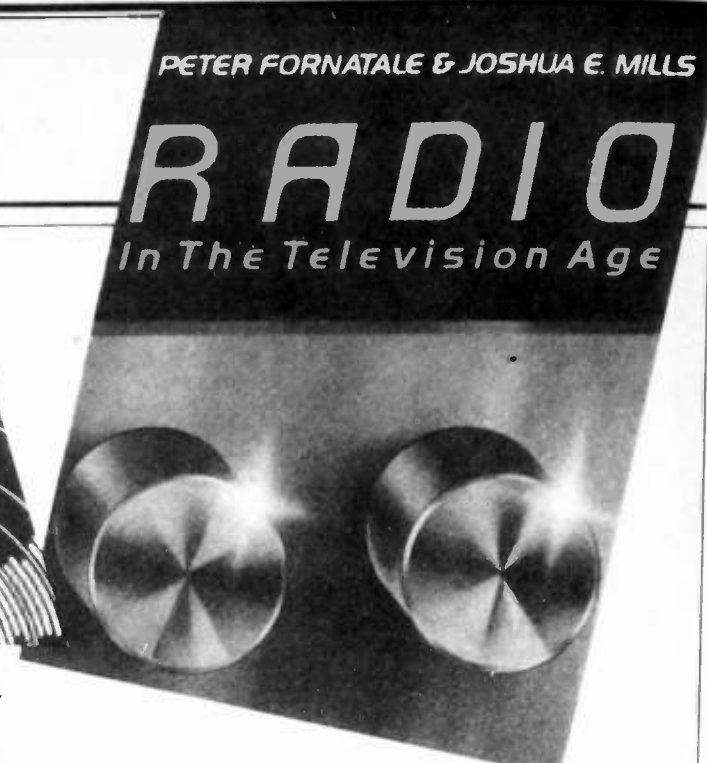
The recently-formed (R&R 10-17) Black Radio Advisory Council (BRAC) has announced its first seminar, a six-hour open forum scheduled for Saturday, November 8 in New York City. Topics to be discussed include political overviews, advertising sales, the "Urban Contemporary" format phenomenon, the changing demographics and psychographics of the radio audience, and career development. Additional subjects to be covered include ratings and Black radio, job security, and the broadcasting profession in general.

For further information regarding this seminar (additional seminars are set to begin after the first of the year) contact BRAC's George Ware at the Black Music Association at (215) 545-8600.

Audiofidelity Acquires Coco Label

Audiofidelity Records, a New York-based firm, has announced the acquisition of worldwide rights to Latin music label Coco Records. Sam Goff, one of the original founders of Coco and currently President of Audiofidelity, will now serve as Chief Executive of Coco as well.

Coco will retain its logo and its existing 60-album catalog will be distributed by Audiofidelity at a suggested list price of \$6.98.



Fornatale Co-Authors Modern Radio, Rock Reference Books

Pete Fornatale, midday personality at WNEW/New York, has recently co-written two books, "Radio In The Television Age," and "The Rock Music Source Book." The former, written in conjunction with New York University Assistant Professor of Journalism Joshua Mills, traces the history of radio during the 1950's, 60's and 70's with special regard to the impact of TV upon the medium. Individual chapters cover the birth of rock 'n' roll, modern radio pioneers from Alan Freed to Gordon McLendon to Chuck Blore, the creation of new formats, non-commercial radio stations and news coverage.

Various technological innovations (e.g., the transistor radio), the changes in FM radio, and a look into the future are also discussed. The book will be published by Overlook/Viking in November.

The latter volume, the product of Fornatale, WPLJ/New York's Bill Ayres and Bob Macken, catalogues rock songs by personal, social or political themes and is intended for use as a reference work for radio programmers, TV news organizations, educators and fans alike. This book will be issued by Doubleday, also in November.

PRO:MOTIONS

Horowitz, Colley & Shaw Promoted As Riva Records Restructures

Riva Records and its affiliated publishing companies have been restructured, with Jimmy Horowitz and Dennis Colley named Executive Vice Presidents of those companies. Under the new arrangement, Horowitz will supervise the record company while Colley will direct the publishing operations.

Horowitz has been a founding member of the Riva Board of Directors since the firm's inception and has served in a variety of posts for Gaff Management Ltd., the London-based parent firm. Colley will maintain his current position as Managing Director of Riva Music Ltd., the London-based parent corporation of Riva Music Inc., in addition to his new duties. Simultaneously, Russ Shaw has been upped to Vice President of Riva Records with his responsibilities to include artist development and the coordination of promotion with Phonogram Inc., Riva's U.S. distributor.

Capitol Forms Executive Mgt. Board

Capitol Industries-EMI Inc. has announced the formation of the Capitol Industries Executive Management Board, responsible for reviewing the financial and commercial performances of the company's operating divisions as well as setting and coordinating plans for future growth.

The newly-created board will meet periodically at the company's North American offices and will be comprised

of the following members: Bhaskar Menon, Chairman; Robert Carp, VP/General Counsel; David Evans, President of Capitol/Canada; Charles Fitzgerald, VP/Finance; Robert Franz, VP/Personnel & Industrial Relations; Ed Khoury, President of Capitol Magnetic Products Division; David Lawhon, President of Technical Resources & Manufacturing Operations Division; Jim Mazza, President of Liberty/EMI America Records; Robert O'Neill, Director/Law Department; Lester Sill, President of Screen Gems/Colgems; Fred Willms, VP/Business Development & Asst. to the Chairman; and Don Zimmermann, President of Capitol/EMI America/Liberty Records Group.

Boyd Forms Hannibal Records

Joe Boyd has announced the formation of Hannibal Records, which will be distributed in the United States by Antilles/Mango Records and by Island Records in the remainder of the world. Boyd's production credits include Maria Muldaur, Fairport Convention, Toots and the Maytals, the Incredible String Band and Pink Floyd. He was also formerly associated with Warner Bros. Films where he produced the feature-length "Jimi Hendrix" documentary and oversaw the soundtrack albums for "A Clockwork Orange" and "Deliverance."

Initial releases for the label will be albums by the Rumour, Geoff Muldaur, Defunkt and Kate & Anna McGarrigle, all of which will be released in November. Hannibal will maintain offices at Island's London and New York locations. Boyd and his assistant, Kathy Rowe, may be reached at the New York office at (212) 758-1530.

Syndicate It Formed, Audio Stimulation Distributes

A new radio production/syndication company, Syndicate It, has been formed by Bob Dockery, Jr. (President) and Walter Ainsworth (VP/Production). Audio Stimulation Sr. VP Gary Parker announced that his company would distribute the new firm, which will produce contemporary radio programs featuring music and sports. Dockery was most recently West Coast Director/Merchandising for Columbia Pictures; Ainsworth headed his own record production and label ventures.

Black Named Exec. VP For TEC Label



Jonathan Black

Jonathan Black has been named Executive Vice President for Philadelphia-based TEC Records. Black is an entertainment lawyer whose clients have included members of Harold Melvin and the Blue Notes, Dexter Wansel, producer Samuel Peake, Jr., and Life's Galaxy Productions President Theodore Life.



Marcellino Named Nat'l Promo Dir. At Tapestry

Kenney Marcellino has been appointed National Director of Promotion for Tapestry Records. Most recently Marcellino served as Executive Producer for Power Play Productions, having formerly been a staff writer at Almo Music and publisher at Big Heart Management as well as an independent manager and producer.

Pictured (l-r) at the Tapestry offices are the label's Rondi Rupper, Larry Cohen, Kenney Marcellino, Bobby Vinton, and Megan Arian.

Maugeri Upped To VP At Radio Arts

Rudy Maugeri has been elevated to Vice President at Radio Arts Inc. Most recently Director of Music at the Burbank, CA-based radio syndication firm for the past four years, Maugeri previously served as Music Director at KFI/Los Angeles and WHN/New York for five years apiece. He was also a former member of the Crewcuts of "Sh-Boom" fame.

Sacks Named GSM For Radio Arts

Ron Sacks has been named General Sales Manager for the recently-created Special Features Division of Radio Arts Inc. Sacks's syndication background includes having served as Sales Manager of Studio House and as an account executive with Diamond P Enterprises, where he handled the Dick Clark "Solid Gold" program.

Kirishjian Elevated To Nat'l LP Promo Mgr. At Columbia

Linda Kirishjian has been promoted to Manager of National Album Promotion at Columbia Records. Most recently Manager of National Secondary Promotion for the label, Kirishjian joined Columbia in the Broadcast Services department in 1977. Prior to her association with Columbia, Kirishjian served as a News Director and air personality in college radio.

In her new position, she will be responsible for maintaining regular telephone contact with secondary album oriented radio stations as well as supervising prerelease promotion strategy for the label.



Linda Kirishjian

The Flip Side of the News

WILD WORLD OF NEWS

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THE 1ST SINGLE FROM THE ALBUM



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ON EMI-AMERICA RECORDS





And now, as time allows, let me dip into my hamper of names and anecdotes of stars in the biz dealing with mass iconoclasm and Unmitigated Jollity (and his Orchestra) . . . Did you know that Bruce Wendell was once a batboy for the Phillies? That's one of the reasons we notice Bruce with the ubiquitous "P" on his jacket (not to mention his wingtips).

Although you may recall Spencer Tracy, when he played the part of Father Flanagan of Boys Town, uttering the now-famous phrase, "There's no such thing as a bat boy!"

Congrats to Dave Sholin of RKO zooming to the Bill Gavin Report. We know he'll be frolicking in the beautiful Embarcadero Center. Scott St. James (KMPC's sports whiz) and yours truly were chatting about Dave on the air the other day, and Scott (who's now broadcasting the UCLA Bruins football games with Fred Hessler) told me he hired Dave for his first job in radio, at KLIV in San Jose. Scott and Dave still utilize the knowledge they acquired during the first energy shortage in San Jose years ago . . . they dry their underwear by wrapping it around a pop tart and tossing it in the toaster!

No More New Year's Eve Parties At WMOH?

They must have had some soiree in Hamilton, OH nine months ago . . . Listen to this and congratulations to the gang at WMOH in Beautiful Butler County: Mr. and Mrs. Bill Wright (formerly with WIBG in Philly) (the Operations Manager) had a baby daughter Katy. Mr. and Mrs. Roger Kay became the proud parents of Christopher . . . and Joel Cella, the fabled afternoon drive jock and Music Director,

and Mrs. Cella now have newly born Geoffrey. All the kids were born in the same month only a week apart. The children are waiting a few more months before they form their own consultancy firm. ("That's Incredible," please copy.)

Nice note from John Greenleaf at KOAK-AM-FM in Red Oak, IA. John heard me being interviewed on the "Larry King Show" on Mutual and I mentioned that early in my sneaky career I had toiled at KMA in Shenandoah, Iowa. That's true. Mike Hoyer was one of the great jocks there at the time. Floyd Kalber, with NBC News, was working for KMTV (the affiliate TV station in Omaha), and my job, among other things, was to introduce Merle Langfitt, the flying farm reporter. I don't know if Mr. Langfitt is still flying or if he's still a reporter, but those were exciting times for me. The station had facilities that were a block long and employed as many people as KNX/Los Angeles (The CBS West Coast flagship). The Everly Brothers worked across town at KFNF where they sang as children. (They also enjoyed singing as elderly people and occasionally as animals.) My gig was to introduce folks, give station breaks, and announce the news. However, the town did provide me with all the humidity I could eat.



Series Final Sparks NBC Victory

The 1980 World Series lasted just long enough to give NBC the margin for a second straight Nielsen victory, this one for the week ending October 26. The final Phillies triumph pulled down a massive 40 rating, beating the runner-up (the contest's pregame show) by 12 1/2 percentage points. NBC's lead over its two network opponents was considerably slimmer, 19.6 to CBS's 17.6 and ABC's 17.1

Following the game and its warmup were 3) "60 Minutes" (CBS) 4) "Dallas" (CBS) 5) "Love Boat" (ABC) 6) "Real People" (NBC) 7) "Sophia Loren — Her Own Story" (NBC Sunday movie) 8) "Monday Night Football" (ABC) 9) "Dukes Of Hazzard" (CBS), and 10) "The Last Song" (CBS Thursday movie).

CBS played to the "Peanuts" gallery last week and took home 11th and 12th place for its efforts with two "Charlie Brown" specials, "Life Is A Circus" and "The Great Pumpkin." Rounding out the top 20 were 13) "That's Incredible" (ABC) 14) "Fantasy Island" (ABC) 15) "Little House On The Prairie" (NBC) 16) "Pleasure Palace" (CBS Wednesday movie) 17) "Cry For Love" (NBC Monday movie) 18) "Father Figure" (CBS Sunday movie) 19) "Nashville Palace" (ABC), and 20) "Games People Play" (NBC). "WKRP In Cincinnati" finished 45th last week.

POLYGRAM TELEVISION FORMED — The Polygram Group's latest entertainment entity, Polygram Television, has been formed with former Columbia Pictures Television Distribution head Norman Horowitz named President/CEO. The company will be based in Los Angeles and will develop, produce, acquire, and distribute programming for TV networks, syndication, pay-cable, public TV, videocassettes and discs. It will also syndicate Polygram's theatrical film library and work with Polygram Pictures in developing and producing TV programming.

MUSIC ON TV — The Grammys are moving to New York next year, with a February 25, 1981 date set at Radio City Music Hall for a CBS telecast. Dire Straits guest on "Fridays" October 31. Anne Murray is on the "Monte Carlo Show" November 1. Glen Campbell appears on the "Smothers Brothers" special November 11. Sue Saad & The Next are on "Hollywood Heartbeat" November 5. Nielsen/Pearson join "John Davidson" November 11. Gladys Knight & The Pips cohost "Solid Gold" October 31, with Andy Gibb, Tanya Tucker, Hall & Oates, Eddie Rabbitt, Queen, and Dave Mason guesting. A recent Anaheim concert starring Merle Haggard, Willie Nelson, Emmylou Harris, and Alabama was taped for a proposed 1981 TV special. Jerry Naylor's "Continental Country" syndicated radio series may come to pay TV. A pilot starring Glen Campbell and Tanya Tucker is set, and if enough interest is aroused, producer Allan Nadohn plans to cross-promote the show with over 150 radio stations which carry the radio version.

VIDEOSCOPE:

VIDEODISC PROSPECTS DIMMER: Addressing the International Tape Association's 1980 Home Video Programming Seminar in New York recently, Merrill Lynch research division VP Harold Vogel said he was having second thoughts about his own previous prediction that VCR's and videodiscs would sell 12 million units by 1985. Sales figures for both configurations are expected to be less than two million units for the entire year of 1980. Principal obstacle to the video industry's growth, according to Vogel, is the increasing proliferation of videodisc formats, which he fears may decrease the number of available titles, although there may be as many as eight different noncompatible versions of the same program on the market. . . . **TOP TEN BEST-SELLING VIDEO PROGRAMS FOR OCTOBER:** According to Videography magazine, the best-selling videocassettes nationwide were: 1) "Allen," 2) "The Rose" (an impressive debut), 3) "10," 4) "The Muppet Movie," 5) "The Return Of The Dragon" (also debuting strongly), 6) "The Jerk," 7) "A Star Is Born," 8) "Superman" (the longevity champ with eight months on the list), 9) "Smokey And The Bandit" (likewise a debut) and 10) "Animal House." Hottest among the also-rans were debut offerings "Norma Rae" and "Emanuelle" as well as "The Electric Horseman," "Blazing Saddles," and "The Godfather." VHS maintains its recent format dominance over Beta with 77 percent of the market. . . .

ERR WAVES

BY BOBBY OCEAN



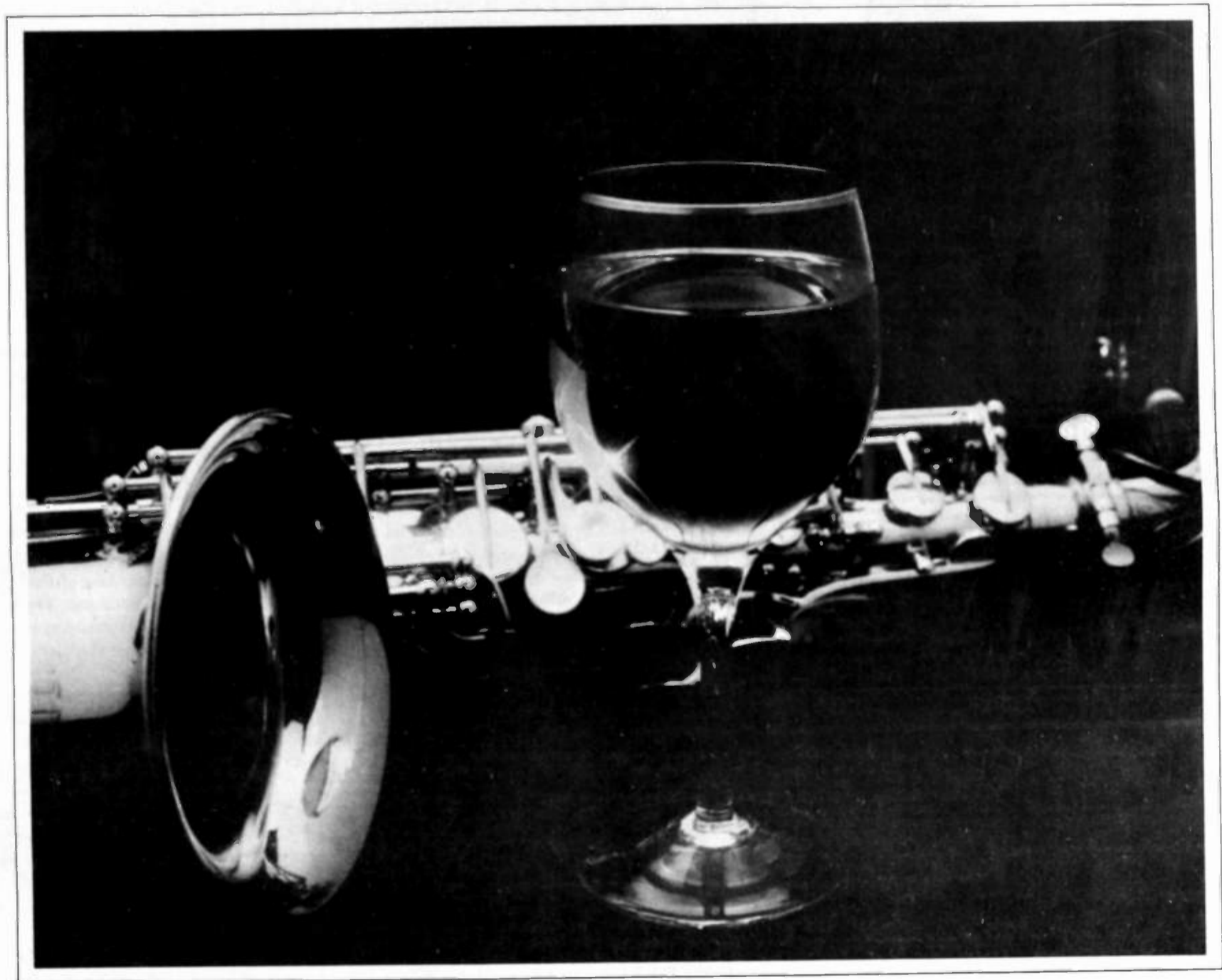
5 YEARS AGO TODAY

Radio & Records

- ★ MIKE LUSHKA NAMED VP/SALES AT MOTOWN
- ★ BOB BURCH BECOMES PD AT WABX/DETROIT
- ★ NUMBER ONE FIVE YEARS AGO: "Island Girl" — Elton John (MCA)
- ★ NUMBER ONE COUNTRY: "Are You Sure Hank Done It This Way" — Waylon Jennings (RCA)
- ★ NUMBER ONE LP: "By Numbers" — Who (MCA)

1987 ELECTRA RECORDS
GROVER WASHINGTON, JR.

HEAR HIS SAX IN A NEW LIGHT—
WINELIGHT



TASTE, ELEGANCE AND A SPARKLING INTENSITY MAKE
WINELIGHT^{6E-305}
A WONDERFUL CHOICE.

WINELIGHT FEATURES THE SINGLE "LET IT FLOW"^{E-47071}

THE NEW ALBUM IS PRODUCED BY GROVER WASHINGTON, JR. & RALPH MCDONALD.
GREAT EASTERN MANAGEMENT



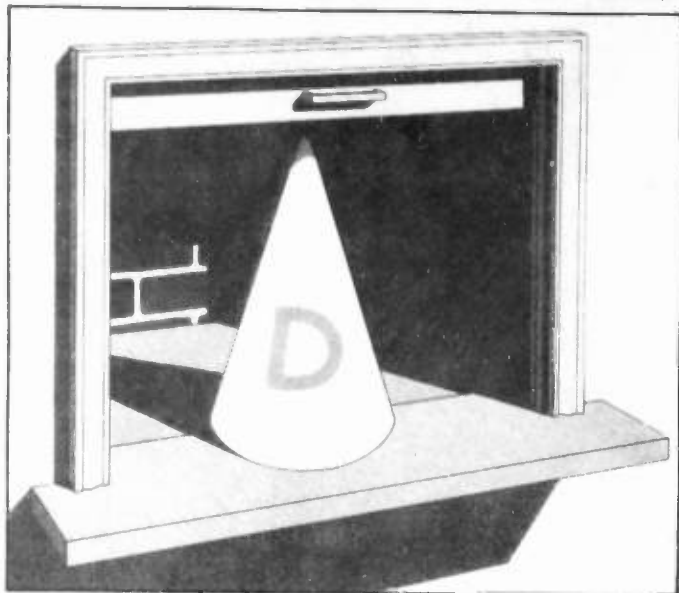
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STREET TALK

THE KORGIS



"EVERYBODY'S GOT TO LEARN SOMETIME"

E-47018

THE BACK PAGE

BREAKERS

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

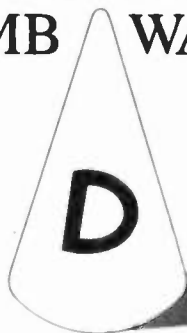
KORGIS

Everybody's Got To Learn Sometime (Asylum)

63% of our reporters on it. Moves: Up 81, Same 36, Down 0, Adds 26 including WBEN-FM, JB105, CFTR, Q105, WZZP, KEARTH, KOPA, WTIC-FM, 14Q, KSET-FM, BJ105, KIOA, WIKS, KLUC. See Parallels, charts at number 29.

The first single from the new KORGIS ALBUM
"DUMB WAITERS"

6E-290



A Rialto Records Ltd. Production



©1980 Elektra/Asylum Records
A Warner Communications Co

Here's a question for you: What Detroit FM station is currently researching the Motor City for a possible format shift to Country?

Ed Hynes, VP/Promotion for Columbia Records, experienced some chest pains in his office last week and has been admitted to a hospital for tests. Apparently Ed's passed all the exams with flying colors, but will take some time off on doctor's advice. Here's hoping for a speedy return to the trenches for Ed!

Word out of Houston is that former KRBE PD Clay Gish is back in town. Clay's returned from his honeymoon on the West Coast and will reportedly be back in the programming game within the next few weeks. Just where Clay will wind up has not been determined.

KASH/Eugene will switch formats within two weeks from Contemporary Hit Radio to "an automated soft-Country." Current PD Andy Barber and many members of his staff will be on the loose.

Meanwhile, a little further north . . . KJR/Seattle's legendary morning personality, Charlie Brown, is retiring. PD Tracy Mitchell has already begun the search for Charlie's replacement. According to Tracy, "Just the right creative and entertaining personality is going to land the job of a lifetime!"

Jefferson Airplane (Starship) co-founder Paul Kantner is in Los Angeles Cedars-Sinai Medical Center following a stroke the 39-year-old guitarist suffered last Saturday (10-25). At presstime Kantner was listed in stable condition, conscious and talking.

Jed Duvall, formerly PD of WHBQ/Memphis, has been named as the new PD at KIOA/Des Moines.

If you caught the new TV comedy show last Friday (10-24) night, "From Cleveland," you might have caught a glimpse of WMMS/Cleveland's Kid Leo. Leo played the head of a street gang called, appropriately enough, "The Buzzards." Wonder who came up with that gang name? And while we're plugging Kid Leo, his voice makes an appearance in Paul Simon's "One-Trick Pony" movie, coming through the radio during a love scene. The film was shot mostly in and around Cleveland.

Byron & Tanaka have joined the airstaff at KFI/Los Angeles from WIFI/Philadelphia. The new duo will do all-nights and key fill-in shifts, such as Lohman & Barkley's Saturday morning shows when the regular morning duo is unavailable.

Sit On It

Steve Kelly, KIMN/Denver's evening personality, who already holds the Guinness record for "nonstop escalator riding," has just set another mark.

In an effort to raise money for Denver's American Cancer Society, Steve agreed to another daring feat of endurance (or is that a daring *seat* of endurance?). Steve sat in *every single one* of the 75,000+ seats in Denver's Mile High Stadium, home of the Denver Broncos. The sitathon began at 7:00am Monday morning (10-20) and Steve finally plopped down in the last chair at 10:23pm Thursday night (10-23). In the process KIMN's phones rang off the hook, as the station accepted over \$30,000 in pledges for the charity. All the Denver TV stations covered the event, as did the local newspapers.

Steve, obviously glad the ordeal was over, mercifully avoided the obvious "pain in the _____" jokes. However, if he doesn't at least get a shot at being named an honorary member of "the County Seat," we'll be disappointed.

Dusty Springfield apparently has a convincing impersonator running around Hollywood claiming to be the recording star. The suspect was picked up (for the second time) last week and will be arraigned on November 11.

K101/San Francisco has replaced Jim Lange ("The Dating Game") as morning personality with Scott Burns from WRKO/Boston. Scott will join the staff on November 6.

Congratulations to another San Francisco air personality True Don Bleu of KYUU. In the nationwide talent search for the perfect ingenue to play the title role in the film "Annie," TDB's daughter, Jennifer, is among the 15 finalists!

If you watched "the great debate" Tuesday (10-28), this item may be of interest. The National Unity Campaign, a support group for candidate John Anderson, conducted a parking lot bumper sticker survey in Sacramento recently to determine each of the three candidates' relative popularity. In the final tally Ronald Reagan had four stickers, Anderson had one. President Carter scored zero. That made Reagan the winner, right? Wrong. KZAP showed up with 125 stickers.



EARTH NEWS

THIS WEEK

PAC-10 COLLEGE FOOTBALL SCANDAL

NEXT WEEK

VARIOUS GUEST ARTISTS

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

*Michael Dundas
1949 - 1980*

*A very special person who had a
unique ability to bring laughter into our lives.
He made our days much brighter,
and his untimely death is
a great loss to us all.*



Ratings & Research

"A major consideration of programmers must be the mental attitude and consistent on-air performance of the staff."

The "Programming Public" Under Quarterly Measurement

If you are a regular reader of R&R, you may have noticed lately that Dr. Richard Lutz and I have been writing a lot about Quarterly Measurement. We don't want to belabor the topic but we are concentrating on this matter because the implementation of the 10-week and 12-week Arbitron surveys — in every market by next spring — is the most important development in radio research so far in the 80's. QM will, or should, cause a revolution in radio — more mature marketing, less hyping in promotional campaigns. Last week I wrote about how the "second public," the advertisers, need to be made aware of the implications of the extended Arbitron sweeps. This week we'll examine the implications for another major "public," namely the radio programmers and their considerations.

Staff Psychology Affected

In a market with two or more Quarterly Measurement surveys annually, more than half of the year will see Arbitron activity in the marketplace — either in the 24 or more actual survey weeks, or in the time period after the formal end of the sweep, when diaries are allowed several weeks before

to your staffs what QM means to them, and creatively . . . touch on when to schedule vacations, when to time on-air contests and promotions, and how to market in a consistent fashion instead of dangling goodies to tempt listeners during a four-week stretch. How well can a PD cope with this staff challenge, with the sword of Damocles (Arbitron) hanging over his or her head?

The PD As Marketer

Programming management in a station will have to become more involved in building the overall marketing plan of the station. Up to now, most stations have not had a written, concise, properly budgeted marketing plan developed. Under QM, the station that does not have a marketing plan — for the next year at least, and possibly as long as two years — will be at a disadvantage. The PD, the person in charge of the product (the on-air sound), should have a great deal to say about the development of this marketing plan. The PD should think about and advise on, among other things, the budget needed to properly staff the station; the types and frequency of station on-going research efforts, both music research and

"The PD ought to . . . be prepared to mount increased research efforts to keep up with the everchanging pulse of the marketplace."

they must arrive in Beltsville. Given this time frame, a major consideration of programmers must be the mental attitude and consistent on-air performance of the staff. In the past, the prevailing psychology has often been to really be on your toes for a four-week sweep, with perhaps slightly less energy or less topnotch performance in the non-sweep periods. This was really a shortsighted attitude, since listeners make decisions about station preferences in non-survey periods, as well as survey times. However, the use of this psychology is thrown out the window with the advent of QM. Now the air personalities — and the support staff, such as the music research people — need to be made aware that their efforts are "onstage" consistently, not just during four-week time slots.

This poses a tremendous challenge for you programmers out there. You must calmly explain

market research; and the advertising or promotional tools needed to maximize the research findings.

Under the Quarterly Measurement system it will be more vital than ever for a station to build a franchise, or a unique position in the market. The PD ought to have a key role here, and should be prepared to mount increased research efforts to keep up with the everchanging pulse of the marketplace. The station that does not engage in persistent research efforts will be the station that sees its franchise, its niche, crowded and threatened by competitors.

Record Industry Implications

One major aspect of the marketing challenge will be to provide the proper on-air sound to your

Week In Review

Advisory Council Elections Due Soon

Six new members of the Arbitron Radio Advisory Council will be elected in November, with a two-round procedure set to cull the six representatives. Arbitron clients can vote for their favorites in each of the following categories that will be filled — Beautiful Music, markets 51+; Black radio, all markets; Contemporary, markets 1-50; Country, markets 1-50; Country, markets 51+; and News/Talk, all markets.

Kale Named To NRBA Research Panel

Richard Kale, President of Golden West Broadcasters' Radio Division, has agreed to serve on the NRBA Research Committee. Kale, former GM of KEX/Portland, was also one of the initial members of the Arbitron Radio Advisory Council. The NRBA research committee now numbers six members. Ted Dorf, GM of WGAY-AM-FM/Washington, DC, chairs the group.

target demos. In stations where music is an important part of that sound, QM represents a significant challenge for both the station music staff and the industry that supplies the product. Like the advertisers, the record industry needs to be made aware of the longer QM sweeps and their effects. In the past, four-week surveys provided nice capsules of time when companies could release hoped-for hits to help enhance the air sound of stations with music-oriented formats. Now, with the more omnipresent survey system, there will be a tremendous requirement for "good" product. The station PD's need to make clear to record company representatives that the stations need more consistently good music, attuned to the proper demographics. If PD's don't spread the word now, record companies will not be able to provide enough worthwhile product next year when QM really gets rolling.

At the station level, music research needs to be utilized on a thorough basis. The PD will have to see that the effort is done not just in the months of April and May or October and November, but throughout the year, especially in areas surveyed at least twice per annum. If the music industry is not able to generate enough positive product to fill the airwaves during the year, then stations may turn more to oldies or other in-house selections that can be easily utilized. If this is the case, testing the public's reaction to the relevant oldies you have in mind will be important.

QM Challenge

The above points are designed to make programmers out there aware that a new day is coming. Quarterly Measurement should mean a more responsible role for the PD, with tremendous problems and opportunities. How well you relate to the staffing, marketing and music challenges noted earlier will go a long way to determining who wins and loses under the extended survey system.

Q&A

Lisa Blinzler, Research Director for KYTE-KLLB/Portland called to ask, "If two stations in a market (one AM, one FM) use a slogan with '97' included, which station gets credit if '97' is recorded in a diary?"

To a large extent it depends on whether the respondent checked the AM box or the FM box in the appropriate section of each diary page. If the AM box was checked, your station would get credit. If the FM box was checked the other station you are concerned about would reap the credit.

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.



TIERRA



has got it all **"TOGETHER"**

"An out 'n out #1 record."

Bob Hamilton, National Music Director RKO – KRTH/Los Angeles

"GIANT HIT in Los Angeles."

John Rook, Program Director – KFI/Los Angeles

"The most requested record in the history of the station."

Rick Stancato, Music Director – KRLA/Los Angeles

"Biggest selling single in L.A. in the last 5 years."

Mike Wagner, Program Director – KIIS-FM/Los Angeles

"The people chose this record, to be the smash that it is."

Paula Matthews, Program Director – KIQQ/Los Angeles

"The record is #1 at our station – that speaks for itself."

Bob West, Music Director – KGGI/Riverside, CA



"TOGETHER"

(WS8-5702)

The Hit Single from the Boardwalk LP
by **TIERRA, City Nights**

(FW 36995)



The L.A. explosion is now being heard around the country

KRLA add 15-6-3	KIIS-FM add 22-14-8-3
KEARTH add 21-10-4-3	KGGI add 16-10-6-3-2-1-1
KFI add 27-26-21-17	KIQQ add 32-21-7-6-3

KRLY add
Y100 deb 35
KFRC add

KTSA deb 25
KSET-FM on
KINT 18-13

KBFM add
96X deb 34
WAXY deb 28

KX104 deb 29
KYNO-FM 9-4
KIDD add

KRUX add
KHYT add
FM99 deb 32

Mediatrend Estimates

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

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

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.

New York

WKTU Adds Four, Now Tops; WOR Still Slipping; WPAT-FM Up With Schulke Input; WNBC Moves 16th-11th; WJIT Up 20th-12th.

	Aug. '80	Sept. '80	Oct. '80
WKTU (R/D)	6.3	7.0	10.8
WBSL (B)	8.1	9.4	8.2
WINS (N)	6.0	6.5	6.2
WPLJ (A)	5.5	4.6	5.2
WPAT-FM (BM)	3.6	3.5	4.6
WOR (T/PA)	6.2	5.2	4.5
WABC (R)	5.6	3.9	4.4
WCBS (N)	4.4	5.2	4.2
WADO (S)	3.7	4.0	4.1
WNEW-FM (A)	3.5	3.8	3.7

Los Angeles

KABC Number One Again; KNX On Rise, Now Second; KRLA Moves Up Again; KBIG Moves 10th-5th; KJOI Vaults 17th-6th; KMET-KLOS Race Tightens; KNX-FM Up 14th-9th; KROQ Surges To Top Ten; KLAC Slides 9th-11th; KIIS-FM Down 6th-12th; KMPC Falls 8th-15th; KUTE Returns To 20th From 10th.

	Aug. '80	Sept. '80	Oct. '80
KABC (T)	9.4	8.5	9.1
KNX (N)	3.7	5.2	5.9
KRLA (R/O)	4.2	4.6	5.6
KMET (A)	5.0	6.2	5.2
KBIG (BM)	3.5	3.3	4.8
KJOI (BM)	4.5	2.1	4.5
KFWB (N)	4.3	4.0	4.3
KLOS (A)	4.0	4.5	4.2
KNX-FM (A)	2.8	2.5	4.0
KROQ (A)	—	—	3.7

Chicago

WGN, WBBM Remain 1-2; WLUP Slips 4, Trails WMET; WMAQ Up 11th-6th, WFMT Jumps To 9th; WJEZ Up 13th-10th; WKQX Down 5th-15th; WCLR Loses 50%, Down To 17th; WLAK Falls 9th-18th.

	Aug. '80	Sept. '80	Oct. '80
WGN (T)	11.0	11.2	13.9
WBBM (N)	7.9	8.6	8.4
WIND (N)	4.7	6.9	6.3
WLOO (BM)	7.1	5.5	6.2
WLS (R)	6.2	4.6	5.6
WMAQ (C)	2.9	3.6	4.5
WGCI (B)	7.2	3.8	4.1
WMET (A)	4.7	2.6	3.8
WFMT (CL)	1.8	—	3.7
WJEZ (C)	2.5	2.6	2.9
WLUP (A)	4.2	7.1	2.9

BRAD MESSER



Charging Off to the Poorhouse

We gave him a heck of a sendoff party because we were proud of him and happy he had been selected for a job in the big city. We were jealous he would be getting about twice the salary of those he left behind.

High times for him. Lady Luck and all that. Off he went to sign the contract and begin making his fortune.

Thirteen weeks later he was back, the emotional equivalent of white in the face. "I thought I was gonna be rich! You wouldn't believe how much it costs for an apartment there! And you have to take a taxi everywhere, and the restaurants charge about double. I was never so glad to get out of a place in my life!"

What went wrong? His planning, or lack of it. He had done not a sliver of homework to check out the cost of big-time living, and the lesson he learned the hard way was the hoary "look before you leap."

Money isn't everything, but — as they say — it's surely ahead of whatever's in second place. Management is aware that hiring people from smaller markets can be less expensive than pirating talent from across the street. There are times when a big market manager will knowingly bring in talent for less than the going rate, simply because he can get away with it. That's business. We all try to get things at the lowest cost, and some managers feel obligated to go after talent the same way.

Is there really much difference, though, from one city to the next? Aren't apartments about the same? And food and gasoline? No!

Big corporations transferring people around the nation use consultants to determine cost-of-living differentials. One of the better-known is Runzheimer and Company, which bills itself as "consultants to management for travel and living expenses." That company services big companies, not individuals, so you can't call 'em and ask what you'll have to make in Chicago to be ahead of your Sheboygan salary, but some comparisons are possible with published figures.

"An employee relocating from Jacksonville, FL, to Los Angeles, CA, will experience a \$4450 decrease in annual spendable income. It is this 31% increase in taxation, transportation and rental costs which many firms recognize as a financial burden to the relocating renter," says Runzheimer. That's for a family of two, earning \$30,000 a year, renting a typical 1200 square foot apartment, driving two cars. Without figuring food or entertainment or clothing, a move to Los Angeles will subtract \$4450 from the buying power of that couple just in the areas of tax, transportation, rent, and utilities.

Runzheimer's price survey for a family of four earning \$41,000 a year (probably not in radio) indicates housing costs of \$6837 in Orlando, FL rising to \$7471 in Portland, Or, and \$11,615 in Rochester, NY. Upward in housing cost comes Detroit at \$12,525 and Chicago at \$16,139. Lower Connecticut serving New York City is \$16,647. Los Angeles housing for the \$40,000-a-year family of four is \$15,849. San Francisco is \$17,054. Just for housing. There are cost jumps in many other categories.

The hot new job in the big time may put you in the big time poorhouse unless careful advance homework is done. Don't forget to calculate non-monetary differences like traffic jams, pollution, school busing, and presence or lack of beaches, mountains, lakes and other recreational facilities. Sometimes it takes sacrifice to "get ahead," but it takes homework, usually, to know whether you're making a sacrifice or making tangible progress by taking that next step up the job ladder.

Rip 'N' Read

The First Big Car Show

MONDAY, NOVEMBER 3: The 1981 cars have silicon chips and sexy circuits that enable them to talk to us. "Please check the oil level!" "Please fasten your seat belts!" "Please make the payment tomorrow or I go back!" Eighty years ago today when the first American automobile show was held — at Madison Square Garden in New York City — cars didn't even have self-starters.

The first coast-to-coast color TV broadcast was 27 years ago (1953). Actor Charles Bronson was born Charles Buchinsky 58 years ago.

350 Bullets per Minute

TUESDAY, NOVEMBER 4: Today's the anniversary of the patenting of the rapid-fire gun invented by Richard J. Gatling. It could eject hot lead slugs at the rate of 350 per minute, but the Army was skeptical and didn't have much time to waste checking out miracle weapons. That's why it took four years for the U.S. military to get around to using the Gatling Gun.

Walter Cronkite is 64. His middle name is Leland, and he is a Junior. He began anchoring CBS News in 1962, after a career as a wire correspondent and newspaper reporter.

Kids Burning Their Dummies

WEDNESDAY, NOVEMBER 5: This is a big holiday for kids in England, a rough equivalent of Halloween. Children construct effigies of a hated Englishman who plotted to blow up Parliament back in 1605. They make their little scarecrow-dummies of Guy Fawkes, put a hangman's noose around the neck, maybe stick in a knife or two. Then adults give them treats of candy and small change for having made a good Guy Fawkes dummy. At least that's what I'm told by those who have actually been there. After the trick-or-treat part, there are fireworks, and the effigies are set afire!

Screen cowboy Roy Rogers was born Leonard Slye 68 years ago today. Elke Sommer is 39. Bill Walton is 28. Tatum O'Neal is 17.

Packard Car Crosses the U.S.A.

THURSDAY, NOVEMBER 6: The first coast-to-coast automobile journey ended at New York City 77 years ago today. It had taken the Packard just over seven weeks to make it from San Francisco.

The Vietnam peace talks began a dozen years ago in Paris. Abraham Lincoln was elected on this date in 1860. Sally Field is 34. Mike Nichols is 49.

Ghost Ship

FRIDAY, NOVEMBER 7: The ship *Mary Celeste* sailed out of New York harbor for Italy on this date in 1872, and was found drifting at sea four months later without a person aboard. One of the famous "ghost ship" mysteries.

Will we ever forget it? Richard Nixon must wish we would. This is the 20th anniversary of his loss of the California Governor's race, and the bitter statement, "You won't have Nixon to kick around anymore!"

Billy Graham is 62. Joni Mitchell is 37. Johnny Rivers is 38. Mary Travers is 43.

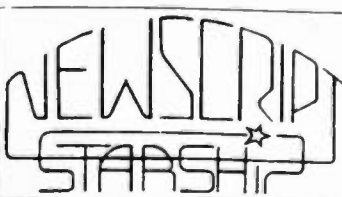
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25-49!

The country's first matched-flow Pop-Adult format is now available in a limited edition. Make your station number one in the 25-49 adult demo. The RADIO ONESM system... for the competitive 80's.



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THE SINGLE, "YOU SHOOK ME ALL NIGHT LONG"

3761

MOVES

WBEN-FM 26-23	KJR 19-17	KHFI 24-14	WRVQ 16-10	KROY 11-9	KILE 36-33
JB105 24-20	KUPD 10	KBFM 11-8	KJ100 17-14	KTAC 24-21	KQIZ-FM 25
Q107 26-23	WFBL 29-27	WTIX 23-20	WVIC 40-37	KRSP 10-7	KPUR 19-16
Q105 21-19	WHFM 20-17	B97 19-16	WAKX 14-7	KMJK 26-20	KVOL 24-22
WDRQ 11-9	K104 17	WNOE 18-15	WIKS 30	WLBZ 14-11	KQWB-FM 39
KWK 6-6	WAQY 15-12	KQ94 18-16	WNAP 27-25	WFBG 34-31	WSPT 15-8
WGCL 17-15	WKEE 12-8	KXX106 20-16	WDJX 28-23	WCGQ 9-9	KCBN 23-21
Q102 30-26	V100 21-16	WAAY 16-13	KKXX 18-11	WISE 22-16	KFXD 24-21
KFRC 13	KRBE 30-26	96X 19-17	KIOY 11	WANS-FM 15	KRLC 7-4
	KINT 28	CK101 17-12	KIDD 14-10	WKXY 20-16	

DEBUTS

WOLF deb 34	WPST deb 34	WFMF deb 28	92Q deb 28	KWWL deb 20	KDZA deb 27
		KLAZ deb 40	KWEN deb 37		

PLAYING ON

WIFI	13K	BJ105	KX104	WGUY	FM99
PRO-FM	WFLY	WBBO	WZOK	WIGY	KKRC
WOKY	WJDX	FM100	92X	WHHY	KDVV
		WLAC	KJRB	WXLK	

NEW

WSKZ add 27	KSTT add	95SGF add	KSEL add
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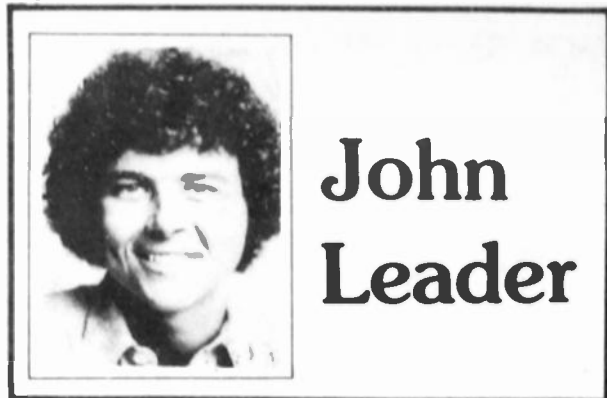
THE ALBUM, "BACK IN BLACK"

ALBUM CHARTS

RADIO & RECORDS ALBUM AIRPLAY/40 #6

SD 16018





**John
Leader**



NON-MUSIC PROGRAMMING

Radio Psychs Up For Fall

Radio entertainment can be something as basic as a listener's favorite record or as eventful as a weekend music special. As radio stations all over the country attempt to elevate themselves above their competitors, entertainment is being discussed more and more. A creative personality on your station is entertaining, and since no one else in your market can have that personality performing on their air, his or her entertainment also becomes unique. If you believe that entertainment has a place in radio, this is a story for you.

From Denver To Tacoma

I received a letter from Ric Hansen, Operations manager of KTAC/Tacoma, explaining that he had just begun a weekly one-hour show employing the talents of Denver psychic Ms. Lou Wright. Ms. Wright first came to Ric's attention through KTAC's Production Director, who had heard her on the air at KIMN/Denver (where she currently does a weekly two-hour talk show).

The mechanics of the KTAC show are very simple. Ms. Wright calls the station from Denver a few minutes before 10am on Thursday morning. KTAC midday personality Greg Cook, who hosts the show, then puts local Tacoma callers in contact with Ms. Wright via conference call.

Ric explained to me, "She is really great on the air . . . very poised and confident. Her professionalism is one of the keys to keeping the thing going. We try our best to expedite the callers, allowing only one question per caller, but the topics are almost always personal. We screen all the calls in an attempt to cut down on the repetitive topics, but she gets a lot of pregnant women asking, 'Will my baby be a boy or a girl?' The response has been just amazing. More women call than men (about a 60/40 ratio), but the men seem to be getting more interested every week.



GREG COOK AND HIS TRUSTY PSYCHIC — Pictured in the KTAC studios are Ms. Lou Wright and midday personality Greg Cook. Ms. Wright uses her psychic powers on listeners who call the station. She also does a weekly show on KIMN/Denver.

"One of the spooky things she does is divulge something about a caller, stating a fact that she couldn't possibly know about . . . she'll tell a caller, 'You're having a relationship with a man who has two children.' When you hear the listener say, 'That's right!', it sends chills up your spine."

KTAC has had Ms. Wright on the air for over six weeks and the response indicates her appearances are an unqualified success. The station recently flew her

it may be the revival of a concept worth reexamining. Specialized programming of a music or non-music nature can help set your station apart from the pack. Radio continues to specialize with music and personalities as a means of economic survival, and specialized programming, which was widespread in radio's past, may have certain applications for the future.

Interestingly, KIMN, KTAC and WAKY are all using their psychics in middays, a time period when con-

"It's pretty hard to describe the impact of something like this unless you actually heard it, but the entertainment value was incredible and it was totally mass appeal. We had people of all ages calling in."

into Tacoma for some promotional visits and her regular radio show. The Tacoma paper did a half-page article on her and one of the local TV stations sent a camera crew over for a feature story. Even though her show is only one hour long on one day of the week, Ric feels that his new psychic is a real plus.

Wacky In Louisville

Another psychic is now a part of the regular weekly schedule at WAKY/Louisville. Lynn Gladhill does an hour each Wednesday at 10am with WAKY Operations Director and midday personality Mike McVay. She first came to Mike's show as an occasional guest earlier this year, but the response to her visits prompted the station to offer her a more permanent forum. Ms. Gladhill claims to have a very strong connection to the spirit of the late Elvis Presley.

The setup at WAKY is identical to that at KTAC, except Ms. Gladhill is actually in the studio with McVay. The topics in Louisville mirror those in Tacoma as well, with personal relationship problems heading the list. She has had three regularly scheduled shows on WAKY and all the callers thus far have been women.

Mike was skeptical at first: "My fears were that she would just be too much talk for the audience and that they would go off elsewhere in search of music. I still play a few songs during the hour she's on, but not much anymore. It's just an amazing show . . . people are eating it up. I like to call it the 'Real People' of weird, but our listeners are definitely fascinated."

How About A Psychethon?

I first heard about the ultimate use of a psychic on radio last spring when Jeff Frank of WAEB/Allentown told me about his station's "Psychethon." Jeff hired psychic Ms. Paige Bryant to appear on WAEB for 24 straight hours. The station heavily promoted the event and Jeff candidly credits the event as being instrumental in its 8.2-9.8 ratings increase.

Jeff explained, "We started the thing at 6pm on a Friday night, and for the first seven hours Paige spoke by telephone with other psychics from all over the world. They discussed things like the Bermuda Triangle, dreams, and UFO's. At 6am on Saturday morning we opened the phone lines and she did readings and predictions for the listeners that called in.

"She's such a pro behind the mike and she really kept the thing moving. It's pretty hard to describe the impact of something like this unless you actually heard it, but the entertainment value was incredible and it was totally mass appeal. We had people of all ages calling in.

"The Psychethon concept was one of the most successful non-music promotions we've ever done and I'd really like to do it again."

Programming Value

I'm sure psychics are making radio appearances all over the country and I know this is not a new idea, but

temporary radio may face competition from television soap operas as well as other radio stations. The psychics have proven very popular with female listeners thus far, so the midday time slots may be just right for this type of programming.

Basic human psychology tells us that people love to talk about themselves, which is precisely what happens when a psychic takes to the airwaves. And those who don't even try to call can enjoy hearing those that do get through expose their own lives and loves. It's daring, different, and definitely entertaining.

I'm not advocating that every station run out and hire a psychic for their midday show, but the concept of non-music entertainment on the radio is a valid one. If your listeners only wanted to hear nonstop hits, a cassette deck would do the job much better than any radio station. While that may be an oversimplification, the point is successful radio has to offer more than just music. Creative personalities, fun contests, thoughtful promotions, and specialized programming can all be very effective tools for winning a bigger share of your potential audience.

One last thought has occurred to me . . . isn't it kind of a strange coincidence that I should hear from three radio stations in the same week that all have psychics on the air? Or was it more than coincidence? Hey, it's Halloween and I'll bet Rod Serling had a few weeks like this in his life. But still . . . (fade in spooky music) . . .

Motion

Congratulations to WISM/Madison's Charlie Simon on his marriage October 12 to Kathleen Koellen . . . Nell Ross has left KZLA/Los Angeles for KHTZ/Los Angeles and the 9am-1pm shift . . . "Truckin' Tom" has moved from WSEZ/Winston-Salem to WHFM/Rochester as 6-10pm personality . . . WAAY/Huntsville has a new morning drive announcer, Dave Steele, coming from WKYX/Paducah . . . WRJZ/Knoxville Operations Manager J.J. Scott has left his afternoon airshift at the station to devote more time to his programming duties. The airshifts at the station have been slightly rearranged to cover J.J.'s absence . . . Doug Paul is the new PD at WKZL/Winston-Salem . . . Jack Acuff is the newly appointed MD at WSGA/Savannah, and Nancy Brooks has been made MD on the FM Z102/Savannah. Both appointments were announced by PD Brady McGraw . . . Larry O'Neal has resigned as Operations Manager at Q101/Meridian in order to return to his hometown of Atlanta and accept a job outside of the radio business . . . Rich Watson is the new PD at KFXM/San Bernardino and Jason McQueen has been named the station's MD . . . Ken Noble is now programming KFOX/Long Beach, coming from KZLA/Los Angeles. KFOX will continue to use the programming services of Drake-Chenault's syndicated Contempo 300 format.

**“...JUST A LITTLE BIT MORE
THAN THE LAW WILL ALLOW.”**

WAYLON

**THEME FROM
THE DUKES OF HAZZARD**

PB-12067

the album

MUSIC MAN



AHL/AHS/AHK1-3602

RCA



**COUNTRY'S HOTTEST HIT
COMES TO CONTEMPORARY HIT RADIO**

JB105 33-28
Z93 20-16
Q105 12-9
WOKY add 27
WFBL add 40
WTRY 27-19
KSRR 15-12
KTSA deb 27
KWIC 25-21

WNOE 27-20
KEEL add
KXX106 21-17
WERC 16-9
WSGN 20-17
WLCY add
WAPE 5-4
WBBQ 29-23
WLAC 24-20

KX104 add
WOKI 29-22
WRJZ 4-4
WNOX 3-13
WKIX 6-3
WAYS 11-9
WSEZ 9-7
WGH 23-4
WVLK add

KRAV add
WTSN add
95XIL add
Z102 add 33
KPUR 24-19
KFYR add
WEAQ add 25
WSPT 18-13
KVIL on

13K 23
WFBR deb 26
WOLF deb 33
WAQY on
WKEE 40-36
KINT 25-22
KHFI on
WTIX 40-37
BJ105 37-34
92Q 28-24

WTMA 22-20
WQRK deb 34
KOFM 25-23
WNAM deb 28
KILT on
KENO deb 30
KRUX deb 40
WGUY on
WLBZ 36-31
WIGY on

WSGA 30-26
WCGQ on
WISE deb 30
WFLB on
WANS-FM on
FM99 on
WKXY on
KKLS on
KDZA on
KRLC 29-26

NAB/NRBA

Continued from Page 1
 ment Relations Abe Voron told R&R, "There is no virtue in combining the conventions. This problem can be rectified with some financial pain to NAB, but then they are the ones who have made the mistake."

"I am most open to talking with NAB to help bring about a resolution," he concluded. "We had our dates established first and we have them set through 1986. It's a damn shame that the industry is

the one that really has to suffer."

NAB Calls For Broadcaster Response

Wayne Cornils again asked R&R to make NAB's position clear by stating, "NAB is run by broadcasters for broadcasters and I encourage everyone to make their feelings known to us and to NRBA in the form of solid suggestions for a remedy." Cornils concluded by echoing Voron, "If this is not resolved, there will be a significant loss in quality for both meetings."



ELTON PLAYS MADISON — Elton John did a concert in Madison recently, and found time to grant Z104 an exclusive 25-minute interview, built into a 50-minute special by PD Jonathan Little. Pictured (l-r) backstage are Little, the conservatively-attired Mr. John, WTSO air personality Sarah Van Allen, and Z104 MD Matt Hudson.



PETS PEP UP KINT — Two of Penthouse's Pets visited KINT/El Paso's morning man/new PD Jim Zippo for a guest DJ stint. Zippo is pictured flanked by Jeannie (left) and Lydia.



BENATAR GIVES WLS BEST SHOT — Chrysalis artist Pat Benatar visited WLS/Chicago for an interview recently. She's pictured with MD Tim Kelly (left) and PD John Gehron.

Johnny Martin Passes Away

Johnny Martin, a veteran of 17 years on the air-staff of KRNG/Tulsa and father of WCFL/Chicago PD Dave Martin, passed away at midnight Friday (10-24) at the age of 56. The elder Martin, who had been working on-air at the Tulsa station as recently as August 1, 1980, had been in failing health for several years.

KRNG MD Don Bishop told R&R that the station aired a 15-minute tribute to Martin Tuesday morning (10-28), followed by a 40-minute program later that evening, featuring Martin's beloved big band music as well as excerpts from his 1978 "going-away party," which was attended by a number of local radio and TV personalities. (Martin was forced to resign his nightly KRNG big band show in 1978, due to ill health. However, he recuperated sufficiently to return to the airwaves on a one night per week basis until earlier this year.)

In lieu of a funeral, private services were held in Tulsa on Tuesday, October 28. Martin leaves, in addition to his son Dave (nee John Jr.), his wife, Virginia, and two sons, Terry and Tony.

Steely Dan

Continued from Page 3

issue, with Azoff suggesting the possibility of "legal remedies" if necessary. He concluded, "In the meantime, Steely Dan has delivered its last contractual studio album to MCA."

Scott

Continued from Page 3

going to reposition the radio station with emphasis on 25-54 year-old adults," he continued, adding that the station had hired Doug Carrick from KSD/St. Louis to host a nightly (8-11:30pm) talk show, which Scott described as being "controversial, contemporary, and issue-oriented."

Scott noted that WGBS would continue with its Pop/Adult music format, as well as providing news and information, and was adding the aforementioned talk segment to complement its nightly hour-long sports-talk show and "CBS Mystery Theatre."

Holmes

Continued from Page 3

late City label, which remains a Casablanca subsidiary.

Holmes commented, "I believe that the family spirit we always enjoyed at the company will continue under Bruce Bird. He's worked with us since the beginning, and I am confident he will carry on the successful tradition." He added that he would disclose details of his forthcoming projects in the near future.



FOGHAT CONQUERS Z102 — Bearsville's Foghat played in Savannah recently, and Z102 did an in-store broadcast from a local record store. The band is pictured with Z102 air personality Jack Dillon (center).



FM102 PARTY TAKES THE CAKE — FM102 (KSFMI)/Sacramento staged a birthday celebration for 1000 listeners, featuring a 102-foot cake that is being evaluated for world record status. The station's staff is pictured behind a portion of the gargantuan cake; in the foreground is a segment of a 102-inch sandwich that also fed the multitudes. From left, two bakers, Billy Manders, another baker, Rick Gillette, PD Jeff Lucifer, Sherry Griffin, Steve Wray, Donna Perry, Mike Reynolds, and Cassandra Santisteban.

What's Wright For KIMN, KUUY, KTAC Is Wright For You!

LOU WRIGHT

Personal psychic for Elvis Presley from 1973 to 1977, Lou is available exclusively to your market, to speak directly to your listeners. With an 80-90% accuracy rate at KIMN on predictions of a general nature (politics, world & local affairs, etc.), Lou is the answer to midday ratings, and that's no prediction — that's a promise.



SYSTEMS SOUTH, INC. 5412 81st AVENUE CT. W.
 TACOMA, WASHINGTON 98467

CALL COLLECT (206) 565-1251

610 KFR C

IS PROUD TO BE NORTHERN CALIFORNIA'S #1 TOP FORTY RADIO STATION

THIS WEEK TITLES

- 1 WOMAN IN LOVE
- 2 WHIP IT
- 3 ANOTHER ONE BITES THE DUST
- 4 THE WANDERER
- 5 REAL LOVE
- 6 HE'S SO SHY
- 7 UPSIDE DOWN
- 8 LATE IN THE EVENING
- 9 LADY
- 10 MASTER BLASTER
- 11 XANADU
- 12 NEVER KNEW LOVE LIKE THIS BEFORE
- 13 YOU SHOOK ME ALL NIGHT LONG
- 14 SHE'S SO COLD
- 15 TURNING JAPANESE
- 16 ALL OUT OF LOVE
- 17 LOVELY ONE
- 18 I'M ALRIGHT
- 19 DREAMING
- 20 I'M COMING OUT
- 21 DREAMER
- 22 GIVE ME THE NIGHT
- 23 HIT ME WITH YOUR BEST SHOT
- 24 DE DO DO DO, DE DA DA DA
- 25 LET'S DO SOMETHNG CHEAP AND SUPERFICIAL
- 26 ALL OVER THE WORLD
- 27 HUNGRY HEART
- 28 ONE IN A MILLION YOU
- 29 WHO WERE YOU THINKIN' OF
- 30 SAILING
- 31 STARTING OVER
- 32 LOOKIN' FOR LOVE
- 33 EMOTIONAL RESCUE
- 34 LET ME BE YOUR ANGEL
- 35 LOVE ON THE ROCKS
- 36 YOU'VE LOST THAT LOVIN' FEELING
- 37 SHERRY
- 38 DRIVIN' MY LIFE AWAY
- 39 FAME
- 40 SOMEBODY WANTS YOU

ARTISTS

- BARBRA STREISAND
- DEVO
- QUEEN
- DONNA SUMMER
- THE DOOBIE BROTHERS
- POINTER SISTERS
- DIANA ROSS
- PAUL SIMON
- KENNY ROGERS
- STEVIE NODERS
- OLIVIA NEWTON-JOHN & ELO
- STEPHANIE MILLS
- AC/DC
- ROLLING STONES
- THE VAPORS
- AIR SUPPLY
- THE JACKSONS
- KENNY LOGGINS
- CLIFF RICHARD
- DIANA ROSS
- SUPERTRAMP
- GEORGE BENSON
- PAT BENATAR
- THE POLICE
- BURT REYNOLDS
- ELO
- BRUCE SPRINGSTEEN
- LARRY GRAHAM
- THE DOOLITTLE BAND
- CHRISTOPHER CROSS
- JOHN LENNON
- JOHNNY LEE
- ROLLING STONES
- STACY LATTISAW
- NEIL DIAMOND
- HALL & OATES
- ROBERT JOHN
- EDDIE RABBITT
- IRENE CARA
- THE AUSSIE BAND

Patrick W. Norman, Vice President & General Mgr.

Gerry Cagle, Program Director

Sandy Louie, Music Director

Dr. Don Rose
Rick Shaw
Mike Novak
Mark McKay

6am-9am
9am-12noon
12noon-3pm
3pm-6pm

Bill Lee
Candi Chamberlain
Don St. Johnn
Steve Walker

6pm-10pm
10pm-2am
2am-6am
Weekends

PARALLEL ON-TAIRS

EAST FM99.9 WXLO New York

CFMT 680 Toronto

PRO-FIT Providence

WPGC Washington D.C.

W107 Washington D.C.

717.7 Cleveland

WJXC 77 New York

WJXC 77 New York

ROCK 102 WBEN-FM Buffalo

WOR 98.5FM Boston

98.5FM St. Louis

98.5FM St. Louis

105 Providence

wifi 92 Philadelphia

ROCK 102 WBEN-FM Buffalo

WNBC Radio 66 New York

WOKY Milwaukee

98.5FM St. Louis

60 WUAB Baltimore

wifi 92 Philadelphia

for 108 Boston

WKBW Buffalo

63 KDWB Minneapolis

98.5FM St. Louis

F-105 Boston

96 X Pittsburgh

WY 102 Philadelphia

68 WRKO Boston

Q102 Cincinnati

104FM KBEQ Kansas City

(H) indicates one of the five "hottest" records on each Parallel One playlist

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 one 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

227 REPORTS
230 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song
Regional Reach: 100/25
National Summary: 85%
Up 51
Same 24
Down 0
Add: 28

EXAMPLE
100/25 - 100 R/R reporting stations on it this week, 25 of those 100 added this week.
85% - 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 (to be on, add to, on 31, 31, etc.)
Down 0 - Number of stations moving it DOWN on their charts.
Add: 25 - Again, number of stations ADDING it this week.

(Air Supply continued)

WEEZ 24 21	WYBY
WJZZ 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21
WYBY 10 10	WRFL 24 21

IRENE CARA
Out Here On My Own (RSO)
LP: "Fame" Soundtrack
Regional Reach: 72/2
National Summary: 32%
Down 1
Same 19
Add: 7

CHRISTOPHER CROSS
Never Be The Same (WB)
LP: Christopher Cross
208/7
82%

DEVO
Whip It (WB)
LP: Freedom Of Choice
135/2
68%

JIMMY HALL
I'm Happy That Love... (Epic)
LP: Touch You
187/6
82%

ACDC
You Shook Me... (Atlantic)
LP: Back In Black
95/4
42%

PAT BENATAR
Hit Me... (Chrysalis)
LP: Crimes of Passion
170/5
75%

JOHN COUGAR
This Time (River)
LP: Nothin' Matters...
97/14
43%

ROGER DALTREY
Without Your Love (Polydor)
LP: "McVicar" Soundtrack
144/22
63%

DR. HOOK
Girls Can Get It (Casablanca)
LP: None
51/28
22%

DARYL HALL & JOHN OATES
You've Lost That Lovin' Feeling (RCA)
LP: Voices
207/6
91%

AIR SUPPLY
Every Woman In... (Arista)
LP: Lost In Love
143/53
63%

HARRY CHAPIN
Sequel (Boardwalk)
LP: Sequel
105/56
46%

HARRY CHAPIN
Sequel (Boardwalk)
LP: Sequel
105/56
46%

NEIL DIAMOND
Love On The Rocks (Capitol)
LP: "The Jazz Singer" Soundtrack
182/34
85%

DOOBIE BROTHERS
Real Love (WB)
LP: One Step Closer
218/0
86%

JACKSON BROWNE
That Girl Could Sing (Asylum)
LP: Hold Out
181/2
71%

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LP: Hold Out
181/2
71%

Paul & Dana (continued) LP: ... 168/3 70%

Billy Joel (continued) LP: ... 162/2 46%

John Lennon (continued) LP: ... 132/8 56%

Stephanie Mills LP: Sweet Sensation 171/3 76%

Olivia Newton-John (continued) LP: ... 71/10 31%

Cliff Richard (continued) LP: ... 216/2 86%

Jackson Lovers One (Epic) LP: Triumph 168/3 70%

Kansas Hold On (Kirschner) LP: Audio-Visions 162/2 46%

Stacy Lattisaw LP: Let Me Be Your Angel (Cotillon) 132/8 56%

Willie Nelson LP: On The Road Again (Columbia) 136/2 68%

Nielson/Pearson LP: If You Should Sail (Capitol) 71/10 31%

Kenny Rogers LP: Lady (Liberty) 216/2 86%

Waylon Jennings LP: Music Man (RCA) 68/12 28%

Korgis Everybody's Got... (Elektra) LP: Dumb Waters 143/28 63%

Randy Meisner LP: Deep Inside My Heart (Epic) LP: One More Song 161/23 67%

Cliff Richard LP: Dreaming (EMI America) LP: I'm No Hero 210/4 93%

Cliff Richard LP: I'm No Hero (EMI America) LP: ... 210/4 93%

Rolling Stones LP: She's So Cold (Rolling Stones) LP: Emotional Rescue 165/0 68%

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Billy Joel LP: Somewhere... (Columbia) LP: Glass Houses 146/12 64%

John Lennon LP: Just Like Starting... (Geffen) LP: Double Fantasy 163/48 81%

Randy Meisner LP: Deep Inside My Heart (Epic) LP: One More Song 161/23 67%

Olivia Newton-John LP: Suddenly (MCA) LP: "Xanadu" Soundtrack 83/22 41%

Cliff Richard LP: I'm No Hero (EMI America) LP: ... 210/4 93%

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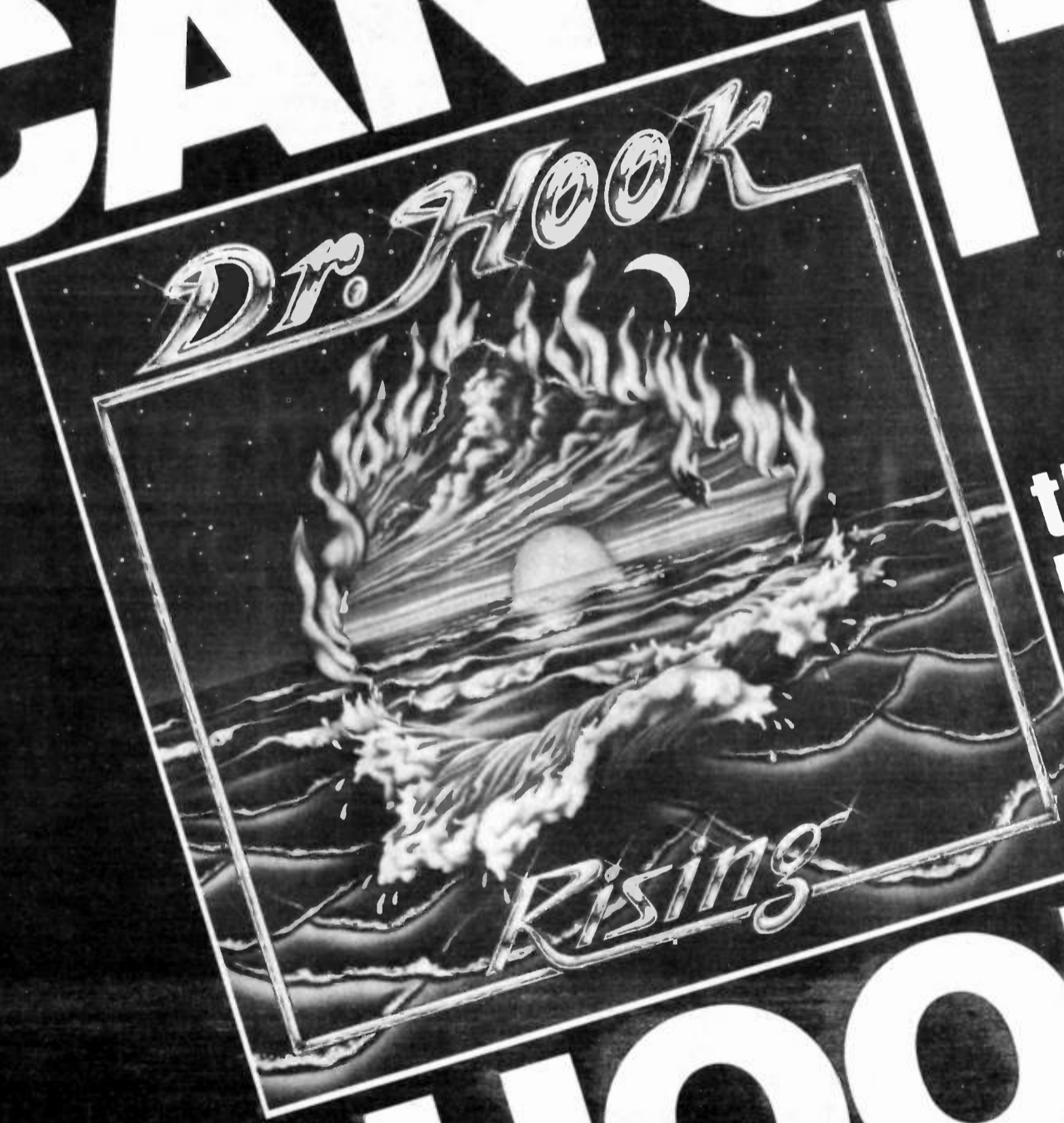
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Rolling Stones LP: She's So Cold (Rolling Stones) LP: Emotional Rescue 165/0 68%

"GIRLS CAN GET IT"

NB 2314



the new hit single from

DR. HOOK

from the forthcoming album

RISING

NBLP 7251



Producer & Musical Director: Ron Haffkine

Management: Ron Haffkine & Bobby Heller

THE PICTURE PAGE

Columbia Listens To EWF's Faces



ARC/Columbia's Earth, Wind & Fire recently treated company execs to a listening reception for their latest LP, "Faces." Pictured are (l-r) ARC's Maurice Watkins, EWF's Verdine White and Larry Dunne, Columbia Records VP Michael Dilbeck, EWF's Maurice White, unidentified, Columbia's George Chaltas, Columbia VP Joe Mansfield, ARC VP Ron Ellison, Columbia's Ken Sasano, CBS Records VP Maury Lathower, group's Al McKay, Columbia's Debbie Newman and Vince Pelligrino.

Kragen & Co. Day In New York



Ken Kragen and clients received a proclamation from Brooklyn Borough President Howard Golden establishing "Kragen and Company Day." Shown celebrating the occasion at the company's new New York offices are (l-r) Kim Carnes, Kenny Rogers, Dottie West, Gallagher, Tom Chapin, Golden, and unidentified man; (kneeling, l-r) Harry Chapin and Dave Rowland (of Dave & Sugar).

Boardwalk Gets Wet



Boardwalk Entertainment Company announced the recent signing of Get Wet, a pop group currently making the New York club scene. The band's debut LP will be produced by Phil Ramone and is slated for release in February. Pictured are (l-r) Boardwalk VP Ruben Rodriguez, President Nell Bogart, VP Irv Blegel, Zecca and Sherry Beachfront of Get Wet, and Phil Ramone.

New LP's For Epic Artists



Solo artist Randy Meisner and Rick Nielsen of Cheap Trick stopped by Epic's New York offices to discuss release of their new albums, Trick's "All Shook Up" and Meisner's "One More Song." Pictured are (l-r) Epic/Portra/CBS Associated Labels VP/IGM Don Dempsey, Epic VP Gregg Geller, Randy Meisner, and Rick Nielsen.

MCA To Distribute Regency



MCA Distributing Corporation announced the signing of a distribution agreement with Regency Records. Pictured at the inking are (from left) MCA Distributing head Al Bergamo, Regency principal Lloyd Segal, Regency's Shelly Banks, MCA Distributing VP's John Burns and Sam Passamano, and MCA's Jere Hausfater.

Liberty Inks Powder Blues



EMI America/Liberty President Jim Mazza announced the signing of Canadian-based group the Powder Blues to the Liberty label. Shown at the pacting are (l-r) Mazza, group's Tom Lavin, EMIA/Liberty VP Don Grierson and Powder Blues manager Bruce Allen.

MSS Get Shot At Le Blanc



Muscle Shoals Sound Records has signed signer/composer Lenny Le Blanc, with a debut LP due in January produced by Barry Beckett. Pictured are (l-r) Beckett, Muscle Shoals Rhythm Section members Randy McCormick and Roger Hawkins, MSS Records President Michael Barnett, Le Blanc, and Muscle Shoals Rhythm Section members Jimmy Johnson (standing) and David Hood.

Atco Captures Carroll



New York City native Jim Carroll joins the roster of Atco Records via an exclusive agreement with Earl McGrath Music. The release of "Catholic Boy" marks the recording debut for Carroll, an established author. Shown at Atco Records headquarters are (l-r) Earl McGrath, Carroll, and Atco VP Reen Nall.

TWO FIRSTS FROM EPIC/PORTRAIT

RANDY MEISNER



“Deep Inside My Heart”

FIRST WEEK ON NATIONAL AIRPLAY/30
→ RANDY MEISNER/Deep Inside My Heart (Epic)

- | | | |
|----------------|--------------|-------------|
| WKBW add | WKEE 37-31 | KEYN-FM add |
| WBEN-FM 38-33 | KINT 33-29 | WZOK add |
| 96KX 22-17 | WTIX add | 92X add |
| WPGC add 25 | KEEL 35-31 | WHOT add |
| Z93 deb 29 | KQ94 25-20 | KERN add |
| 94Q deb 28 | KLAZ 32-28 | KCPX 31-25 |
| WGCL add | Y103 38-33 | KRSP 27-19 |
| KJR 20-16 | WAPE add | KGW deb 28 |
| KOPA 29-26 | WBBQ deb 30 | KRUX add 35 |
| WFBR 28-24 | WRJZ add | WTSN add |
| WFBL add 37 | WAYS add | KQIZ-FM add |
| WTIC-FM add 30 | WTMA add | KKXL add |
| WKBO add 24 | WAKY 20-16 | KELO add |
| K104 36-26 | KJ100 deb 24 | WTRU add 28 |
| 14Q add 28 | | |

Produced by Val Garay

Management and Direction: Trudy Green

on *Epic* Records

FRANNE GOLDE

“The Natives Are Restless”

Produced by Peter McLan

Exclusive Management: Bill Hons

FIRST SINGLE FROM HER NEW ALBUM “RESTLESS”



on *Portrait* Records

Manufactured and Distributed by CBS Records

AT EPIC/PORTRAIT WE'RE BREAKING NEW ARTISTS!



Jeff Belb AOR

Consultant Profile: Jeff Pollack

AOR radio lost a talented programmer and gained a talented consultant when Jeff Pollack exited WMMR/Philadelphia in January to form Pollack Communications. Since then, he has signed up KZEW/Dallas, KLOS/Los Angeles, and WCMF/Rochester as client stations, is confidentially consulting others, and will be announcing new client stations shortly.

While KZEW has yet to go through a ratings period with Pollack, KLOS and WCMF have both registered significant gains against their dominant market competitors under Pollack's tutelage. In this week's interview with Pollack, the first he's granted since forming his consultation company, he discusses the programming and promotional philosophies that have helped bring his client stations new listeners and ratings points.

R&R: Before you joined WMMR, you were already consulting stations, as an employee of Drake-Chenault. To what extent did that experience help you mold your present consultation philosophies?

JP: While at D-C, I had the opportunity to work with eight different formats. This gave me the opportunity to transcend AOR and discover some basic radio truths that apply to all formats. This was the most important experience for me in my overall understanding of radio in general.

R&R: What's your primary role as a consultant?

JP: The role of a consultant, as I see it, is to offer an objective perspective and advice in those areas of the overall station's performance that the Program Director and General Manager feel are their most vulnerable. For example, a station

"The consultant is there to aid the Program Director and the General Manager in those areas they consider most vulnerable."

might be strong in promotion and image but require fine-tuning in its music systems or library selections. On the other hand, a station that is well-structured formatically may need some promotional input. Each client station has a different competitive situation, so it naturally follows that each station has specific needs. That's why it's extremely important that a consultant be flexible and not arrive in a market with a set formula.

R&R: What's the consultant's relationship with a PD?

JP: I'm really lucky to work with some of the very best Program Directors in the country. Our relationship is based on working as a team to identify the major problems of the station and establish a battle plan as to how best they can be solved. A consulting relationship works best as a team concept which also includes the General Manager and Promotion Director's input. I feel my role is to add that extra competitive edge which, in a fiercely competitive situation, may make a difference.

Another important (and I think somewhat forgotten) aspect of a consultant's relationship with his Program Director is in the exchange and discussion of ideas. A Program Director needs to make a lot of difficult decisions, and unfortunately doesn't always have someone to bounce program-

ming theories and ideas off. A consultant can provide a fresh perspective to the Program Director before an important decision is made.

R&R: I would imagine that the news of a consultant being hired could cause some discomfort and paranoia at a radio station. How do you turn that into a positive working relationship?

JP: From the outset, it's important that the relationship of the consultant to the station is established in a meeting with the General Manager and Program Director. It should be explained that the consultant has been hired to assist in achieving the common goals of the radio station: in-

"Programmers shouldn't be afraid to gamble and use their imaginations."

creased ratings and revenue. The consultant is not there to dictate policy or hire and fire. The consultant is there to aid the Program Director and the General Manager in those areas they consider most vulnerable. A cooperative rather than competitive atmosphere should be established at the beginning of the consultant's relationship with a radio station.

R&R: Who has the final say in choosing the music: the consultant or the station?

JP: It depends on the consultant. There are no set rules, but the Program Directors I work with always have the final say. If you're working with good people, you have to be able to trust their judgment and knowledge of the market. Obviously, I'm more involved with the music at some of the stations than others.

R&R: Consulted AOR's seem to have pretty tight playlists. Why are the playlists so tight, and how much can AOR radio tighten and still grow as a format?

JP: It's hard to say whether it will tighten or loosen up in the next year. Currently AOR is very tight, but I wouldn't be surprised if it swings back to a more liberal playlist. We've gone back and forth several times the past few years.

Perhaps one of the reasons why stations may be so tight now is because it has become apparent that (except for a few groups) new wave has not been accepted by the mass audience, and a large amount of the new music is in this category. This could be why many stations are not playing a large dose of new music.

R&R: What role does research play in your consultations?

JP: It's really quite the buzz word, isn't it? Research as a tool to assist programming can be very helpful. In fact, in response to requests from a couple of my client stations, I'm putting together a do-it-yourself research pamphlet. This will serve as a guide for a PD who wants to answer some lifestyle or music question about his market. Frankly, I think that many radio stations find that after paying exorbitant prices for a research study, they're still left with the same questions. I prefer a more basic problem-solving system of gathering information.

R&R: How do promotions and personalities enter the picture?

JP: Entertaining radio stations that display personality and are involved in unique promotions are hard to find.

Programmers shouldn't be afraid to gamble and use their imaginations. Creative promotion is an important aspect of a successful radio station, and I'm lucky to work with PD's who enjoy a good laugh or an unusual promotion once in awhile. Rock 'n' roll isn't a clinical science, and the most



successful stations are usually the ones that display a lot of character.

R&R: Do you think we'll see more consultants in AOR radio's future?

JP: Absolutely. Good ones, I can't say. If I were a PD or GM, I'd be wary of people who profess to know all the answers and promise instant ten shares. Programming is a lot more sophisticated than it used to be, and the problems of the market more complex. What works in Kansas City may not work in Miami, so the choice of a consultant should be a careful one.

R&R: Have AOR consultants helped create a breed of PD's who can't think for themselves?

JP: That's a very interesting question. I know that quite a few GM's have mentioned to me recently that there seems to be a scarcity of good programming talent these days. I don't believe that there are necessarily fewer talented PD's than in AOR's "golden age." I think that because

"If I were a PD or GM, I'd be wary of people who profess to know all the answers and promise instant ten shares."

programming is so much more sophisticated and complex than it used to be, that a PD needs to be more well-rounded and knowledgeable than ever before. It's not enough for a PD to know a lot about music. He or she has to be aware of music systems and rotations, research and marketing, advertising and promotions, just to name a few key areas. This sort of knowledge comes from work experience in many markets and competitive situations.

That doesn't mean there are any less talented programmers; it's just that there are a lot more factors to contend with in a competitive situation. This is why a consultant, in many cases, has become necessary. A good consultant can help provide input into those areas that the PD may need assistance in. Ultimately, that's why a consultant can make the difference in a difficult competitive situation.

R&R: A frequent complaint about consultants is that they're involved in so many stations that they can't give any one sufficient personalized attention. How big can a consultation firm become before it gets too big for its own good, and that of its client stations?

JP: That obviously depends on the goals of the consultant. If a consulting firm wants to grow into a large chain, and sign up as many stations as possible, they run the risk of decreasing the amount of personal involvement they can have with each of their stations. That's one approach.

I'm interested in developing a professional and personal relationship with the Program Director and General Manager. I think that kind of close contact on a continuous basis can be very beneficial. My goal is not to have a hundred clients, but a select group of fine radio stations and programmers to work with.

THE
doors

GREATEST HITS

SE 515

HELLO, I LOVE YOU

LIGHT MY FIRE

PEOPLE ARE STRANGE

LOVE ME TWO TIMES

RIDERS ON THE STORM*

BREAK ON THROUGH

ROADHOUSE BLUES

NOT TO TOUCH THE EARTH

TOUCH ME

L.A. WOMAN*

The definitive Doors album
that captures the genius
of Jim Morrison.

PRODUCED AND RE-MASTERED BY PAUL A. ROTHCHILD

PRODUCED BY BRUCE BOTNICK AND THE DOORS.

DOORS REPRESENTATION: DANNY SUGERMAN & RICH LINNELL

Producer's note: the original tracks have been electronically reworked to bring them up to "state-of-the-art fidelity." These improvements have been made utilizing mastering and lacquering techniques developed during the intervening ten years.



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Jeff Gelb

EVOLUTION

K99/Great Falls has switched to Progressive Country from AOR... KISS/San Antonio changes owners November 1st from Howard W. Davis to Capitol Broadcasting. No format change is planned... Roberta Haber has been named PD of WAAL/Binghamton... KLOS/Los Angeles night air personality David Chaney exits KLOS November 5th to become PD of KFAT/Gilroy... KMET/Los Angeles's new Asst. MD is Hugh Surratt... M105/Cleveland morning man Joe Benson has exited for airwork at KLOS... Kelly Kingston has joined WJAX/Jacksonville for middays... Ed DiMiceli has exited as Promotion Director for WQFM/Milwaukee; Patti replaces him from Y95/Rockford... New to nights at WFYV/Jacksonville is Charlie Logan. The station's new morning team is Chris Jones, from WBCY/Charlotte, and News Director Jade Quillen... Arlene Lieb has exited Promotions at WYSP/Philadelphia... Cathy Evans has joined WIBZ/Parkersburg for nights... Rich Adams has joined KCAL/San Bernardino for weekends.



PALMER PLAYS GUEST DJ—Island's Robert Palmer followed up an arena concert appearance with a guest air shift at Madison's WIBA-FM. Pictured (l-r) are Palmer and Asst. PD Mike Hayes.

COLOR

HALLOWEEN HI-JINX: Halloween has always been one of AOR radio's favorite holidays for promotions, and this year presents an especially easy tie-in for contests with RCA and David Bowie's new album, "Scary Monsters." WYSP/Philadelphia is holding a scariest monster costume contest, with the winner getting limo service to New York for choice seats at "The Elephant Man." WHCN/Hartford is also sending the winner of its scariest monster photo contest to the play, with other winners receiving copies of the album. WKLS/Atlanta is one of the many AOR's to be cosponsoring haunted houses, with jocks making personal appearances. Meanwhile, KMGH/Bakersfield is celebrating not "Rocktober," but "Shocktober," with a series of special programs and promotions set to celebrate Halloween.

PROMOTION OF THE WEEK

1980 KCAL-FM Mascot Posters

KCAL-FM's Wizard Poster is a major promotion for the station, extending past the Fall book, into the entire year.

70,000 four-color posters were printed at a total cost of \$15,000, and are available free at various locations throughout the area.

The posters will be an annual promotion, with next year's already on the drawing board.

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.

UPDATE

Christina Anthony, Sylvia Salazar and I join the rest of the industry in mourning the untimely death of Michael Dundas. He was one of those people who was in this business because the music meant the world to him. As such, his opinions were always important, his approach refreshingly candid. Not only will he be greatly missed by an industry full of friends — he is irreplaceable.

WCOZ/Boston, WDVE/Pittsburgh, WWWW/Detroit and WGRQ/Buffalo are among the AOR's that have linked with the "Big Music America Contest," which is coordinating a national Homegrown-type album. BMAC wants to have stations in each of the 60 major markets by the end of November; if you're interested in joining the promotion, which allows your station to do a Homegrown promotion without some of the hassles and costs of producing one yourself, contact the company at 4801 Woodway, Suite 301W, Houston, TX 77056... WCMF/Rochester has created its own monthly rock newspaper. The first issue is a very slickly produced four-pager with localized news of upcoming concerts, plus station personality profiles, promotional updates, and album reviews... KZAM/Seattle's Greenpeace radiothon has gathered over \$34,000 worth of merchandise from local advertisers, to be auctioned over the air and at Tower Records over a 60-hour period. Additionally, KZAM will be sending a winning pair of listeners to Hawaii on a whale-watching expedition... WMNR/Monroe has received a grant from the Department of Education to produce a radio series for teenagers on the problems they face while growing up. The twenty-program series will be available to AOR stations at no charge next spring... WMMS/Cleveland has completed its local talent search, and the Generators have won the opportunity to record a 45 on "Buzzard Records and Filmworks." 1000 copies are currently in circulation at Cleveland record stores. The band will also show up on WMMS's upcoming "Pride of Cleveland" album... KSAS/Kansas City is celebrating its first AOR anniversary with a "Birthday Blast," using the theme, "We give you the presents." The station will award winning listeners with such goodies as jewelry, a snowmobile, ski clothes and an expenses-paid ski trip, and a Caribbean cruise... Speaking of birthdays, WRKI/Bridgeport is celebrating its fourth at the end of the year, and would like to run a series of personalized ID's and congratulatory messages from rock artists. There's a November 30 deadline, so contact MD Brian St. James soon at (203) 579-9995... WTUE/Dayton raised \$13,000 in an ugly bartender contest... WFYV/Jacksonville is the latest AOR to be recruiting listeners into, in this case, a "Rock 'N' Roll Navy," giving out discount cards for selected merchandise around town... KZOK/Seattle's ongoing attempt to have a city park or structure named after local guitar legend Jimi Hendrix is proceeding well, according to the latest "Hendrix Memorial Newsletter" from KZOK. The station has received recorded words of support from Cheap Trick's Rick Nielsen as well as Randy



NICKS CLICKS IN RADIO PIX—Stevie Nicks of WB's Fleetwood Mac was greeted backstage following the group's Kansas City concert appearance by KSAS PD Bishop Cheen.

Hansen, and over \$2500 in pledges... KZEW/Dallas, in conjunction with WB, gave away 30 copies of the new Doobie Bros. album, and flew one of the album-winners to San Antonio to see the band in concert. The winner returned to KZEW the day of the Doobies' local appearance for a pre-concert review of the San Antonio show... WLAV/Grand Rapids is going all out in a co-promotion with WB on the "One-Trick Pony" album and film: the station is sending 50 listeners to a special premiere of the album at a recording studio, then sending them on a hayride that will culminate late in the evening (so to speak) with a special sneak preview of the film... It was WAAF/Worcester vs. the rock group Boston in a recent benefit basketball game which WAAF lost, 79-69... WHKC/Evansville listeners have been invited to get in the spirit of the political season by voting for "rock 'n' roll president." On the night of the actual elections, WHKC will also be counting ballots, and one of the listeners who voted for the winning star will receive a complete Led Zeppelin catalogue... CITI-FM/Winnipeg is holding a local music talent search, with the winning band getting 50 hours of studio time, plus 1000 copies of a four-cut EP... KAZY/Denver was able to do its regular evening radio show from the arena where Bruce Springsteen was playing, while he was onstage. While the show couldn't broadcast the entire performance, listeners could catch portions of the concert's ambience during regular breaks. Much of the concert was recreated for KAZY's audience by playing studio cuts of the tunes Springsteen was performing at the time onstage... Happy first AOR anniversary to KIDQ/Boise... Frank Zappa premiered four cuts from his Europe-only new album release, "Crush All Boxes," during an interview with WPLR/New Haven... KBOS/Tulare needs AOR and jazz service from all labels. Contact PD/MD Joe Collins at P.O. Box 1101, Tulare, CA 93725, or call (209) 686-3406.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WGRQ/Buffalo presented Kings for \$3.97.

BROADCASTS: Ellen Shipley on WDHA/North Jersey... Doobie Bros. on KDKB/Phoenix... Johnny Van Zant on DC101/Washington.

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

CONVERSATIONS: Carlene Carter, NRBO on WHCN/Hartford... Whitesnake on WQFM/Milwaukee... Kansas on KSHE/St. Louis... Johnny Van Zant on WNOR/Norfolk... Gary Numan, America, Kings, Al Stewart, Ellen Shipley on WDHA/Hartford... Billy Thorpe, Jethro Tull on WRCN/Long Island... John Cougar, Eddie Money, REO Speedwagon on WKLS/Atlanta... David Chesky, Joe Jackson on KFMH/Muscatine... Police on CITI-FM/Winnipeg... Tremblers, Kings, Utopia, Jean-Luc Ponty on WGRQ/Buffalo... Moon Martin, Bus Boys on KNAC/Long Beach... Alice Cooper, Head East on KAZY/Denver... Ultravox on WBRU/Providence... Ian Hunter, Utopia on WMMS/Cleveland... Eddie Money, Dakota, 3-D on WSYR/Syracuse... Frank Zappa on WPLR/New Haven... Allman Bros., Johnny Van Zant on WJAX/Jacksonville... Dire Straits, Steve Hackett, Trooper, Loverboy on CFOX/Vancouver... Foreigner on M105/Cleveland... Van Halen on WKQQ/Lexington... Charlie Daniels, Split Enz on WMAD/Madison... Gary Burton, Spyro Gyra on WEEI-FM/Boston... B-52's on WXRT/Chicago... Beaver Brown on DC101/Washington... Surf Punks on KTYD/Santa Barbara... Kings, Billy Thorpe on WSAB/Long Island... Black Sabbath on WXKE/Ft. Wayne.



AOR

**RSO Records is proud to announce
their new association with Virgin Records
and the release of two of contemporary
music's most exciting groups**

XTC

The album



Nov. 3 San Diego
Nov. 5 Los Angeles
Nov. 7 Phoenix
Nov. 8 Tucson
Nov. 9 Albuquerque
Nov. 11 Austin
Nov. 12 Dallas

XTC The tour

Nov. 13 Houston
Nov. 14 New Orleans
Nov. 15 Atlanta
Nov. 18 Minneapolis
Nov. 20 Madison
Nov. 21 Chicago
Nov. 22 Chicago

Nov. 23 Detroit
Nov. 24 Toronto
Nov. 25 Montreal
Nov. 27 Boston
Nov. 28 Philadelphia
Nov. 29 New York

GILLAN

The album

GLORY ROAD



VR-1-1001

**Virgin/RSO... We're committed to giving
our acts maximum exposure and support**



Radio & Records

Album Airplay/ 40

Chart Summary

October 31, 1980

156 REPORTERS

Album cuts are listed in order of airplay preference.

Chart showing previous week positions (10/10, 10/17, 10/24) and current week position (10/31) for each album.

Main album chart listing artist, album title, and record label.

Album cuts listed in order of airplay preference, including titles like 'Heart', 'Hit', 'Treat', etc.

In a move which probably comes as no surprise to anyone, SPRINGSTEEN's heavy adds of last week converted to hits this week...

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports...

New Entry arrow pointing to the right.

MOST ADDED

Table listing the most added albums with columns for dates 10/31, 10/24, 10/17, 10/10, 10/3.

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week...

MEDIUM

Table listing medium albums with columns for dates 10/31, 10/24, 10/17, 10/10, 10/3.

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week...

THE HOTTEST

Table listing the hottest albums with columns for dates 10/31, 10/24, 10/17, 10/10, 10/3.

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...

TALKING HEADS

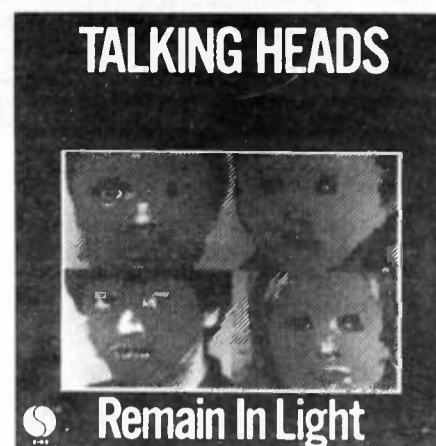
"Remain In Light"

CUTS: "ONCE IN A LIFETIME"
 "CROSSEYED & PAINLESS"
 "BORN UNDER PUNCHES"
 "HOUSES IN MOTION"

RADIO & RECORDS — 37-31
 BILL HARD — debut 49
 ALBUM NETWORK — debut 24

ONLY OUT TWO WEEKS AND ALREADY
 IN HEAVY ROTATION AT:

WBCN	WXRT	KROQ	WZZO
WNEW	WLAV	KFMH	WPDH
WPLJ	WIBA	WQBK	WBRU
WMMS	KNAC		



CODE BLUE

THEIR DEBUT ALBUM ALREADY BEING
 PLAYED ON THESE STATIONS:

WXRT	WQDR	KZEW	WLIR
WQFM	KNAC	WORJ	WHFS
WMAD	KSHE	KROQ	WAVA
WPHD	WMMS	KSJO	WKQB
WCMF	M105	WBCN	KLOS
WWCK	WWWW	WCCC	KZAM-AM
KLBJ	WIOT	WPLR	

AND MANY OTHERS

NEW SINGLE "FACE TO FACE" ON YOUR DESK NOW.

CODE BLUE



ON TOUR WITH THIN LIZZY AT:

11/15	Agora, Columbus, OH	11/29	Main Act, Boston, MA
11/16	Agora, Cleveland, OH	11/30	Center Stage, Providence, RI — (Tentative)
11/17	Royal Oak Theatre, Detroit, MI	12/4	Fountain Casino, Aberdeen, NJ
11/18	Agora, Youngstown, OH	12/5	The Ritz, NY, NY
11/20	Uncle Sam's, Buffalo, NY	12/6	Emerald City, Philadelphia, PA
11/21	Triangle Theatre, Rochester, NY	12/7	Painter's Mill, Baltimore, MD
11/22	J.B. Scotts, Albany, NY	12/8	Stone Ballroom, Newark, DE
11/23	Club 37, Syracuse, NY	12/9	Ontario, Washington, D.C.
11/25-26	Mr. C's Rock Palace, Lowell, MA	12/11	Agora, Atlanta, GA
11/28	Stage West, Hartford, CT		



AOR BREAKERS

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

No albums qualified for Breaker status this week.

SINGLES

- 1 JOHN LENNON . . . "Just Like Starting Over" (Geffen)
- 2 GARY NUMAN . . . "I Die: You Die" (Atco)
- 3 BARRY GOUDREAU . . . "Dreams" (Portrait)
- 4 GEORGE THOROGOOD. . . "Bottom Of The..." (Rouner)
- 5 EDDIE MONEY . . . "Let's Be Lovers Again" (Columbia)
- 6 707. . . "I Could Be Good For You" (Casablanca)
- 7 VAPORS. . . "Turning Japanese" (UA)
- 8 BILLY BURNETTE . . . "Don't Say No" (Columbia)
- 9 BABYS . . . "Turn And Walk Away" (Chrysalis)
- 10 BRUCE COCKBURN . . . "Rumours Of Glory" (Millennium)
- 11 JIM CARROLL BAND . . . "People Who Die" (Atco)
- 12 DONNIE IRIS. . . "Ahi Leahi" (MCA)
- 13 NEIL YOUNG . . . "Union Man" (WB/Reprise)
- 14 D. HALL & J. OATES. . . "You've Lost That Lovin'..." (RCA)
- 15 GARY MYRICK & FIGURES. . . "She Talks In Stereo" (Epic)

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

JAZZ ON AOR

- 1 JONI MITCHELL . . . "Shadows & Light (Asylum)
"Woodstock" "France" "Paris"
- 2 JEAN-LUC PONTY. . . "Civilized Evil (Atlantic)
"Demagogomania"
Carnaval (MCA)
- 3 SPYRO GYRA . . . "Cafe" "Foxrot" Title
"Larsen-Feiten Band (WB)
"Fool"
- 5 D. CARLOS SANTANA. . . "The Swing Of... (Columbia)
"Brother" "Spartacus"
There And Back (Epic)
- 6 JEFF BECK. . . "Star Cycle" "Becko"
Give Me The Night (WB)
"Night"
- 8 LARRY CARLTON . . . "Strikes Twice (WB)
Title "Springville"
- 9 PAT METHENY. . . "80/81 (ECM)
"Day" "Goin'"
Land Of The 3rd Eye (Arista)
- 10 DAVE VALENTIN. . . "Various Cuts

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

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- JOE JACKSON BAND**
Beat Crazy (A&M) 22/21
- JIM CARROLL BAND**
Catholic Boy (Atco) 20/20
- MOON MARTIN**
Street Fever (Capitol) 20/16
- GEORGE THOROGOOD & DESTROYERS**
More George... (Rouner) 13/13
- BABYS**
On The Edge (Chrysalis) 11/10

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) 23/18
- MICHAEL STANLEY BAND**
Heartland (EMI America) 22/18
- TIMES SQUARE**
Various Artists (RSO) 22/18
- GAMMA**
Gamma 2 (Elektra) 18/17
- ELVIS COSTELLO**
Taking Liberties (Columbia) 25/16

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

- BRUCE SPRINGSTEEN**
The River (Columbia) 39/38
- CARS**
Panorama (Elektra) 36/33
- PAT BENATAR**
Crimes Of... (Chrysalis) 35/32
- SUPERTRAMP**
Paris (A&M) 36/27
- POLICE**
Zenyatta Mondatta (A&M) 36/24
- DOOBIE BROTHERS**
One Step Closer (WB) 31/24

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.

104 WQBK
FM
PO: JOHN COUGAR
ASST. PO: DAN BOYLE

Albany
518-462-5555

Hottest:
BRUCE SPRINGSTEEN (Columbia)
TALKING HEADS (Sire)
POLICE (A&M)
DAVID BOWIE (RCA)
JEE JACKSON BAND (A&M)
DOORS (Elektra)
ROCKERS (WB)
5-0 (Polygram)
U2 (RCA)
ALAN PARSONS PROJ. (Arista)
PAT BENATAR (Polygram)
PAT METHENY (ECM)
DAVID BOWIE (RCA)
NEIL YOUNG (WB/Reprise)
JOHN LENNON (Geffen)
-GREG KINN (Casablanca)
ROCKPILE (Columbia)

Medium:
BRUCE COCKBURN (Millennium)
GARY NUMAN (Epic)
-ROBBIE (Asylum)
ROLLING STONES (Rolling Stones)
SUPERTRAMP (A&M)
MORNING HEADS (Sire)
D. CARLOS SANTANA (Columbia)
WBQ (Rouner)
ELVIS COSTELLO (Columbia)

Singles:
None

104FM WBCN

Boston
617-266-1111

Hottest:
BRUCE SPRINGSTEEN (Columbia)
POLICE (A&M)
B-52'S (WB)
PANTEAS (WB)
DAVID BOWIE (RCA)
ROBERT PALMER (Island)
ANGEL CITY (Epic)
SPLIT ENZ (A&M)
QUEEN (Elektra)
PAT BENATAR (Chrysalis)
NEW ENGLAND (Elektra)
DOONIE IRIS (MCA)
GARY NUMAN (A&M)
STRANGERS WITH CANDID CANDORS (A&M)
BARRY GOUDREAU (Portrait)
VAPORS (UA)
FINGERPRINTZ (Virgin)
AC/DC (Atlantic)
-ATLANTIC (Atlantic)
-JIM (Polygram)
JOY DIVISION (A&M)
-JOHN LENNON (Geffen)
MICHAEL STANLEY (Arista)
-GEORGE THOROGOOD (Rouner)
-STEVE BOKNER (Island)

Singles:
None

WZZO
Allentown
215-694-0511

Hottest:
PAT BENATAR (Chrysalis)
DOOBIE BROTHERS (WB)
CARS (Elektra)
YES (Atlantic)
KANSAS (Arista)
VAPORS (UA)
AC/DC (Atlantic)
DAVID BOWIE (RCA)
ELVIS COSTELLO (Columbia)
ALAN PARSONS PROJ. (Arista)
JURRY VAN ZANT (Polygram)
TALKING HEADS (Sire)
SUPERTRAMP (A&M)
PANTEAS (WB)
SPLIT ENZ (A&M)

Singles:
None

SOFT ROCK

Boston
617-262-5900

Hottest:
CHRISTOPHER CROSS (Arista)
BRUCE COCKBURN (Millennium)
EDDIE MONEY (Capitol)
PAULE SIMON (WB)
STEVIE NIKOLAI (Arista)
LEO SAYER (Arista)
BRUCE SPRINGSTEEN (Columbia)
MCQUEENWILLIAMS (Capitol)
CLIFF RICHARD (Capitol)
DOOBIE BROTHERS (WB)
BOB WELCH (Capitol)
JOHN MITCHELL (Asylum)
JOHN LENNON (Geffen)

Singles:
None

97Rock

Buffalo
716-881-4555

Hottest:
DOOBIE BROTHERS (WB)
SUPERTRAMP (A&M)
KANSAS (Arista)
CARS (Elektra)
JEE JACKSON BAND (A&M)
PAT BENATAR (Chrysalis)
AC/DC (Atlantic)
SPLIT ENZ (A&M)
BRUCE SPRINGSTEEN (Columbia)
VAPORS (UA)
STEVE FORBERT (Polygram)
B-52'S (WB)
DAVID BOWIE (RCA)
KHALI O'NEALS (Epic)
POLICE (A&M)

Singles:
None

WCCC
Hartford
203-549-3456

Hottest:
BRUCE SPRINGSTEEN (Columbia)
PAT BENATAR (Chrysalis)
CARS (Elektra)
SUPERTRAMP (A&M)
AC/DC (Atlantic)
KANSAS (Arista)
NOLLY HATCHET (Epic)
LESTER YOUNG (Columbia)
QUEEN (Elektra)
WBQ (Rouner)
HELI YOUNG (WB/Reprise)
ROBERT PALMER (Island)
DAVID BOWIE (RCA)
B-52'S (WB)
CLARENCE (RCA)
JACKSON BROME (Asylum)
MICHAEL STANLEY (Arista)
ROBERT PALMER (Island)

Singles:
None

WVAB/104.1
Long Island
516-587-1023

Hottest:
BRUCE SPRINGSTEEN (Columbia)
PAT BENATAR (Chrysalis)
DOOBIE BROTHERS (WB)
PAT METHENY (Chrysalis)
CARS (Elektra)
JEE JACKSON BAND (A&M)
SUPERTRAMP (A&M)
KANSAS (Arista)
JACKSON BROME (Asylum)
WBQ (Rouner)
HELI YOUNG (WB/Reprise)
ROBERT PALMER (Island)
DAVID BOWIE (RCA)
B-52'S (WB)
CLARENCE (RCA)
JACKSON BROME (Asylum)
MICHAEL STANLEY (Arista)
ROBERT PALMER (Island)
DAVID BOWIE (RCA)
B-52'S (WB)
CLARENCE (RCA)
JACKSON BROME (Asylum)
MICHAEL STANLEY (Arista)
ROBERT PALMER (Island)

Singles:
None

WVAL
Binghamton
607-772-8850

Hottest:
PAT BENATAR (Chrysalis)
DOOBIE BROTHERS (WB)
POLICE (A&M)
DAVID BOWIE (RCA)
ELVIS COSTELLO (Columbia)
ALAN PARSONS PROJ. (Arista)
JURRY VAN ZANT (Polygram)
TALKING HEADS (Sire)
SUPERTRAMP (A&M)
PAT METHENY (ECM)
SPLIT ENZ (A&M)

Singles:
None

Country Rock 95fm

Boston
617-267-3810

Hottest:
PAT METHENY (ECM)
ALAN PARSONS PROJ. (Arista)
ANGEL CITY (Epic)
PAT BENATAR (Chrysalis)
CARS (Elektra)
DOORS (Elektra)
RICK VAUGHAN (Polygram)
ROBERT PALMER (Island)
JOHN LENNON (Geffen)

Singles:
None

WECM
Claremont
603-542-7735

Hottest:
ALBUM BROTHERS (Arista)
KEITH SIKES (Arista)

Singles:
None

WBLM 100
Lewiston-Portland
207-783-2065

Hottest:
BRUCE SPRINGSTEEN (Columbia)
TIMES SQUARE (RSO)
B-52'S (WB)
QUEEN (Elektra)
"Guns" Train "Rock Love"
"Demotape"
MICHAEL STANLEY (Arista)
KANSAS (Arista)
ROBERT PALMER (Island)
JACKSON BROME (Asylum)
BOB SEGER & THE BAND (Capitol)

Singles:
None

Orym

Manchester
603-625-6915

Hottest:
BRUCE SPRINGSTEEN (Columbia)
PAT METHENY (ECM)
CARS (Elektra)
PAT BENATAR (Chrysalis)
DOOBIE BROTHERS (WB)
-MICHAEL STANLEY (Arista)
PAT METHENY (ECM)
ROBERT PALMER (Island)
JACKSON BROME (Asylum)
DOONIE IRIS (MCA)

Singles:
None

WJZZ
Boston
617-267-3810

Hottest:
PAT METHENY (ECM)
ALAN PARSONS PROJ. (Arista)
ANGEL CITY (Epic)
PAT BENATAR (Chrysalis)
CARS (Elektra)
DOORS (Elektra)
RICK VAUGHAN (Polygram)
ROBERT PALMER (Island)
JOHN LENNON (Geffen)

Singles:
None

WHEN

Hartford
203-247-1080

Hottest:
BRUCE SPRINGSTEEN (Columbia)
DOOBIE BROTHERS (WB)
JACKSON BROME (Asylum)
SUPERTRAMP (A&M)
AC/DC (Atlantic)
ALBUM BROTHERS (Arista)
ELVIS COSTELLO (Columbia)
SPLIT ENZ (A&M)
CARS (Elektra)
AL STEWART (Arista)
B-52'S (WB)

Singles:
None

WHEN

Hartford
203-247-1080

Hottest:
BRUCE SPRINGSTEEN (Columbia)
DOOBIE BROTHERS (WB)
JACKSON BROME (Asylum)
SUPERTRAMP (A&M)
AC/DC (Atlantic)
ALBUM BROTHERS (Arista)
ELVIS COSTELLO (Columbia)
SPLIT ENZ (A&M)
CARS (Elektra)
AL STEWART (Arista)
B-52'S (WB)

Singles:
None

WHEN

Hartford
203-247-1080

Hottest:
BRUCE SPRINGSTEEN (Columbia)
DOOBIE BROTHERS (WB)
JACKSON BROME (Asylum)
SUPERTRAMP (A&M)
AC/DC (Atlantic)
ALBUM BROTHERS (Arista)
ELVIS COSTELLO (Columbia)
SPLIT ENZ (A&M)
CARS (Elektra)
AL STEWART (Arista)
B-52'S (WB)

Singles:
None

WHEN

Hartford
203-247-1080

Hottest:
BRUCE SPRINGSTEEN (Columbia)
DOOBIE BROTHERS (WB)
JACKSON BROME (Asylum)
SUPERTRAMP (A&M)
AC/DC (Atlantic)
ALBUM BROTHERS (Arista)
ELVIS COSTELLO (Columbia)
SPLIT ENZ (A&M)
CARS (Elektra)
AL STEWART (Arista)
B-52'S (WB)

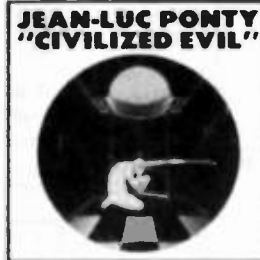
Singles:
None

LISTEN TO WHAT EVERYONE'S TALKING ABOUT. THE NEW ALBUM FROM JEAN-LUC PONTY, "CIVILIZED EVIL"

Once again, Jean-Luc Ponty has composed, orchestrated and produced a magnificent album that can truly be called a masterpiece.

"Civilized Evil" is a multi-faceted gem which brilliantly explores new spectrums of sound.

It is with great pride we present "Civilized Evil," the new album from Jean-Luc Ponty.



Produced by Jean-Luc Ponty.

SD 16020



On Atlantic Records and Tapes.

ON TOUR:

OCT. 30 Music Theatre, Cincinnati, OH
31 Uptown Theatre, Chicago, IL
NOV. 1 Miami University, Oxford, OH
2 Royal Oak Theatre, Detroit, MI

3 Performing Arts Center, Milwaukee, WI
5 University of Iowa, Ames, IA
6 Orchestra Hall, Minneapolis, MN
9 Rainbow Theatre, Denver, CO
10 Symphony Hall, Salt Lake City, UT

14 Community Theatre, Berkeley, CA
15 Freeborn Hall, U. of California, Davis, CA
16 Civic Center, Santa Monica, CA
22 Mayer Theatre, U. of California, Santa Clara, CA
26 Grady Gammage, Arizona State University, Tempe, AZ



EAST

Long Island 816-727-1570
PD: PAUL MORRIS
HD: HAL COLIN UNAT
Address:
DJ: JACOB BAND (AM)
WICKED SCHUBER (Chrystie)
BILLY THORPE (Electra)
-John Lennon (Goffin)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Morgantown 304-296-0029
PD: SCOTT ABER
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

New Haven 203-777-6617
PD: EDOL HAZOD
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

New York 212-986-7000
PD: PAUL MORRIS
HD: HAL COLIN UNAT
Address:
DJ: JACOB BAND (AM)
WICKED SCHUBER (Chrystie)
BILLY THORPE (Electra)
-John Lennon (Goffin)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

New York 212-887-7777
PD: LARRY BEGLER
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

North Jersey 201-328-1055
PD: BOB LINDER
HD: MARK CHENBERG
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Ottawa 613-563-1010
PD: STEVE COLLETT
HD: GREG LUMINGTON
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Philadelphia 215-667-8100
PD: ALAN DENNIS
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Philadelphia 215-581-0933
PD: CHARLIE KENDALL
HD: JIM BURKARD
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Pittsburgh 412-562-5900
PD: DAVID LANGE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Pittsburgh 412-362-2144
PD: MIKE PERLINS
HD: JIM RINEY
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Poughkeepsie 914-471-1500
PD: MIKE HARRIS
HD: STEVE SCHWARTZ
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)



R 'n' R ANIMAL AT LARGE — Lat loosa again to scream and "wango tango" for a recent concert tour, WHCN's staff found Epic's Ted Nugent roaming its Hartford office. Pictured (l-r) are Epic's Dave Smith, station's Irv Goldfarb, Ted, and station's Eddie Haskell and George D'Angelis.

Providence 401-272-9550
PD: MARY ANDERSON
HD: CAROLYN BERMAN
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Rochester 716-288-3200
PD: DAVID LANGE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Rochester 716-232-7550
PD: BEATRICE RIBBLE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Scranton 717-961-1842
PD: CHRIS HORTON
HD: BEN SMITH
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Syracuse 315-474-6061
PD: HEAVY CASTLE
HD: TOM HAST
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Toronto 416-967-3445
PD: GARY SLAUGHT
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Utica 315-797-0803
PD: RICHARD SHERWIN
HD: DALE EDWARDS
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Washington, D.C. 703-534-0320
PD: GARY CHASE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

West Virginia 304-722-3308
PD: OMER GEIGER
ASST. PD: DOUG BURTON
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Wheeling 614-678-5661
PD: DAVID LANGE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

Worcester 617-752-5611
PD: DAVID LANGE
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

York 717-266-6606
PD: JEFF HART
HD: JACK DUNIGLEY
Address:
HOTLIST:
JIM CARROLL BAND (A&M)
ROBERT PALMER (Island)
DAVID BONIE (A&M)
Medium:
SUZ QUINTO (Orbison)
Title:
BOB WELCH (Capitol)
TALKING HEADS (Sire)
STEVE FORBERT (MCA)
GARRA (Electra)
ROCK IN THOMPSON (Ovation)
"Mr. Tambourine Man"
UTOPIA (Bearsville)
MICHAEL STANLEY (Epic)
"Mr. Tambourine Man"
Hotlist:
PAT BENATAR (Chrystie)

SOUTHERN

MOST ADDED

MOON MARTIN
Street Fever (Capitol) 11/10

BILLY THORPE
21st Century Man (Elektra) 14/8

RANDY MEISNER
One More Song (Epic) 10/8

DELBERT McCLINTON
The Jealous Kind (Capitol) 8/8

JIM CARROLL BAND
Catholic Boy (A&M) 6/6

NEW ENGLAND
Explorer Suite (Elektra) 6/6

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

MEDIA

DAVID BOWIE
Scary Monsters (RCA) 24/21

JOHN COUGAR
Nothin' Matters... (Riva) 17/16

ROBERT PALMER
Clubs (Island) 19/15

POLICE
Zenyatta Mondatta (A&M) 24/14

STEVE FORBERT
Little Stevie... (Nemperor) 16/14

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

PAT BENATAR
Crimes Of... (Chrysalis) 29/29

BRUCE SPRINGSTEEN
The River (Columbia) 29/28

DOOBIE BROTHERS
One Step Closer (WB) 30/25

KANSAS
Audio-Visions (Kirschner) 28/25

CARS
Panorama (Elektra) 27/24

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.

79.9

Amarillo
806-359-6561

STEVE FORBERT (Nemperor)
JOHN COUGAR (Riva)

Added:
DAVID BOWIE (RCA)
JOHN COUGAR (Riva)

Added:
BILLY THORPE (Elektra)
RANDY MEISNER (Epic)
DELBERT McCLINTON (Capitol)
JIM CARROLL BAND (A&M)
BRUCE SPRINGSTEEN (Columbia)
JOHN COUGAR (Riva)

Added:
NEW ENGLAND (Elektra)
GARY NURAN (A&M)
DOOBIE BROTHERS (WB)
ALLMAN BROTHERS (Arista)
JACKSON BROWNE (A&M)
CARS (Elektra)
BARRY GOLDBERG (Partridge)
GARY NURAN (A&M)
JETHRO TULL (Chrysalis)
ROBBIE THOMPSON (Ovation)
YES (Arista)
BILLY THORPE (Elektra)
ROSE TATTOO (Mirage)
DAVID BOWIE (RCA)
HEATH STREES (Backstreet/NECA)
HENRY LOGGINS (Columbia)
MICHAEL STANLEY... (Epic)
JIM CARROLL BAND (A&M)

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Added:
HENRY LOGGINS (Columbia)
ROLLING STONES (Rolling Stones)
KANSAS (Elektra)
"Nothin' Matters... (Riva)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

KZEW

Dallas
214-748-9898

"Nothin' Matters... (Riva)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

96.1

Atlanta
404-325-0960

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

95.5

El Paso
915-533-8211

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

wymx

Augusta
404-722-1302

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

The Q

El Paso
915-544-8864

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WROZ

Charlotte
704-392-6191

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

KOL

Houston
713-528-4591

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

91.1

Corpus Christi
512-855-4641

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

77.1

Jackson
801-982-1082

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

KTXQ

Dallas-Ft. Worth
214-528-5500

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Rock 105

Jacksonville
904-246-7477

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WJAX-FM 95

Jacksonville
904-833-2785

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WZZR

Memphis
901-726-0080

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

fm99

Norfolk
804-623-9867

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

K94 KSMB

Lafayette
316-232-1311

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Love 4

Miami
305-872-2500

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

72.7

Orlando
305-298-5510

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

95 Rock

Montgomery
205-832-4295

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

95.1

Lexington
606-252-8694

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

XL 102

Richmond
804-282-9731

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

LRS 102

Louisville
502-585-5178

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

103

Nashville
615-244-9532

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

KISS-FM

San Antonio
512-223-8211

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

103

Louisville
502-245-8801

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WKQB

Nashville
615-748-8106

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

98Rock

Tampa
813-224-0742

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

Rock 104

Knoxville
615-637-1010

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WJAX-FM 95

Jacksonville
904-833-2785

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WJAX-FM 95

Johnson City
615-477-3127

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WQDR

Raleigh
919-832-8311

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

KMOD

Tulsa
918-684-2810

Added:
ANGEL CITY (Epic)
QUEEN (Elektra)
DOOBIE BROTHERS (WB)
PAT BENATAR (Chrysalis)
"No It Ain't" (Capitol)
"Talkin' Heads (Sire)
"Nothin' Matters... (Riva)
"Vapor (UA)
"Turnin' Up... (Capitol)

WIBR-FM Madison

WIBR-FM Madison 608-274-6450
PAUL WESTBY
JOHN COUGAR (Riva)
JACKSON BROS (A&M)

Minneapolis 812-739-4000

Minneapolis 812-739-4000
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Oklahoma City 406-626-6643

Oklahoma City 406-626-6643
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Sloux Falls 805-339-1520

Sloux Falls 805-339-1520
PAUL WESTBY
JOHN COUGAR (Riva)
JACKSON BROS (A&M)

Terre Haute 812-238-2667

Terre Haute 812-238-2667
LARRY LITTON BAND (EMI)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

WLPX 97 fm Milwaukee 414-342-1111

WLPX 97 fm Milwaukee 414-342-1111
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)
BOB SPRINGSTEEN (Columbia)

Muscatine 319-263-2612

Muscatine 319-263-2612
STEVE FORBET (Rouner)
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)

Omaha 402-592-5300

Omaha 402-592-5300
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

St. Louis 314-842-1111

St. Louis 314-842-1111
JACK GREEN (RCA)
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)

Wichita 316-722-8123

Wichita 316-722-8123
JOHN COUGAR (Riva)
DAVID BOWIE (RCA)
JACKSON BROS (A&M)

93QFM Milwaukee 414-276-2040

93QFM Milwaukee 414-276-2040
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Oklahoma City 406-631-8881

Oklahoma City 406-631-8881
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Saginaw 517-892-9528

Saginaw 517-892-9528
LARRY LITTON BAND (EMI)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Toledo 419-248-3377

Toledo 419-248-3377
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)
BOB SPRINGSTEEN (Columbia)

92 CITI FM Winnipeg 204-775-0371

92 CITI FM Winnipeg 204-775-0371
LARRY LITTON BAND (EMI)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

WESTERN MEDIUM THE HOTTEST

WESTERN MEDIUM THE HOTTEST
JOE JACKSON BAND Beat Crazy (A&M) 15/15
ALAN PARSONS PROJECT The Turn Of A... (Arista) 15/15
JIM CARROLL BAND Catholic Boy (A&M) 13/12

MEDIUM
MICHAEL STANLEY BAND Heartland (EMI America) 23/19
ROBERT PALMER Clues (Island) 25/18
ELVIS COSTELLO Taking Liberties (Columbia) 20/16

THE HOTTEST
BRUCE SPRINGSTEEN The River (Columbia) 38/35
CARS Panorama (Elektra) 35/33
PAT BENATAR Crimes Of... (Chrysalis) 35/30

KFMG Albuquerque 505-265-8811
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Aspen 303-925-5776
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Boise 208-344-6363
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Denver 303-759-5600
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Edmonton 403-428-8597
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

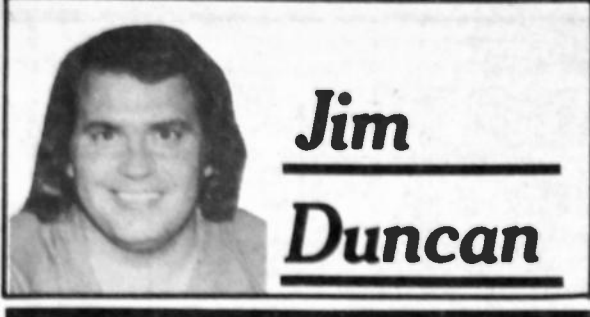
Bakersfield 805-832-1410
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Boulder 303-444-5800
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Colorado Springs 303-634-4896
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Denver 303-938-2313
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)

Eugene 503-484-4304
BOB SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
JACKSON BROS (A&M)



**Jim
Duncan**

Mascot On The Move In Maryland

WYII/Williamsport, MD sent along some photos of its duck mascot at various promotional events. In the bottom left photo PD Stacy Drake is seen with the mascot during a remote broadcast. The center shot is the duck with entertainer Sonny James. Drake told R&R, "The duck has been a tremendous promotional tool and has given the station great inroads within our listening area. We have taken the duck to parades, shopping malls, hospitals, football games... you name it and he's been there. The possibilities are unlimited and the feedback has been outstanding" . . . Many reports coming in from stations involved with promotions around October, Country Music Month . . . At WJJD/Chicago PD Pete Porter reports that Governor Thompson did an official proclamation for the month. The station has been featuring special weekends including an old-timer weekend by airing the best of the greats of the early days, such as Hank Williams, Patsy Cline, Ernest Tubbs, and Lefty Frizzell. One weekend featured nominees for the CMA Awards, another weekend featured the all-time CMA winners and the final weekend of the month has been set to play all of Country's number one songs. All during the month of October WEEP/Pittsburgh has been hosting, along with the mayor of the city, noontime country concerts each Sunday. Artists included Crystal Gayle, Eddie Rabbitt, and Dolly Parton . . . KEEN/San Jose tells us of the "It's In The Bag" contest, which is a grocery grab promotion. Each jock gives an item and price during their show. Listeners keep tabs on the items and the total price

Country

CONTESTS, CONCERTS & CONVERSATIONS



First place winner gets three minutes in a grocery store, second place two minutes and third one minute . . . To help fight inflation, KCCY/Pueblo, CO is giving away \$4000 worth of groceries and hundreds of dollars in weekly prizes. Listeners enter at local sponsors and are announced on the air. Gregg Lindahl PD of KOMA/Oklahoma City told R&R, "The response to KOMA's going Country has been great. Our TV campaign, billboards, and bus backs are now in full swing. On the air promotions include double cash calls, free country dance lessons, concert ticket giveaways, album of the listener's choice and the first annual KOMA Country Listener Choice Awards" . . . WHUM/Reading, PA is working on a new bluegrass radio show that will be available to other stations soon. The weekly one-hour show will be hosted and produced by PD Teddy G. and "Bluegrass fanatic" Dave Kline. For more details contact Teddy at WHUM, (215) 376-3887. KDMS/El Dorado PD Jeff Davis reports the station was able to raise over \$15,000 in their first annual two-day Radiothon for the St. Jude's Children's Research Hospital in Memphis. Larry Coates, a personality at WPLO/Atlanta, did a 20-minute interview with Burt Reynolds. The call came to



the station from Reynolds, who was in Nashville at the time . . . KSON-AM-FM/San Diego presented the San Diego debut of the Paramount picture "Coast To Coast." 300 KSON listeners were treated to the premiere of the movie, which features music from T.G. Sheppard, Johnny Lee, and Jimmy Buffett . . . WKSW/Cleveland did a Kenny Rogers weekend and gave away Rogers albums and copies of his new book "Kenny Rogers - Gambler, Dreamer, Lover" . . . Freddie Hart, Billy "Crash" Craddock, Freddy Fender, Jeanne Pruett, and Margo Smith were part of the October kickoff of the new KQRS/Bismarck, ND . . . WIL-AM-FM/St. Louis reports 9000 persons took part in the station's listener appreciation day with musical entertainment provided by Johnny Lee, Susie Allanson, and many local artists. WSEN/Baldwinsville, NY has its listeners involved with creating "Put Willie In The White House" bumper stickers. The winner of the tongue-in-cheek promotion will get the Willie Nelson catalog of albums and an invitation to the inauguration if he is elected . . . Looking for your news and information - send photos when available to: R&R Country, 1930 Century Park West, Los Angeles, CA 90067

Fan Fair Survey Results

During the Fan Fair last June in Nashville, the Country Music Association, in conjunction with the Grand Ole Opry, conducted a survey of fans attending the event. The survey was designed to determine Country music listening, record buying, reading, and entertainment habits. Of the more than 15,000 registrants, over 4700 returned the survey questionnaires. The survey was programmed into a computer and some of the more interesting results are shown here. The CMA says, "It is important to note the surveyed group was not a random sampling of people, but rather country music fans who travelled to Nashville from all over the world to attend the weeklong event."

Demographic Information

Female	60.88%
Male	35.79%
Which of the following best describes your educational background?	
Grammar school	11.16%
High school	60.47%
College	34.36%
How many people are in your household?	
One	9.52%
Two	36.14%
Three	19.49%
Four-five	13.75%
Six or more	17.21%
What is your family income?	
Under \$10,000	14.63%
\$10,000-19,999	28.91%
\$20,000-29,999	30.19%
\$30,000 or more	15.98%
Do you own your own home or condominium?	
Yes	67.72%
How would you best describe the place where you live?	
City/over 500,000 population	11.23%
City/50,000-500,000	21.64%
City/under 50,000	18.48%
Small town	30.47%
Rural	12.48%
Approximately how much do you spend on entertainment each month?	
\$9.99 or less	13.76%
\$10.00-\$19.99	26.28%
\$20.00-\$29.99	21.07%
\$30.00 or more	32.77%

Country Radio

Which best describes the radio station you listen to most frequently?	
Full-time Country	62.53%
Some Country	32.95%
Not Country	1.29%
Approximately how many hours a day do you listen to country music on the radio?	
One hour or less	14.88%
Two to three hours	38.05%
Four or more hours	44.01%

Country Records and Tapes

What type of country recordings do you most frequently purchase?	
Record albums	54.77%
8-Track tapes	29.79%
Cassette tapes	5.53%
Approximately how many country recordings do you buy in a year?	
None	4.81%
One to three	27.21%
Four to seven	30.80%
Eight to eleven	15.08%
Twelve or more	17.52%
Approximately how many non-country recordings do you buy in a year?	
None	44.05%
One to three	32.16%
Four to seven	19.77%
Eight or more	5.53%
Do you ever purchase country singles (45's)?	
Yes	66.34%
No	28.28%
Who in your family purchases most of the records and tapes?	
Wife	45.80%
Husband	21.11%
Children	15.29%
Where do you most frequently buy country records?	
Discount store	32.52%
Record retail store	22.33%
Department store	15.51%
Record club	8.90%
Mail order	7.25%
Drugstore/supermarket	1.94%
From which of the following have you bought country recordings?	
TV ad	43.43%
At concert	35.32%
Radio ad	12.63%
Magazine ad	11.99%
Fan club publication	11.20%
Newspaper ad	4.59%

Which type of media most influences you to buy country recordings?

Radio	48.53%
Television	29.72%
Magazine	5.53%
Newspaper	1.72%

Live Shows/Concerts

How many live shows or concerts do you attend in one year?	
One	10.71%
Two to three	31.59%
Four or more	45.94%
Where do you most frequently see live entertainment?	
Auditorium or arena	54.37%
Fair	10.21%
Club	10.05%
Theater	8.53%
Park	7.80%
What is the top price you would pay for tickets to see your favorite country artist live?	
\$5.00	4.21%
\$7.50	21.19%
\$10.00	29.43%
\$12.00	12.98%
\$15.00	13.80%
Over \$15.00	13.73%
How far would you travel to see your favorite artist(s) performing live?	
Five to ten miles	3.21%
Twenty-five miles	10.77%
Fifty miles	21.19%
100 miles or more	60.77%
Do you prefer a live show with one major headlining act or with a variety of artists?	
One major act	31.18%
Variety of artists	64.48%
After you attend an artist's concert do you purchase a record by him or her?	
Frequently or always	31.52%
Sometimes	51.44%
Seldom or never	13.08%

Publications

Which type of publication do you most frequently read to find out about country music?	
Country music magazines and papers	63.67%
Local newspaper	28.48%
Books	2.53%
Fan club journal	1.90%
Other	2.53%
Does your local newspaper feature regular coverage of country music?	
Yes	20.25%
No	63.92%



BREAKERS

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

MERLE HAGGARD

Think I'll Just Stay Here... (MCA)
On 80% of reporting stations. National Summary: Up 18, Same 22, Down 0, Debuts 32, Adds 23. R&R Chart: 42.

EDDIE RABBITT

I Love A Rainy Night (Elektra)
On 64% of reporting stations. National Summary: Up 4, Same 18, Down 0, Debuts 7, Adds 47. R&R Chart: 45.

BILLY "CRASH" CRADDOCK

A Real Cowboy (Capitol)
On 64% of reporting stations. National Summary: Up 24, Same 26, Down 1, Debuts 17, Adds 9. R&R Chart: 46.

REBA McENTIRE

I Can See Forever In Your... (Mercury)
On 60% of reporting stations. National Summary: Up 17, Same 23, Down 0, Debuts 9, Adds 22. R&R Chart: 47.

Most Added:

- EDDIE RABBITT
I Love A Rainy Night (Elektra)
- PORTER WAGONER & DOLLY PARTON
If You Go, I'll Follow You (RCA)
- JOHNNY LEE
One In A Million (Asylum)
- ED BRUCE
Girls, Women, Ladies (MCA)
- JOHNNY DUNCAN
Acapulco (Columbia)

Hottest:

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

MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. A circled number indicates one of this week's "most added" new songs.

- GENE WATSON "No One Will Ever Know" (Capitol) 59/19**
National Summary: Up 8, Same 18, Down 2, Debuts 14, Adds 19, WGNM-FM, WCAW, WUCS-FM, KWMT, KBUF, WFMS-FM, WXCL, WKQ-FM, KVOO, KRRV, KIXZ, WOTO, WOKK, WKSJ-FM, KNOE, WSIX-FM, KYXX, WOOO, KGA, WIXL-FM 42-28, KFGO 38-31, WESC-AM-FM 44-32, WIRK-FM 38-28. R&R Chart: Debut 48.
- LEON EVERETTE "Giving Up Easy" (RCA) 57/16**
National Summary: Up 18, Same 13, Down 0, Debuts 10, Adds 16, WBGW-FM, WNRS, WSAI, WMNI, WCUZ, WFMS-FM, WKQ-FM, KENR, KLLL-AM-FM, WSM, WOOO, KWKH, WQYK-FM, KLZ, KSON-AM-FM, WTSO 46-36, KVET 49-37, WOTO 50-43, KVOO 38-33. R&R Chart: Debut 49.
- LORETTA LYNN "Cheatin' On A Cheater" (MCA) 57/16**
National Summary: Up 8, Same 19, Down 0, Debuts 16, Adds 16, WSEN, WSLR, WAXX, WKQ-FM, KOKE-FM, WCOS-FM, WESC-AM-FM, KLRA, WBAM, WSM, WTQR-FM, KLAB, KLAB, KYTE, KGA, WADR 4-36, WSAI 4-36, KWMT 50-42, WQAM 38-34, WCMS-FM 4-49, KKYX 4-46, KCKC 26-22. R&R Chart: Debut 50.
- EDDY RAVEN "Another Texas Song" (Dimension) 48/2**
National Summary: Up 26, Same 19, Down 0, Debuts 1, Adds 2, WTHI, KLLL-AM-FM, WGNM-FM 38-33, WCXI 17-24, WKKN 40-34, KVET 36-29, WOTO 35-30, KRMD-AM-FM 28-23, KUUY 38-27, KNIX-FM 32-29, KWJJ 39-36.
- LYNN ANDERSON "Blue Baby Blue" (Columbia) 47/11**
National Summary: Up 6, Same 19, Down 1, Debuts 10, Adds 11, WBAX, WUBE-FM, WAXX, KWMT, WTSO, KYNN, KICD-FM, KWKH, WIRK-FM, WUCS-FM 29-19, WADR 39-28, WESC-AM-FM 4-37.
- ZELLA LEHR "Love Crazy Love" (RCA) 47/9**
National Summary: Up 18, Same 15, Down 0, Debuts 7, Adds 9, WBAX, WNRS, KWMT, WHBF, KOKE-FM, KHEY, KNOE, KMPS-AM-FM, KCUB, WADR 24-18, WWVA 4-40, WAXX 37-28, KKYX 43-39, KVOO 46-39, KNIX-FM 40-36, KGA 4-36.
- CAPITALS "A Little Ground In Texas" (Ridgeway) 46/8**
National Summary: Up 17, Same 9, Down 1, Debuts 13, Adds 6, KBUF, KVET, KLLL-AM-FM, WBAM, KLAB, KLZ, WAXX 27-20, KYNN 35-28, WXCL 36-29, KICD-FM 22-19, WSIX-FM 10-8, WSM 4-36, KWKH 38-30, KUUY 49-32, KGA 27-23.
- MARGO SMITH "He Gives Me Diamonds..." (WB) 46/5**
National Summary: Up 15, Same 23, Down 0, Debuts 3, Adds 5, WQYK, WXCL, WCOS-FM, WINN, WKLM, WSEN 29-23, WADR 15-11, WBAX 38-33, WDDD-FM 28-24, KLVI 19-18, WOTO 30-20, KYXX 20-15, KSOP 50-42.
- JANIE FRICKE "Down To My Last Broken Heart" (Columbia) 45/15**
National Summary: Up 2, Same 23, Down 0, Debuts 6, Adds 15 including WSEN, WMZQ-FM, WSLR, WMNI, WCXI, WIRE, KIKK, KIKK-FM, WKSJ-FM, KBBY, KVOO, WIXL-FM 20-18, KLVI 4-48, KRMD-AM-FM 4-42.
- MUNDO EARWOOD "I Can't Keep My Mind Off Her" (GMC) 45/2**
National Summary: Up 28, Same 8, Down 0, Debuts 7, Adds 2, WMNI, KCUB, WBGW-FM 49-42, KWMT 46-33, WXCL 27-22, KVOO 50-34, KVET 36-28, WOTO 47-41, WESC-AM-FM 46-33, WCMS-FM 38-36, KKYX 41-31, KWKH 39-34, KSON-AM-FM 37-31, KGA 35-30.
- PORTER WAGONER & DOLLY PARTON "If You Go, I'll Follow You" (RCA) 40/38**
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 38 including WADR, WSLR, WCXI, WAXX, KFEQ, KIXZ, KVET, WESC-AM-FM, KIKK-FM, WSM, WIRK-FM, KRZY, KMAK, KWJJ, KCKC, KGA.
- TERRI GIBBS "Somebody's Knockin'" (MCA) 40/10**
National Summary: Up 11, Same 10, Down 0, Debuts 0, Adds 10, WBAX, KYNN, WKQ-FM, KFH, WMC-AM, KNOE, KWKH, KTOM, KCKC, WMZQ-FM 4-38, WIRE 40-34, WDOY 31-26, WCOS-FM 34-25, WSIX-FM 9-8, KLAB 4-39, KNIX-FM 4-40, KMPS-AM-FM 4-28.

Others Getting Significant Action

- JOHNNY DUNCAN "Acapulco" (Columbia) 36/25**
National Summary: Up 2, Same 7, Down 0, Debuts 2, Adds 25 including WGNM-FM, WPOR, WSLR, KFGO, WDDD-FM, KEBC-FM, WXCL, KVET, WSIX-FM, WIRK-FM, KRZY, KRDR, KNIX-FM, KWJJ, KMPS-AM-FM, KHEY 50-44, WCMS-FM 4-48, KCKC 36-30.
- BOBBY GOLDSBORO "Goodbye Marie" (Curb) 34/13**
National Summary: Up 4, Same 13, Down 0, Debuts 4, Adds 13, WBGW-FM, WUBE-FM, WKKH, KFH, WCOS-FM, WOTO, KHEY, WESC-AM-FM, WKSJ-FM, KWKH, WQYK-FM, KVOO, KTOM, WDDD-FM 21-15, KICD-FM 40-32, WCMS-FM 37-28, KRMD-AM-FM 50-39, KUUY 4-39, KGA 4-37.
- MARTY ROBBINS "An Occasional Rose" (Columbia) 31/8**
National Summary: Up 3, Same 17, Down 0, Debuts 3, Adds 8, WCAW, KVOO, WESC-AM-FM, WSIX-FM, WQYK-FM, KBBY, KGA, KCUB, WADR 4-36, KWMT 48-40, KSOP 42-32.
- GLEN CAMPBELL & TANYA TUCKER "Dream Lover" (MCA) 31/4**
National Summary: Up 18, Same 7, Down 0, Debuts 2, Adds 4, WDOY-FM, KGFY, WVMI, KIDN, WUCS-FM 16-10, WBAX 36-30, KEBC-FM 24-19, WIL-AM-FM 29-19, WCMS-FM 10-9, KLAB 28-13, KRZY 38-33.
- ED BRUCE "Girls, Women, Ladies" (MCA) 30/27**
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 27 including WBGW-FM, WMZQ-FM, WYII, WCXI, KEBC-FM, KFEQ, KVET, KIKK-FM, WMC-AM, WSM, WQYK-FM, WIRK-FM, KYTE, KMPS-AM-FM.
- DEAN DILLON "Nobody In His Right Mind" (RCA) 30/13**
National Summary: Up 0, Same 14, Down 0, Debuts 3, Adds 13, WIXL-FM, WWVA, WUBE-FM, WAXX, WTSO, WHBF, WCOS-FM, WESC-AM-FM, WSIX-FM, WCMS-FM, WQYK-FM, KLAB, KSON-AM-FM, KVOO 4-34, KSOP 4-41.
- BURT REYNOLDS "...Cheap & Superficial" (MCA) 28/9**
National Summary: Up 4, Same 10, Down 0, Debuts 5, Adds 9, WMNI, WAXX, KWMT, WXCL, WESC-AM-FM, KWKH, KLAB, KWJJ, KVET 4-42, WIRK-FM 4-18.
- FRED KNOBLOCK "Let Me Love You" (Scott Bros.) 26/9**
National Summary: Up 6, Same 8, Down 1, Debuts 2, Adds 9, WUCS-FM, WIXL-FM, WNOW, WHBF, WTHI, KFH, WKLM, KMAK, KRZY, WIRE 43-38, WBHP 50-43, KNOE 40-33, KTRB 32-29.
- DONNA FARGO "Seeing Is Believing" (WB) 26/8**
National Summary: Up 4, Same 12, Down 0, Debuts 2, Adds 8, WCAW, WPOR, WNOW, KICD-FM, KKYX, KVOO, KROR, KGA, WIXL-FM 17-14, WFMS-FM 36-33, KSOP 48-38.

NATIONAL AIRPLAY/50

Three Weeks	Two Weeks	Last Week		
3	2	1	①	WILLIE NELSON /On The Road Again (Columbia)
9	6	3	②	ANNE MURRAY /Could I Have This Dance (Capitol)
4	4	4	③	GEORGE JONES /I'm Not Ready Yet (Epic)
15	10	7	④	CRYSTAL GAYLE /If You Ever Change Your Mind (Columbia)
14	13	11	⑤	JOHN CONLEE /She Can't Say That Anymore (MCA)
6	5	5	⑥	MEL TILLIS /Steppin' Out (Elektra)
12	9	9	⑦	LACY J. DALTON /Hard Times (Columbia)
1	1	2	⑧	DON WILLIAMS /I Believe In You (MCA)
8	7	6	⑨	TANYA TUCKER /Pecos Promenade (MCA)
39	24	14	⑩	KENNY ROGERS /Lady (Liberty)
16	14	12	⑪	EMMYLOU HARRIS /The Boxer (WB)
2	3	10	⑫	WAYLON JENNINGS /Theme From The Dukes Of Hazzard (RCA)
10	8	8	⑬	HANK WILLIAMS JR. /Old Habits (Elektra)
46	33	20	⑭	RONNIE MILSAP /Smoky Mountain Rain (RCA)
26	20	15	⑮	ALABAMA /Why Lady Why (RCA)
18	15	13	⑯	JERRY LEE LEWIS /Over The Rainbow (Elektra)
36	30	17	⑰	CHARLEY PRIDE /You Almost Slipped My Mind (RCA)
32	25	18	⑱	BRENDA LEE /Broken Trust (MCA)
33	29	18	⑲	JACKY WARD /That's The Way A Cowboy Rocks And Rolls (Mercury)
42	31	21	⑳	LARRY GATLIN & GATLIN BROS. /Take Me To Your Lovin'... (Columbia)
31	26	23	㉑	SYLVIA /Tumbleweed (RCA)
—	40	30	㉒	BELLAMY BROTHERS /Lovers Live Longer (WB/Curb)
25	22	24	㉓	PATSY CLINE /Always (MCA)
40	35	26	㉔	RAY STEVENS /Night Games (RCA)
—	42	34	㉕	BARBARA MANDRELL /Best Of Strangers (MCA)
21	19	19	㉖	JERRY REED /Texas Bound & Flyin' (RCA)
44	39	33	㉗	JOHNNY RODRIGUEZ /North Of The Border (Epic)
—	46	37	㉘	MICKEY GILLEY /That's All That Matters (Epic)
20	17	25	㉙	CRISTY LANE /Sweet Sexy Eyes (UA)
23	23	22	㉚	GEORGE JONES & TAMMY WYNETTE /A Pair Of Old Sneakers (Epic)
38	32	29	㉛	JOHNNY PAYCHECK /In Memory Of A Memory (Epic)
—	—	47	㉜	JOHNNY LEE /One In A Million (Asylum)
—	47	40	㉝	MAC DAVIS /Texas In My Rearview Mirror (Casablanca)
—	—	44	㉞	CONWAY TWITTY /A Bridge That Just Won't Burn (MCA)
—	49	41	㉟	JOE STAMPLEY /There's Another Woman (Epic)
—	—	46	㊱	CHARLIE RICH /A Man Just Don't Know... (Elektra)
48	45	39	㊲	REX ALLEN JR. /Drink It Down, Lady (WB)
5	12	27	㊳	RAZZY BAILEY /Loving Up A Storm (RCA)
50	48	42	㊴	BONNIE RAITT /Don't It Make Ya Wanna Dance (Full Moon/Asylum)
7	11	28	㊵	WILLIE NELSON & RAY PRICE /Faded Love (Columbia)
17	43	43	㊶	BOBBY BARE /Food Blues (Columbia)
—	—	—	㊷	MERLE HAGGARD /Think I'll Just Stay Here... (MCA)
45	41	38	㊸	STEPHANIE WINSLOW /Baby I'm A Want You (WB/Curb)
28	27	31	㊹	CON HUNLEY /They Never Lost You (WB)
—	—	—	㊺	EDDIE RABBITT /I Love A Rainy Night (Elektra)
—	—	—	㊻	BILLY "CRASH" CRADDOCK /A Real Cowboy (Capitol)
—	—	—	㊼	REBA McENTIRE /I Can See Forever In Your Eyes (Mercury)
—	—	—	㊽	GENE WATSON /No One Will Ever Know (Capitol)
—	—	—	㊾	LEON EVERETTE /Giving Up Easy (RCA)
—	—	—	㊿	LORETTA LYNN /Cheatin' On A Cheater (MCA)

- DANDY & DOOLITTLE BAND "Who Were You Thinkin' Of..." (Columbia) 28/7**
National Summary: Up 8, Same 11, Down 0, Debuts 2, Adds 7, WUCS-FM, WBAX, WKKN, KIXZ, WESC-AM-FM, KWKH, KUUY, WMZQ-FM 31-31, WIRE 37-33, KIKK-FM 23-14, KNIX-FM 4-36, KCKC 4-2.
- CARLENE CARTER "Baby Ride Easy" (WB) 26/6**
National Summary: Up 7, Same 9, Down 0, Debuts 4, Adds 6, WGNM-FM, WMZQ-FM, WNOW, WOTO, WOOO, KSOP, WUCS-FM 27-18, WADR 28-21, KRMD-AM-FM 42-38, KTRB 36-28.
- SUSIE ALLANSON "Dance The Two Step" (Liberty) 24/19**
National Summary: Up 0, Same 2, Down 0, Debuts 3, Adds 19 including WGNM-FM, WYII, WAXX, KVOO, KIXZ, KLRA, WKSJ-FM, WBAM, WSM, WCMS-FM, KUUY, KLAB, KFTN, KTOM.
- GARY MORRIS "Sweet Red Wine" (WB) 21/4**
National Summary: Up 4, Same 9, Down 0, Debuts 4, Adds 4, WBGW-FM, KHEY, KENR, KLRA, WUBE-FM 4-40, KVOO 47-38, KUUY 46-28.
- STATLER BROTHERS "Don't Forget Yourself" (Mercury) 20/19**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 19 including WADR, WFMS-FM, KFEQ, WCOS-FM, WMC-AM, WLWI-FM, KRZY, KCKC, KMPS-AM-FM.
- JOHN WESLEY RYLES "Cheater's Trap" (MCA) 19/12**
National Summary: Up 1, Same 5, Down 0, Debuts 1, Adds 12, WVAM, KVOO, KVET, WOTO, KNOE, KRMD-AM-FM, KUUY, KLAB, KMAK, KNIX-FM, KRZY, KSOP.
- RANDY BARLOW "Willow Run" (Pak) 19/10**
National Summary: Up 0, Same 8, Down 0, Debuts 1, Adds 10, WBGW-FM, WWVA, KEBC-FM, KICD-FM, KOKE-FM, KVET, KLLL-AM-FM, WSM, KKYX, KWKH, WCXI 4-38.
- DICKEY LEE "Lost In Love" (Mercury) 19/9**
National Summary: Up 0, Same 8, Down 1, Debuts 1, Adds 8, WBGW-FM, WMZQ-FM, KVOO, WOTO, WESC-AM-FM, WSM, KRMD-AM-FM, KSOP.
- DEBBY BOONE "Take It Like A Woman" (WB/Curb) 18/8**
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 8, WAXX, KVOO, KRRV, WSM, WOOO, KRMD-AM-FM, KUUY, KGA, WFMS-FM 4-31.
- TOMPALL & GLASER BROS. "Sweet City Woman" (Elektra) 17/9**
National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 9, WVAM, WMNI, WOTO, WSM, KRMD-AM-FM, KVOO, KUUY, KRZY, KMPS-AM-FM, WIXL-FM 45-27, KIKK-FM 4-49.
- MEL STREET "Who Will Turn Out" (Sunbird) 17/6**
National Summary: Up 0, Same 7, Down 0, Debuts 4, Adds 6, KWMT, WXCL, KFEQ, KIXZ, KIKK-FM, KVOO, WADR 4-38, KVET 4-46, KUUY 4-43.
- SONNY CURTIS "Fifty Ways To Leave Your Lover" (Elektra) 14/8**
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 8, WCAW, WWVA, WKKN, WBAM, WSM, KUUY, KVET 4-47, KVOO 4-43.
- JACK GREENE "Devil's Den" (First Line) 13/4**
National Summary: Up 0, Same 8, Down 0, Debuts 1, Adds 4, WXCL, KVOO, KWKH, KMPS-AM-FM.
- FOX FIRE "Whatever Happened To Those..." (Elektra) 11/7**
National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 7, WVAM, WCMS-FM, KRMD-AM-FM, WIRK-FM, KUUY, KRZY, KSOP, WIXL-FM 47-29.
- CONNIE CATO "Sweet Love Power" (MCA) 10/7**
National Summary: Up 0, Same 2, Down 1, Debuts 0, Adds 7, WVAM, KVOO, WCMS-FM, KRMD-AM-FM, KLAB, KRDR, KNIX-FM.
- CATES "Lightnin' Strikin'" (Ovation) 9/8**
National Summary: Up 1, Same 0, Down 0, Debuts 0, Adds 8, KEBC-FM, KYNN, WHBF, WKKH, KICD-FM, KLLL-AM-FM, KWKH, KUUY.
- BILL ANDERSON "I Want That Feelin' Again" (MCA) 9/8**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 8, WSEN, WYII, KEBC-FM, KFEQ, KVET, KKYX, KRMD-AM-FM, WIRK-FM.

New Entry →

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

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Bob Kingsley

Dottie West

Country Pictures



CHINESE MARATHON — WBCS/Milwaukee's morning duo Dick & Ellen opted for a rickshaw rather than the more traditional legs, when they entered the city's annual Five-Mile Run For Children's Hospital. Dick pulled Ellen up to the starting line, and from there the Marquette University School of Dentistry students took over the strenuous chore. The Eastern-minded broadcasters are easily recognized: they're the ones with the cool hats.



SHOWDOWN AT HIGH NOON — The KSKX/Topoke "Kansas Kicks Kountry Klub Kontest" reached a final countdown at (high) noon recently when Bev Goodson won \$1000 for correctly listing five artists. KSKX had quite a turnout (above, left) for the drawing which included two additional winners. Station manager Bob Russell is pictured with the grand prize winner.



LET'S GET DRUNK & CRAZY — Looks like Bobby Bare is living up to the title of his latest album as he poses backstage after his recent appearance at San Francisco's Old Waldorf. (Left to right) Dave Casper, Oakland Raiders; Ed Gertler, CBS Records; Debbie Wovel, Warner Bros. Pictures; Bobby Guerra, KNEW/Oakland; Bare; Burt Baumgartner, CBS Records; Jerry Pitt, CBS Records; Don DeGraf, CBS Records.



CDB AT KMPS — PD Ron Norwood welcomed Charlie Daniels recently to the great Pacific Northwest. Pictured (l-r) are Norwood; Jim Williams, KMPS; Dabble Lipetz, Epic Records; and Daniels.

Biff Collie

Inside Nashville



ITEMIZING: WBAM/Montgomery's Dianne Brennan is a wild bull rider! Dianne is also further proof that what goes up must come down (and she did!) . . . I like what Jay Stone of KPLS/Santa Rosa, CA said: "How monotonous the sounds of the forest would be if the music only came from the 'top ten birds'!" . . . Owen Bradley says he will

re-build Bradley's Barn. The loss in the fire which destroyed the Music City landmark was estimated at \$500,000, but the worst part is the memorabilia which can't be replaced no matter what they do . . . Bill Anderson taping "The Match Game" in Hollywood? . . . "Nashville Palace" last Saturday night should be seen as a regular weekly series around the first of the year . . . Jeannie C. Riley guested on Johnny Cash's Christmas special . . . The Kendalls taped "Country Music/A Family Affair" for Home Box Office . . . Billy Deaton is taking bows after being selected the Nashville Association of Talent Directors' "Man Of The Year" . . . Bobby Fischer, who wrote "A Little Ground In Texas" for the Capitals on Ridgetop Records, is also distributing the product. Fischer & Lucus Promotion and Distribution Company is expanding already. Joe Lucus, Bobby's partner, is a 30-year veteran of the music scene, having spent 25 years with Acuff-Rose in promotion and sales . . . Frank (They call me "T-Bear") Thibert came back to town to complete a gospel album called "Jesus At The Wheel," and to cut a new single. Watch out for "T-Bear" . . . Paul Teitelman and Guy Davigno, two country boys from Montreal, hosted a hospitality suite at Convention '80 and picked up another 40 stations for their January target date on "Nashville Live," a weekly one-hour radio show which will originate from the new "in" spot in Music City, the Stockyard Restaurant's Bull-Pen Lounge. Producer Doug La Valley says they're shooting for 300 stations to start that series in January.



Dianne Brennan . . . Jeannie C. Riley guested on Johnny Cash's Christmas special . . . The Kendalls taped "Country Music/A Family Affair" for Home Box Office . . . Billy Deaton is taking bows after being selected the Nashville Association of Talent Directors' "Man Of The Year" . . . Bobby Fischer, who wrote "A Little Ground In Texas" for the Capitals on Ridgetop Records, is also distributing the product. Fischer & Lucus Promotion and Distribution Company is expanding already. Joe Lucus, Bobby's partner, is a 30-year veteran of the music scene, having spent 25 years with Acuff-Rose in promotion and sales . . . Frank (They call me "T-Bear") Thibert came back to town to complete a gospel album called "Jesus At The Wheel," and to cut a new single. Watch out for "T-Bear" . . . Paul Teitelman and Guy Davigno, two country boys from Montreal, hosted a hospitality suite at Convention '80 and picked up another 40 stations for their January target date on "Nashville Live," a weekly one-hour radio show which will originate from the new "in" spot in Music City, the Stockyard Restaurant's Bull-Pen Lounge. Producer Doug La Valley says they're shooting for 300 stations to start that series in January.

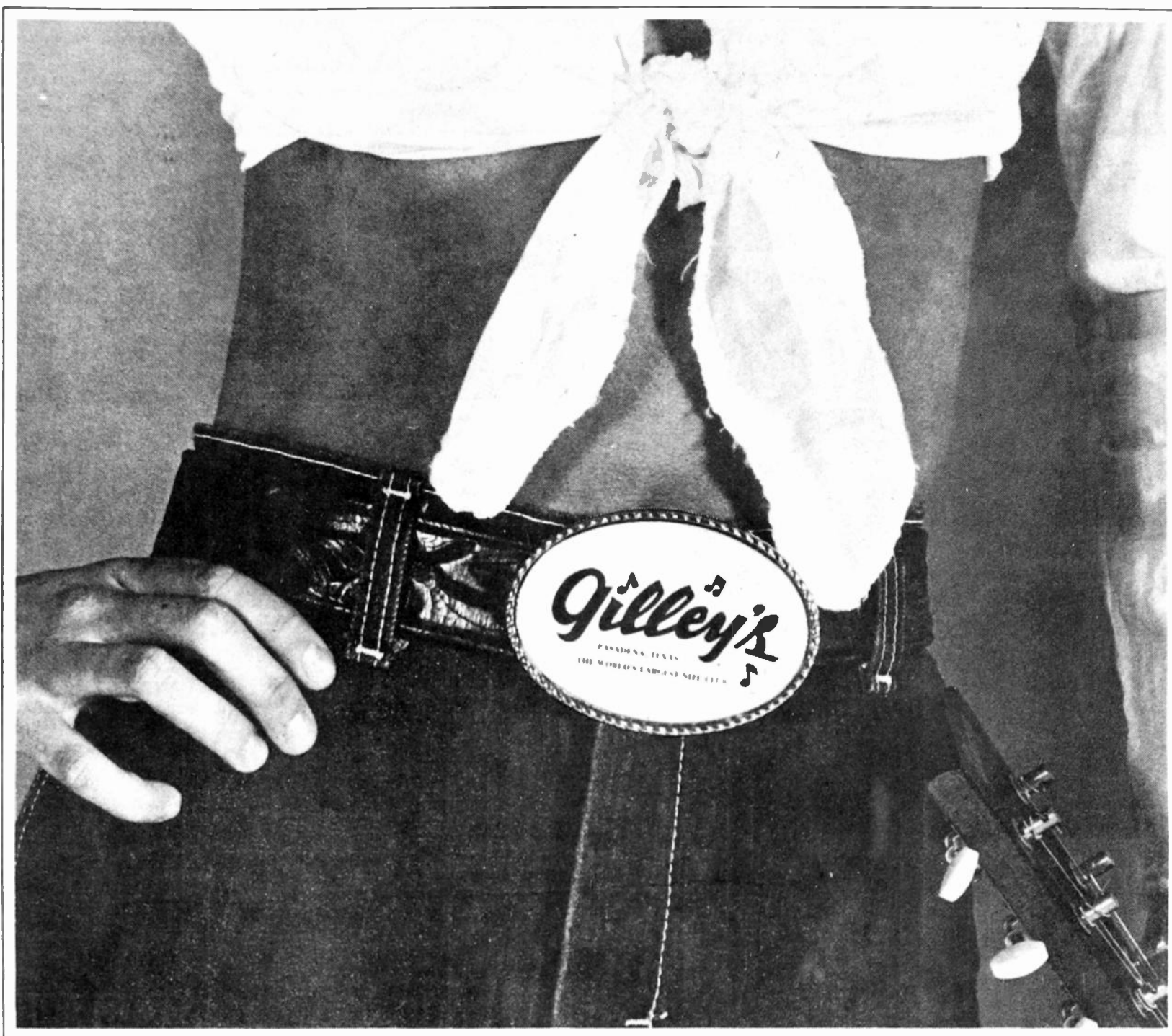
WHO'S WHO: Congratulations to Len Ellis, WLJE/Valparaiso, IN, on his election to the Board of Directors of the Country Music Association. Seems fitting that Len should be on the board, and not just because he holds CMA membership card #1! . . . Freddie Hart, Dickey Lee, and Charley Pride are new lifetime members of FICAP

. . . Isn't it amazing how Mel Street's records have, in the past year, gotten more play and chart activity than he'd gotten in recent months before he took his own life on his birthday two years ago? . . . Mel Tillis will guest on the Dean Martin Christmas special for TV, to be taped November 13-16 in L.A. . . . The Country Music Association's 1980 Awards Show ranked #10 in the Nielsen survey of the 67 programs aired that week. Estimates are the show was seen in 17.3 million homes, or by approximately 45 million people . . . Jerry Reed began shooting "Concrete Cowboy," a six-episode miniseries slated to begin airing in mid-season (whenever that is this season, due to the strike) . . . Eddie Rabbitt is the new commercial spokesman for Miller Beer . . . Willie Nelson requested an oxygen mask and a bottle of oxygen be delivered to his dressing room before the concert in Anaheim Sunday (11-2) which starred Willie, Merle Haggard, and Emmylou Harris. (The smog is rough in L.A.!) . . . The Allman Bros. and the Atlanta Rhythm Section booked the 21st at Nashville's Municipal Auditorium . . . Larry Gatlin guested with Johnny Carson Wednesday night . . . Larry Butler to head up a major record company??? . . . Buck Trent left the Roy Clark entourage, is "doing his own thing" these days . . . Rex Allen, Jr. and Margo Smith cut a duet album together . . . Waylon's TV special was great; lots of music, not too much talk; but then that's the way Waylon does it.

MUMBLES: Glen Campbell will host a miniseries of country TV specials?? . . . Burt Reynolds dating another Nashville country girl??? . . . That six-figure deal Dolly Parton signed this year with 20th Century-Fox expanded already?? . . . Ronnie Milsap opening an electronics store?? (he's an electronics nut) . . . They said Mel Tillis said it: "During the CMA convention I learned what an after-dinner speaker is — somebody that blows in, blows off, and blows out! . . . George Jones said it: "If I'da thought I'da won it, I'da been there!" . . . Charley Pride's sprained ankle netted him a pair of crutches for a couple days during the convention.



JACKY WARD GETS DOWN — Mercury artist Jacky Ward is seen during a recent taping of the "John Davidson Show." The program will air November 3.



LIVE FROM GILLEY'S

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Lee, and Tammy Wynette, not to mention Mickey Gilley himself. "Live From Gilley's" will feature the who's who of country music every week. Available free of charge on a barter basis from Westwood One. To lock up exclusive broadcast rights in your market, contact your Westwood One representative now.

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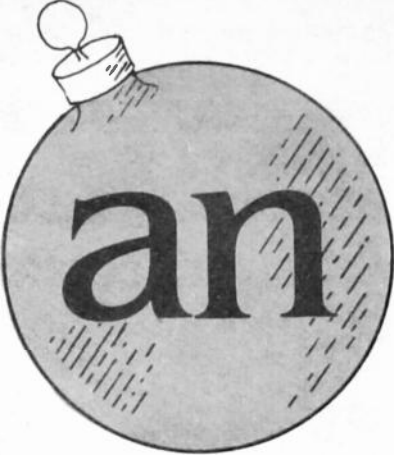
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★ Dolly Parton ★ and many more

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Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists artists and record labels.

EAST

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

MIDWEST

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

MIDWEST

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

SOUTH

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

SOUTH

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

WEST

WYCA-FM Albany NY... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA... WYNY Albany PA...

Hottest Tracks: "Help Yourself to Me" LARRY GATLIN (Columbia) "CRYSTAL GAYLE - These Days - (Columbia) "Merle Haggard - Back To The Barrooms - (MCA) "JERRY LEE LEWIS - Kimer Country - (Elektra) "BARBARA MANDRELL - Love Is Fair - (MCA) "CHARLY McCLAIN - Who's Cheatin' Who - (Epic) "CHARLIE RICH - Once A Drifter - (Elektra) "JOHNNY RODRIGUEZ - Gypsy - (Epic) "KENNY ROGERS - Greatest Hits - (Liberty) "Long Arm Of The Law"

COUNTRY ALBUMS

ALABAMA - My Home's In Alabama - (RCA) "Hanging Up My Travels' Shoes" JOHNNY CASH - Rockabilly Blues - (Columbia) "Rockabilly Blues" "W.O.M.A.N." "One-Way Rider" "COAST TO COAST" - Soundtrack - (Full Moon) "Pickin' Up Strangers" MAC DAVIS - Texas In My Rearview Mirror - (Casablanca) "Hooked On Music" "Rodeo Clown" LARRY GATLIN - Help Yourself - (Columbia) "It Don't Get No Better" "Help Yourself To Me" "Daytime Heroess"

NUMBER OF REPORTING STATIONS THIS WEEK: 116

CONWAY TWITTY - Rest Your Love On Me - (MCA) "Once Is Not Enough..." "I Still Believe In Waltzes" "We're Gonna Try It Tonight" DON WILLIAMS - I Believe In You - (MCA) "Falling Again" "Rainy Nights And Memories" "I Want You Back Again" "Ain't It Amazing" HANK WILLIAMS JR. - Habits Old And New - (Elektra) "Move It On Over"

Most Requested: KENNY ROGERS "Lady" (Liberty) WILLIE NELSON "On The Road Again" (Columbia) DON WILLIAMS "I Believe In You" (MCA) ANNE MURRAY "Could I Have This Dance" (Capitol) RONNIE MILSAP "Smoky Mountain Rain" (RCA) WAYLON JENNINGS "Theme From Duke Of..." (RCA)



P/A

POP/ADULT®

Mike Kasabo

Minnesota's Pop/Adult Sisters

WCCO-AM has had a profoundly successful history of ratings, image and community service regarded by many as second to none in the radio industry. It's a claim that few Minneapolis/St. Paul residents would reject. But there is another WCCO in town, this one of the FM persuasion. What is most interesting is that these two "sisters" are owned by the same company, Midwest Radio & Television Inc., but are operated completely (including different geographical locations) independently of each other. Staffs are not shared, and in fact, are somewhat discouraged from being involved with one another. We took the opportunity to chat with each station's Program Director to get a feeling of how this unique arrangement works out, especially since both stations are Pop/Adult and claim to be going for the 25+ audience.

First, we contacted Peter McLane, from the FM side.

R&R: How do you go about giving each other space, but still competing with each other?

PM: First, you must understand that we are completely separate — totally isolated from each other. We are two physical locations apart from one another.

R&R: Do you ever communicate with By Napier (PD of the AM)?

PM: We speak, but not on a regular basis. There is some form of communication between Denny Long, the AM Music Director and our MD, Curt Lundgren; and that's based primarily on the fact that they will attend a lunch with promotion people upon occasion.

R&R: Is this separation of powers, so to speak, by design or by happenstance?

PM: In the history of the FM, it started out in the closet as a stepchild type of operation that was simulcasting the powerhouse AM. But when they decided to break it off totally around seven years ago, they made the split complete and have treated them as two completely different radio stations entirely — as though two different companies owned them.

R&R: In terms of positioning, where do you place your FM in relation to music and other elements against the AM?

PM: You might say that we're pretty much after the same audience. However, our FM is much more music-oriented than the AM. For example, we do not have play-by-play sports, a super-big news commitment, or the farm image they have. We predominantly have a music image, and it's a very Pop/Adult-oriented one. Now this is not to say that we don't have news or other informational services; we are very proud of those, but compared to the AM, we swing the other way to music for our profile.

R&R: Do you tend to play a lot more contemporary music than AM?

PM: No, not especially. I've noticed that both the FM and AM guys are playing pretty much the same stuff. It's just that they can stop and go into a twenty- or thirty-minute talk or interview set and completely get away from music; we don't.

R&R: I heard airchecks recently, and your FM guys are personalities as well, but just a different type . . .

PM: You're right — our guys are much more brief

Update

THE DID YOU KNOW DEPARTMENT: Featured this week is our own Washington Editor Joel Denver — did you know that Joel started his illustrious radio career with WINX/Rockville, MD at age 16? . . . During the recent 22nd biannual convention of the CBS Radio affiliates in Phoenix, Sam Cook Digges, President of the CBS radio division, awarded KARZ a Golden Mike award marking 30 years of affiliation — the award was presented to General Manager Bill Lester. There are currently 65 stations in the network which have been honored as 30-year members . . . WMAL/WASHINGTON GRABS CAPTAIN DAN: The familiar voice of "Captain Dan" Rosenson is now being heard on the ABC radio outlet for Washington providing traffic reports. During his ten years at WWDC, Rosenson developed a wide following among area motorists for his distinctive reporting style and ability to suggest alternate routes. He also has shown no reluctance in tangling with highway officials when he felt their decisions on traffic management were made without full consideration of the commuter's needs. Executive VP Andy Ockershausen said, "The addition of Captain Dan is evidence of our continuing commitment to helping the greater Washington area solve our transportation problems." . . . NOW THE BAD NEWS: WGAR/Cleveland recently presented a feature (with positive audience acceptance) called "Unhappy Ever After: A Look At Anxiety and Depression in America." It examined the increased attention the medical profession is devoting to anxiety and depression — and the criticism of their treatment with drugs to relieve symptoms, and featured a number of well-known experts in the field . . . WCBM/Baltimore continued on what we might think of as shaky grounds when it presented a news series on bankruptcy. Apparently there is an alarming rise of bankruptcies in the Maryland area, with court records showing a 50% increase over last year. WCBM examined this situation in a weeklong series of special reports; again, audience reaction was very strong as consumer credit officials, attorneys, and bankruptcy counselors took part . . . NOW A LOOK AT SPORT(S): Former wide receiver for the Buffalo Bills (and newcomer to the Oakland Raiders) Bob Chandler will host a morning drive sports show three days a week on KYUU/San Francisco . . .

Transition

BIG MOVES IN BEAN TOWN: WBOS/Boston has announced three additions: Jeff Miranian, formerly of WPRO/Providence, comes to the station replacing Bob Cohen as the midday personality; new to the all-night show is Nancy Donellan, who comes from WLOM/Cape Cod and replaces Harry McCarthy, who moves to WRKO across the street; finally, Mike Cahill comes in as News Director from WXKS, also in Boston . . . David Small (pictured) has been appointed President of KMGC-FM/Dallas and will also continue to serve as General Manager of the station. On-air appointments are Allen Farmer, who comes to the station as afternoon drive personality from KXTQ-FM/Ft. Worth; and Mark Campbell, coming over from KAFM, also located in Big D . . . Wanda McCormick Johnson is the newest member of WMAL/Washington's sales team, coming from WTGR/Myrtle Beach, SC, where she was the Sales Manager, handling public relations, promotions and programs, in addition to managing the sales staff . . . Jim Roberts, Program Director of WDIF/Marion, OH, has been given additional duties as Operations Manager of the outlet, and announces a new addition to the personality staff: Ken Kincaid comes to the station from WKST/New Castle, PA, to do the all-night show . . . New Music Director of WNEU/Wheeling, WV is Charlie Fox from WLAN/Lancaster, OH, which frees PD Dave Amos to concentrate entirely on his programming duties . . .



David Small

succinct, which is in part due to the fact that our air staff is much younger and not used to having all the time in the world to express their thoughts. We're not kids; the average guy is around 32 or 33 years old with a family and responsibilities. But one area where we parallel with the AM is the stability of the staff. I didn't change one staff member when I got here, and that's the pattern we plan to follow for the FM. Keep it stable.

R&R: Recently KSTP-FM made a hell of a run at the AM's numbers, drawing a lot of attention. Do you see yourself trying to mug your sister?

PM: No. If there was only one listener, and he or she could listen to both stations, I'd be happy. I think there are things the AM does that we will never be able to approach; its image for weather forecasting for example. Its image is unshakable, and so will ours be, but we'll be doing it with a musical base. We may both be going for 25+, but we'll deliver different types of people in the process. So, we're in competition with AM for listeners, but we're also competing with the 25+ numbers of the Country stations and the News/Talk and Beautiful Music stations.

R&R: What do you see for WCCO-FM in the next five years — what developments will occur?

PM: Well, the FM spectrum is going to develop differently. The penetration has not developed here in Minneapolis/St. Paul at this point the way it has, say, in Dallas/Ft. Worth, where you have 75 or 80% listening on the FM. Up here it's about even. But as the pendulum shifts toward more music, more service on FM, then our numbers will increase proportionately. But the only way you're ever going to beat WCCO-AM is to change the lifestyle of Minnesota.

R&R: How do you do that?

PM: Who'd want to — I mean they're going to be here for a long time. I'm going to take away as many points from them and everyone else I can, but they're still the giant killer in the North Midwest.

By Napier picked up with comments and views from his perspective as WCCO-AM PD:

BN: I didn't realize there was an FM!

R&R: Seriously, I know you operate independently of each other — but how do you deal with the same call letters, except for spectrum difference, when it comes to the diaries?

BN: Our feeling is that there is certainly some confusion when people are dealing with filling out the diaries. I would also think that the FM, perhaps, benefits from it more than we do.

R&R: In what way?

BN: Because our audience is larger than theirs and there are more of our people to make a mistake than the other way around.

R&R: How did this "close-quarter" separation come about?

BN: It's a longtime philosophy of this corporation that there should exist a feeling of competitiveness between all three properties, AM, FM, and TV. After all, we're striving for the same ears, eyes, and most importantly, dollars; so by separating completely, it would set up a competition factor that is a model of free enterprise. It makes sense after all these years, and we really do well financially and otherwise in the three divisions. It's very healthy.

R&R: You feel it's served a positive purpose?

BN: That's right. We've tried just that much harder to be the leading part of the threesome. We still beat the number one TV station in town, which is ours, by about 5000 listeners; based on our prime time versus their prime time.

R&R: Do you feel the FM might be nipping at your heels?

BN: It's possible, but we continually take steps to counteract any way that they, or any other station may be gaining on us. We take all this very seriously.

R&R: Is the AM deemphasizing music more and more?

BN: I think we're in that direction right now. We're talking more and more, not that we have ever been a total music operation, because we haven't.

R&R: How do you perceive music's role in the AM's future?

BN: It will be a change of mood, something that will offer a breath of fresh air. An element to break up continuous talk, which, like too much music, can become laborious. FM's will become more and more a factor to be sure — but they've got a long way to go before we throw in the towel; a long way!

P/A

POP/ADULT®

BREAKERS®

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

**OLIVIA NEWTON-JOHN
w/CLIFF RICHARD
Suddenly (MCA)**

63% of our reporters are on it, 15-point jump (32-17) on the chart is one of the biggest in recent memory — adds include WTVN, WGY, WHAG, KXIC, WWWE, KRZI, KHOW, WNDB, WBEN, KOB, WSB. Key moves: 14-10 KBLF, 20-15 KRMG, 24-15 WBT, 22-16, WEIM, 23-19 KSTP, 37-25 WLVA, 35-28 WSGW, 29-22 KMBZ, 31-24 KBAI, 30-25 KOLO, debut 19 WGR, debut 22 KEX, debut 23 WIS, debut 28 KWOS, debut 29 WDAK, debut 29 WACI.

NEIL DIAMOND

Love On The Rocks (Capitol)

72% of our reporters are on it. This week's Most Added by about a light year with 74 adding this week giving it a total of 82 for two weeks — they include WIOD, WTIC, WBZ, KHOW, WCCO-FM, WFYR, WELI, WPTF, KMJJ, KPPL, KRMG, WNDB, WCBM, WIS, KFMB, WLW, WSGW, WPRO, KING, WRVA, KSFO, KMBZ, KAAV, WNFL, WHBC, WHBY, KSL, WLVA, KFOR, KEX, WSM-FM, WTAR, WNAB, KDKA, WIP, WWWE, WGAN. Already super hot at WASH, KNBR. Debuts at No. 28 on P/A chart.

**BARBRA STREISAND & BARRY GIBB
Guilty (Columbia)**

47% of our reporters are on it. Another duet doing it. Adds include WBAL, WGIR, WCCO-AM, WHIO, WHBC, WJBO, WBT, WBZ, WTIC, WHAM, KGGF, WSIX, WDEF, WATR, WIS, WNDB, KRMG, KLO, WSYP, KMJJ, WLW, WSGW. Key moves: 10-5 KLTE, 22-16 WLTA, 33-29 WORG, debut 18 WWWE, debut 20 WBEN, debut 27 WREC, debut 30 WMAZ. Heavy rotation: WASH, KNBR. Hot at WCFR, WNAB. Jumps 40-29 on P/A chart.

NEW & ACTIVE

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

ALI THOMSON "Live Every Minute" (A&M) 50/6 add WSYR, KOB, WCBM, WDF, WJBO, KGGF. Key moves: 13-4 WHAG, 28-20 WFR, 21-19 KOLO, 20-17 KRKO, 28-24 KWOS, 25-22 WORG, 28-21 KMED, 28-23 KBAI, 35-28 WHBC, 25-21 WOWO, debut 28 WACI. Increased 34-30 on P/A chart.

AIR SUPPLY "Every Woman In The World" (Arista) 50/29. Third Most Added this week including WBAL, WHAM, WDAK, KEX, WHIO, WASH, WBT, WEIM, WIP, WLVA, WDEF, KLOK, WSB, WHBC, KSL, WSIX, WTAR, KSFO, WECB, KPPL, KUON, WHAG, WDAI-FM. Early key moves: 29-21 WLTA, debut 28 WIS. Debuts at No. 31 on P/A chart.

POCO "Midnight Rain" (MCA) 47/0. Key moves: 9-4 KFMB, 31-25 WHBC, 28-19 WEIM, 24-21 WMAZ, 30-22 WTAR, 30-22 KRKO, 35-27 KLO, 20-17 WORG, 32-27 WHAG, 28-21 KMBZ, debut 27 KOLO, debut 28 WREC. Increased 33-32 on P/A chart.

PAUL SIMON "One-Trick Pony" (WB) 46/18 adds include WBAL, WQVA, KGGF, WSIX, WIP, WLVA, KLTE, WRVA, WGY, KBFQ, KLO, WHIZ, WNDB. Key moves: 37-30 WFR, 23-18 WBT, 30-28 WSM-FM, 30-24 WHAG, debut 18 KRMG, debut 21 WBEN, debut 30 KOLO. Heavy rotation: WDAI-FM. Increased 38-23 on P/A chart.

DIANA ROSS "I'm Coming Out" (Motown) 41/7 add WDAE, WNAB, WGY, WCCO-FM, WGR, WHBC, KBAI. Key moves: 8-4 WBEN, 17-13 WNEU, 23-18 KDKA, 17-9 WWWE, 14-7 WSTV, 28-28 WDAK, 20-17 WMAZ, 28-30 WHIZ, 18-14 WBT, debut 27 KWOS, debut 29 KOLO. Increased 38-24 on P/A chart.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 37/5 add WMAZ, WTAE, WSIX, WEIM, WQUD. Key moves: 13-7 WHIZ, 13-8 WORG, 28-24 KDKA, debut 18 WTVN, debut 24 WIS, debut 30 KWOB. Increased 37-35 on P/A chart.

JIMMY HALL "So Happy That Love Has Found You" (Epic) 40/14 add KOY, WCCO-AM, WFYR, WWWE, WGR, WLVA, WIP, WQUD, WCBM, WGAN, WCFR, WHEN, KING, WSYR. Key moves: 28-19 WOWO, 30-28 WMAZ, 30-28 KDKA, 24-21 KAAV, 27-21 WORG, debut 17 WTVN, debut 24 WPRO. Heavy rotation: WECB, WFR. Increased 39-38 on P/A chart.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 40/14 add WOWO, WDFI (dp), WGR, KSL, WIP, WECB, WBOV, WBAL, WSYR, WBEN, KXIC, KUON, KING, WHBY. Key moves: 27-17 WLTA, 21-14 WSTV, 38-27 WFR, 28-20 WEIM, 28-24 WSM-FM, 31-28 WORG, debut 28 KWOS, debut 28 WMAZ. Debuts at No. 37 on P/A chart.

GEORGE BENSON "Love X Love" (WB) 38/6 add WBT, WHOK, KMED, WHBC, WLVA, WJON, WBOW, KETP. Key moves: 28-23 WEIM, 30-25 KBAI, 28-28 WORG, debut 27 WIS, debut 28 WSTV. Debuts at No. 28 on P/A chart.

BOBBY GOLDSBORO "Goodbye Marie" (Curb/CBS) 38/16 add WHIO, WIOD, WHBY, KMED, WLVA, WSIX, WEIM, WACI, WSTV, WATR, WTAR, WABZ, WFTL, WRIE, WHIZ, KBLF. Key moves: debut 20 KRMG, debut 28 WIS. Fastest start for 80 in years. Debuts at No. 29 on P/A chart.

JANIS IAN "The Other Side Of The Sun" (Columbia) 28/5 add KUON, KSFO, WTAR, WHOK, WTMJ. Key moves: 28-19 WSB, 31-28 KRKO, 27-23 WHBC, debut 22 WIS, debut 28 WEIM. Heavy rotation: WFTL, KOY. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

FRED KNOBLOCK "Let Me Love You" (Scott Bros.) 34/2 add KOLO, WDAK. Moves: 17-8 WLTA, 23-18 WREC. Heavy rotation: KMED.

CHRIS MONTAN "Is This The Way Of Love" (20th) 31/10 add WHIO, WDFI (dp), WHAM, WSTV, WGIR, WNDB, KFMB, WIS, WNAB, WJON. Moves: 23-25 KLO, 30-23 WLVA, 28-20 WREC.

RUPERT HOLMES "Morning Man" (MCA) 28/12 adds include WDAI-FM, WSB, WMAZ, WRIE, KPPL, KRMG, WFR, WHAM, WHIO. Debuts 20 WBT.

DIANA ROSS "It's My Turn" (Motown) 28/16 add WCCO-AM, KOY, KFOR, WBAL, WBT, WSTV, WREC, WCFR, KSFO, WNDB, WHIZ, WCHV, WRIE, KUON, WFR. Debuts 22 WPRO.

SAMMY JOHNS "Falling For You" (Atlantic/Real World) 27/1 add WTMJ. Moves: 28-21 WBT, 28-28 WORG, debut 28 WIS, debut 30 WHBC. Heavy rotation: WATR.

NIELSEN-PEARSON BAND "If You Should Sail" (Capitol) 28/2 add WHZ, WCHV. Moves: 20-18 WBT, 40-28 WFR, 27-21 WEIM, 10-4 WSM-FM.

MICKY GILLEY "That's All That Matters" (Epic) 25/3 add WORG, KLTE, WDAI-FM. Moves: 17-16 KRMG, 18-12 WLTA, 23-23 WHAG, 23-18 KMBZ, 22-19 KAAV.

MAC DAVID "Texas In My Rear View Mirror" (Casablanca) 23/4 add WHIZ.

POP/ADULT AIRPLAY / 40

Radio & Records			
October 31, 1980			
Three Weeks	Two Weeks	Last Week	This Week
1	1	1	1
12	3	2	2
3	2	3	3
18	13	6	4
13	11	5	5
11	9	7	6
10	10	10	7
26	19	13	8
32	23	17	9
8	8	8	10
15	15	12	11
28	22	18	12
27	21	20	13
21	18	16	14
—	30	22	15
9	4	4	16
—	39	32	17
20	20	19	18
4	6	11	19
2	12	15	20
30	24	23	21
33	29	24	22
5	5	9	23
40	37	29	24
7	7	14	25
31	28	26	26
6	14	21	27
—	—	—	28
—	—	40	29
39	34	34	30
—	—	33	31
—	—	38	32
—	40	36	33
—	—	37	34
—	—	39	35
—	—	37	36
—	—	38	37
—	—	37	38
—	—	39	39
—	—	40	40

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 →

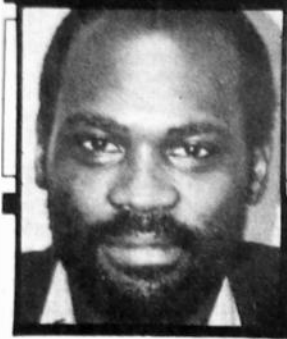
WIS, WHBC, WBT. Moves: 20-17 WREC, 27-23 KMBZ, debut 30 WJBO.
JACKSON BROWNE "That Girl Could Sing" (Asylum) 23/1 add KDKA (dp). Moves: 19-12 KRKO, 25-19 WMAZ, 28-21 WHBC. Heavy rotation: WTMJ, WECB.
LOBO "With A Love Like Ours" (Elektra/Curb) 22/3 add KMRJ, WHBC, WKIQ. Moves: 18-14 WEIM.
FIREBALL "Only Time Will Tell" (Atlantic) 21/2 add KSFO, KMRJ. Moves: 28-20 KFMB, 38-30 WLVA, debut 28 WIS.
DONNA SUMMER "The Wanderer" (Geffen) 21/1 add WKIQ. Moves: 14-6 KRKO, 14-8 WLW, 18-11 WQUD, 22-18 WLNH, 25-22 KBAI, debut 30 WDAK, debut 30 WSB.
DIONNE WARWICK "Easy Love" (Arista) 20/19 adds include KMBZ, WOWO, WDAK, WGIR, WCCO-AM, WBT, WLTA, WHAG, WDBO, WCBM, WIS, WDEF.
EXILE "Take Me Down" (WB/Curb) 20/2 add WSB, KMRJ. Moves: 18-13 WREC, 27-24 WMAZ.
WAYLON JENNINGS "Theme From The Dukes Of Hazard" (RCA) 19/2 add WCBM, WCBM. Moves: 18-14 WHAG. Heavy rotation: WYMC, WJON.
WAYNE MASSEY "One Life To Live" (Polydor) 19/2 add KXIC, KMRJ. Moves: 19-15 WLTA. Heavy rotation: WATR.
JOHN LENNON "(Just Like) Starting Over" (Geffen) 18/18 adds include WIP, WEIM, WQUD, WMAZ, KOLO, WSYR, WCHV, WORG, WABZ, WSM-FM, WBT, WDAK, KNBR, WDFI (dp).
EDDIE RABBITT "I Love A Rainy Night" (Elektra) 18/15 adds include WCCO-AM, WJBO, WMAZ, KRKO, KLO, KUON, WNEU, KRZI, KSL, WBAL, WLTA.
COMMODORES "Heroes" (Motown) 18/1 add WHIZ. Moves: 24-18 WQUD.
FRANK STALLONE "Case Of You" (Scotti Bros.) 18/1 add KGGF. Debuts 30 WSTV.
KIM CARNES "Cry Like A Baby" (EMI America) 17/2 add KLO, WHEN. Moves: 17-12 WSTV, 28-21 WFR, debut 19 WBT.
JIM HURT "I Love Women" (Scotti Bros.) 17/0. Moves: 28-19 WSTV.
JOHNNY LEE "One In A Million" (Asylum) 16/8 add WREC, KBLF, KOB, KWOS, WDEF, WSB, KSL, WKHM. Moves: 20-13 KMBZ, 30-23 WLTA.
RONNIE MILSAP "Smoky Mountain Rain" (RCA) 14/4 add KOY, KRNT, KBL, KMRJ. Moves: 28-21 KRKO, Heavy rotation: KRZI.
EMMYLOU HARRIS "The Boxer" (WB) 14/1 add KHOW.
DEBBY BOONE "Take It Like A Woman" (WB/Curb) 13/6 add WNDB, WHZ, KSFO, WHOK, WSB, KMED. Moves: 28-20 WLTA.
AVERAGE WHITE BAND "For You, For Love" (Arista) 13/2 add WIS, WHZ. Moves: 24-18 WORG.
BOBBY VINTON "He" (Tapestry) 12/4 add WBOV, KSL, KMBZ, KSFO.
HARRY CHAPIN "Sequel" (Boardwalk) 11/9 add WATR, WCCO-FM, WCCO-AM, WHAM, WKHM, KMBZ, WABZ, WNEU, WELI.
CHICAGO "Song For You" (Columbia) 10/4 add WHAG, KMED, KMRJ, WLNH.
CHARLIE RICH "A Man Just Don't Know What A Woman Goes Through" (Elektra) 10/3 add KSL, WSB, WCCO-AM. Debut 19 KRMG.
STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 10/2 add WBOW (dp), WCBM. Heavy rotation: WQY.
RANDY MEISNER "Deep Inside My Heart" (Epic) 9/6 add WMAZ, WBOW (dp), KRKO, KLO, WECB, WOWO. Moves: 27-23 WSM-FM, debut 30 WNEU.
BURT REYNOLDS "Let's Do Something Cheap And Superficial" (MCA) 9/2 add WTAE, KSFO.
JOHNNY RIVERS "China" (RSO) 8/3 add WHIZ, KXIC, KGGF.
JERRY LEE LEWIS "Over The Rainbow" (Elektra) 8/1 add WBT. Moves: 24-19 WSB, debut 28 WREC.

Most Added:

- NEIL DIAMOND** Love On The Rocks (Capitol) Added at 85% of our reporting stations
- BARBRA STREISAND & BARRY GIBB** Guilty (Columbia) Added at 29% of our reporting stations
- AIR SUPPLY** Every Woman In The World (Arista) Added at 26% of our reporting stations
- DIONNE WARWICK** Easy Love (Arista) Added at 17% of our reporting stations
- JOHN LENNON** (Just Like) Starting Over (Geffen) Added at 16% of our reporting stations
- PAUL SIMON** One Trick Pony (WB) Added at 16% of our reporting stations
- BOBBY GOLDSBORO** Goodbye Marie (Curb/CBS) Added at 14% of our reporting stations

Hottest:

- KENNY ROGERS** Lady (Liberty) Reported hot at 77% of our stations
- BARBRA STREISAND** Woman In Love (Columbia) Reported hot at 76% of our stations
- WILLIE NELSON** On The Road Again (Columbia) Reported hot at 58% of our stations
- BOZ SCAGGS** Look What You've Done To Me (Columbia) Reported hot at 50% of our stations
- STEPHANIE MILLS** Never Knew Love Like This Before (20th) Reported hot at 25% of our stations
- DOOBIE BROTHERS** Real Love (WB) Reported hot at 22% of our stations



Black Radio

Bill Speed

BLACK RADIO EVOLUTION, PT. II

WGCI: Staying Close To The Base

In the second interview on the topic of Black radio's evolution, Barry Mayo, PD at WGCI-FM/Chicago, has an interesting perspective. The former KLAZ (now KOKY)/Little Rock programmer and ex-VP of the Young Black Programmers Coalition was once a strong advocate of the theory that Black radio should actively pursue the general market audience. Now, however, he believes you should take care of your core audience first and "stick with the black," avoiding most white crossovers and making sure the base audience stays loyal. These and other forthright comments appear below.

R&R: We've been talking about Black radio evolving. Would you share some of your philosophy?

BM: One thing I've learned, which I think some programmers may be missing the boat on, is programming for your specific market. I probably will never do some of the things I've done in the past by going into a market with preconceived notions about what I plan to do and what the market will like. The bottom line is that if your station is not comfortable to your base audience, no matter what you want to do, how innovative and how good an idea it is, it's not going to work.

R&R: Let's take that a step further. How do you think the traditional format of Black radio has changed?

BM: The old style may be very good for some people and some places. That all depends on the market — what they're used to, what they're ready for.

R&R: How do you see the traditional role changing?

BM: In a lot of markets, this one for instance, some of the older things, say, a lot of talk, are out with the advent of FM. The high energy jock talk is passe. Musically there are certain elements that black Chicagoans are used to. If you don't give them all of those elements, they're not going to come to your radio station.

R&R: What are we talking about specifically?

BM: I don't want to name all the specifics for competitive reasons. But let me say this much, you cannot win simply by just playing the hits. A lot of programmers are chart-oriented and people, at least in this market, definitely want to hear other things than the top ten. They want to hear Tom Browne and Queen and all that, too.

R&R: Let's talk about the audience. What do you give them that makes yours a good radio station to listen to?

BM: We give them more of a variety of the things they've been used to all along, and we try to give them something new to stimulate their minds. Once you've heard "Master Blaster" five or six times you're familiar with it; when it comes on it's either your favorite song or you've had it. You hit three, four, five records like that in a row and all of a sudden you find that your radio station isn't going anywhere. Case in point: I only work on the air one day a week. The other day I played a jazz classic by Horace Silver and the audience response to that whole show was mostly on that one song. I didn't know if they wanted to hear it or not, but I gave it to them anyway, and found out that they did. They let me know that. They will go so far as to tell you that your competition sucks. They'll say, "Hey, you're the only one doing this."

R&R: So, in other words, you believe that a request line is still relevant?

BM: What's wrong with request lines is that you have to understand that it's still only 5-10% of your active audience. That's your active audience. But it should be used as a gauge; it's just more information. So is Arbitron and Mediatrend. I don't rely on any one particular source of input.

R&R: How about research — do you do any research at all?

BM: Yes I do, but I can tell you right now that over 50% of the decisions I make on music are personal taste or gut feeling anyway. Over 55%. The other 45% is request lines, stores, trades . . .

R&R: Describe your audience — are they black, are they white, are they young people?

BM: For sure they're black. The core of our audience is 18-24. We have decent numbers all the way up to 49, but you'll find the bulk is 18-49; these are the people who respond to new things.

R&R: That's quite a contradiction to your AM (WVON) which is strictly after the adults.

BM: Both stations are being sold in combination — they're not being sold as separate entities. You'll realize the strength and power we have with this com-

"If your station is not comfortable to your base audience, no matter what you want to do, how innovative and how good an idea it is, it's not going to work."

ination. We're super strong 18-24. They're selling numbers 25 and up.

R&R: How can WGCI fit into that audience's lives?

BM: We are very heavy on doing the right thing at the right time. Black people are very serious about the news. But they only want to hear it at a certain time. You've got to ascertain what that is. Otherwise you can do too much news or the right amount at the wrong time.

R&R: You like to be predictable, in other words?

BM: I like to be predictable but in an unpredictable way. In other words, things that I know that they know they want, I like to have there at that time. And then, in between that, I give them things they're not ready for. Just keep them always listening — they never know what's coming on next.

R&R: Are you trying to broaden WGCI's audience appeal?

BM: You've got to stick with black. We've found that our audience is approximately 75% black. We're not going after white people: with this market it's a mistake for a Black station to go after white listeners. I've worked in the South in radio and Chicago is the most segregated town I've ever been in. White stations do not play a lot of black music in this market. The success of the Black



B-A-D BABE — MCA's Shotgun recently visited several southern stations in support of its current single, "Bad Babe." Shown at the studios of WAOK/Atlanta accompanied by their visual aid "Bad Babe" Marsha (third from left) are, from left: Shotgun member Ernest Latimore, WAOK's Larry O'Jay, WAOK PD Carl Connors, MCA's Jan Barnes, Shotgun's Larry Austin, and (kneeling) MCA's Bill Williams.

stations has been because they're black. Black stations that cannot be black tend to lose.

R&R: That's a very strong statement.

BM: I know. Time will tell. There were years that I've spent being unsuccessful in this market; I was laying on a whole bunch of white records and trying for a music mix that, at one point, was almost 50/50. But I figured you couldn't play the percentage game.

R&R: How would you gauge whether what you were doing is right?

BM: I spend an awful lot of time in the streets. I spend a lot of time in the ghetto. And these are the people who are the core of your audience. Whether you want to identify with them or not, these are the people who will make you or break you. People don't want to admit that — they talk about the upscale 18-34 white collar or blue collar worker. But these are street level people — people who aren't setting the trends, but if you don't have them you don't have a station. That's why we were playing a lot of general market music. We were not playing for the base, therefore we had no base. We had good numbers one month and the next month they would go down because they listened on a whim. We didn't satisfy them most of the time. You've got to satisfy your base audience. You're speaking to someone both ways. I was on a general market trip and now I'm going the black trip. You had an article in your paper on Al Scott of WYLD/New Orleans. I think someone else made a comment that they thought his station was too black (Al Scott). And his statement was how can a Black station be too black? I didn't used to think of it like that; I used to think it was very important to play a lot of Pop music on a Black station. I was one of the first programmers four years ago to play Boz Scaggs and all of that when it really wasn't popular at all to play general market music on a Black radio station. But I have grown to change my opinion on that. And I really don't see how a Black station can be too black.

R&R: What general advice would you give programmers around the country?

BM: Learn your market, more than anything else. Be very serious about your research, gathering your reports. The fact of the matter is, what works in one place won't work somewhere else. If you don't know your audience, you're lost.

People

Chris Turner is the new Program Director at KMJM/St. Louis. Turner was most recently at WHAT/Philadelphia, having formerly been at WGIV/Charlotte . . . Al Rameriez, Production Director at KUTE/Los Angeles, is now doing engineering at Raydio leader Ray Parker's studios . . .

Places

WAOK/Atlanta has moved to new offices. The new address is 409 West Peach Street, Suite 1947. The station will retain the same phone number . . .

Things

WDIA/Memphis has a new identity, dropping their former slogan, "The Home Of The Beale Street Sound," for "Beautiful People Radio" . . . WTLC/Indianapolis is awarding \$105 daily for the entire month of October in its "Great TLC-105 Giveaway." If there is no daily winner, the kitty piles up to a grand total of \$3105 at the end of the month . . . WOIC/Columbia is currently giving away an album an hour. The station is also holding a "War On Inflation Contest," whereby winners collect food, gas, radios and alarm clocks. WOIC has also added "Black Women Chronicles," a talk show airing weekly Wednesday evenings between 7:30-8:30 with a focus on women's issues . . . Stevie Wonder, Smokey Robinson, Andrae Crouch, Diahann Carroll and Dick Clark were all participants in a non-partisan voter education and participation drive for the upcoming November elections. They appeared at a concert whose proceeds will go to the Dr. Martin Luther King, Jr. Legacy Association . . . Speaking of politics, Stevie has initiated a national campaign for next January 15th to be declared a national holiday in memory of the slain civil rights leader . . .

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEVIE WONDER**
"Master Blaster (Jammin')" (Tarnia)
- JACKSONS**
"Lovely One" (Epic)
- EARTH, WIND & FIRE**
"Let Me Talk" (ARC/Columbia)
- TEDDY PENDERGRASS**
"Love TKO" (Philadelphia International)
- GEORGE BENSON**
"Love X Love" (WB)
- PRINCE**
"Uptown" (WB)
- ZAPP**
"More Bounce To The Ounce" (WB)
- DIANA ROSS**
"I'm Coming Out" (Motown)
- KOOL & THE GANG**
"Celebration" (De-Lite)
- LTD**
"Where Did We Go Wrong" (A&M)
- LENNY WHITE**
"Kid Stuff" (Elektra)
- S.O.S. BAND**
"S.O.S." (Tabu)
- CAMEO**
"Keep It Hot" (Chocolate City)

CLIMBERS

Following are listed in order of their airplay activity.

TEENA MARIE "I Need Your Lovin'" (Gordy) 48% reporting. In the South it's hot at WGIV and WAOK with medium airplay at WYLD, WHRK, WVEE, WDIA, WPXI and WJJS. In the Midwest it is hot at KAEZ, WBMX and WJLB while climbing at KATZ. The West shows medium airplay at KDAY and KDKO. Hot at WAMO and climbing at WXYV in the East.

TOM BROWNE "Funkin' For Jamaica (NY)" (GRP/Arista) 48% reporting airplay. Hot at WPDQ, WENN, WJJS, WHRK, WVEE and WYLD while climbing at WNOO, WPXI and WDIA in the South. Climbing at WBMX, WCIN and KATZ while hot at KMJM and KAEZ in the Midwest. The West shows it hot at KDKO. Heavy airplay at WXYV in the East.

CAMERON "Funkdown" (Salsoul) 48% of our reporters are on it. The Midwest shows medium airplay at WDAO, WTLC, KMJM and KATZ while hot at WKWM. Climbing at WILD and WXYV in the East. Hot rotation at WENN and WGIV with medium airplay at WJMI, WOIC, WLOU, WAOK, WDIA, WHRK and WVEE in the South.

NARADA MICHAEL WALDEN "The Real Thang" (Atlantic) 48% reporting action. Added at WANT, climbing at WJMI, WGIV and WJJS, and hot at WAOK, WLOU and WNOO in the South. Hot at WDAO; climbing at WKWM, WTLC, WCIN, WJLB and WWWS in the Midwest. Medium airplay at WAMO and WILD in the East. Climbing at KDAY in the West.

TYRONE DAVIS "How Sweet It Is" (Columbia) 45% reporting. New at WLOU, climbing at WJJS, WDIA, WHRK and WVEE, and hot at WENN, WPDQ and WAOK in the South. Climbing at WKWM, WJLB, WWWS and KATZ in the Midwest. The East shows an add at WILD with medium airplay at WXYV. Hot at KDAY in the West.

GRANDMASTER FLASH "Freedom" (Sugar Hill) 45% of our reporters are on it. Climbing at WAMO in the East. In hot rotation at WENN, WJMI, WPDQ and WPXI with medium airplay at WYLD, WJJS and WNOO in the South. Climbing at WCIN and KAEZ while hot at KMJM, WDAO, WWWS and KATZ in the Midwest. Medium activity at KDKO in the West.

LARRY GRAHAM "When We Get Married" (WB) 45% reporting activity. The Midwest reflects an add at WJLB, medium airplay at KATZ, WTLC, WDAO, WBMX and KMJM, and hot rotation at WCIN and KAEZ. Climbing at KYAC and KDIA in the West. Medium airplay at WJJS, WLOU and WOIC in the South. Climbing at WAMO and WILD in the East.

SWITCH "Love Over And Over Again" (Gordy) 45% reporting airplay. Added at WOIC, WDIA, WHRK, WVEE, WYLD, WAOK and WJJS in the South. New at WWWS, KAEZ and WKWM with medium airplay at WTLC and WDAO in the Midwest. Debuting at KDKO in the West. Added at WILD and WXYV in the East.

BRICK "Push Push" (Bang) 42% reporting activity. Hot rotation at WANT, WAOK and WYLD with medium airplay at WJJS, WHRK, WVEE and WGIV in the South. Climbing at WCIN; hot at WKWM and WWWS in the Midwest. The East shows it hot at WAMO with medium airplay at WXYV. Hot at KDAY and climbing at KDKO in the West.

SPINNERS "Now That You're Mine Again" (Atlantic) 39% of our reporters are on it. Climbing at WYLD, WDIA, WJJS and WOIC while hot at WGIV, WHRK and WVEE in the South. Hot at WCIN and WJLB while climbing at WKWM and KAEZ in the Midwest. Climbing at WAMO and hot at WXYV in the East.

STYLISTICS "Hurry Up This Way Again" (TSOP) 39% reporting airplay. Heavy airplay at WJJS, WHRK and WVEE; climbing at WENN and WYLD in the South. Hot at WDAO; climbing at KAEZ, WKWM and WCIN in the Midwest. The East shows it climbing at WAMO; hot at WXYV and WILD. Hot at KDIA in the West.

REDDINGS "Remote Control" (B.I.D.) 36% reporting action. New at WJJS, climbing at WHRK, WVEE, WGIV, WOIC and WJMI in the South. Climbing at WXYV in the East. Added at WTLC with medium airplay at WWWS and KATZ in the Midwest. Hot at KDAY in the West.

KURTIS BLOW "Throughout Your Years" (Mercury) 36% reporting. Added at KDKO and hot at KDAY in the West. Climbing at WWWS, WBMX and KAEZ while hot at WDAO and KATZ in the Midwest. New at WJJS, climbing at WLOU, and hot at WOIC and WAOK in the South. Climbing at WAMO in the East.

PATRICE RUSHEN "Look Up" (Elektra) 36% of our reporters are on it. Debuting at WDIA, WJJS and WLOU; climbing at WHRK, WVEE, WAOK, WOIC and WNOO in the South. New at WDAO; climbing at WBMX and WTLC in the Midwest. Medium airplay at WXYV in the East.

DONNA SUMMER "The Wanderer" (Geffen) 33% reporting activity. Hot at WPXI with medium airplay at WNOO, WOIC, WHRK and WVEE in the South. Climbing at WAMO and WXYV in the East. Climbing at WBMX and WJLB in the Midwest. Hot at KDAY while climbing at KDKO in the West.

RENE & ANGELA "Everything We Do" (Capitol) 30% reporting airplay. New at WAOK; climbing at WDIA, WLOU and WOIC in the South. Medium airplay at WDAO, WTLC and WJLB in the Midwest. Climbing at WILD in the East. Added at KDAY and climbing at KDKO in the West.

JONES GIRLS "Dance Turned Into A Romance" (Philadelphia International) 30% of our reporters are on it. Hot at WANT and WENN; climbing at WLOU, WGIV and WNOO in the South. Climbing at WAMO in the East. Medium airplay at WKWM and WWWS in the Midwest. New at KDAY and hot at KDIA in the West.

SEVENTH WONDER "The Tilt" (Chocolate City) 30% reporting action. Climbing at WXYV, WAMO and WILD in the East. The South shows medium airplay at WHRK, WVEE, WAOK and WGIV. Climbing at WTLC and WWWS in the Midwest. Hot at KDAY in the West.

NEW & ACTIVE

SEAWIND "What Cha Doin'" (A&M) 27% reporting airplay. The South shows an add at WJJS with medium airplay at WHRK and WVEE. Climbing at WILD and WXYV in the East. Medium airplay at WWWS in the Midwest. New at KDKO and KDAY; climbing at KYAC in the West.

VERNON BURCH "Fun City" (Chocolate City) 27% of our reporters are on it. New at WAMO; climbing at WILD in the East. Added at WJJS; climbing at WLOU, WAOK and WNOO while hot at WENN and WJMI in the South. Climbing at KYAC in the West.

LOU RAWLS "I Go Crazy" (Philadelphia International) 27% reporting. Added at WJJS and WGIV; climbing at WOIC, WAOK and WDIA, and hot at WANT and WJMI in the South. Hot at WDAO and climbing at WBMX in the Midwest.

MANHATTANS "I'll Never Find Another" (Columbia) 27% reporting activity. Added at WXYV in the East. New at WHRK, WVEE and WOIC in the South. Debuting at KATZ, WCIN, WTLC and WWWS in the Midwest. New at KDKO in the West.

DYNASTY "Do Me Right" (Solar) 24% of our reporters are on it. In the South it's new at WHRK and WVEE, in medium rotation at WOIC and WYLD, and hot at WJJS. It's new in the East at WXYV. Added at KDAY while climbing at KDKO in the West.

TAVARES "Love Uprising" (Capitol) 24% of our reporters are on it. In the East it's climbing at WILD. Debuting in the South at WANT and WOIC with medium rotation at WPXI and WAOK. The Midwest shows it new at WJLB while hot at WDAO. The West reflects medium rotation at KDKO.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- DEVADIP CARLOS SANTANA**..... The Swing Of Delight (Columbia)
..... Various Cuts
- TOM BROWNE**..... Love Approach (GRP/Arista)
..... Various Cuts
- RAMSEY LEWIS**..... Routes (Columbia)
..... Various Cuts
- SADAO WATANABE**..... How's Everything (Columbia)
..... Various Cuts
- AHMAD JAMAL**..... Intervals (20th)
..... Various Cuts
- BOB JAMES**..... H (Columbia/Tappan Zee)
..... Various Cuts
- ERIC GALE**..... Touch Of Silk (Columbia)
..... Various Cuts
- HUBERT LAWS**..... Family (Columbia)
..... Various Cuts
- JUDY ROBERTS BAND**..... The Other Way (Inner City)
..... Various Cuts

NEW & ACTIVE

- GROVER WASHINGTON JR.**..... Winelight (Elektra)
..... Various Cuts

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

Pop / Rhythms
Hottest
October 31, 1980

EAST	SOUTH	MIDWEST	WEST
Several Artists Tied	Jacksons Stevie Wonder Earth, Wind & Fire Prince	Jacksons Stevie Wonder Zapp Diana Ross "Coming"	Stevie Wonder Diana Ross "Coming"

Regionalized Adds & Hots

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

EAST

WXVY
Baltimore, MD
Larry Wilson

ADDED
Manhattans
Switch
Dynasty
Lakeside

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

WKND
Hartford, CT
Eddie Jordan

ADDED
Gentry
Joneses

HOTTEST
Not Available

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Flekes
Natalie Cole
Gentry
Vernon Burch
Pleasure

HOTTEST
Zapp
Stacy Lattisaw
Brick
LTD
Teena Marie
Queen
One Way
Diana Ross "Coming"
Johnny Guitar Watson
Lenny White

WILD
Boston, MA
Steve Crumbley

ADDED
Switch
Diana Ross "Turn"
Mike Mandao
Pointer Sisters "Dreaming"
La Toya Jackson
Tyronne Davis
Ray, Goodman & Brown
Gentry

HOTTEST
Zapp
Stevie Wonder
Jacksons
Stacy Lattisaw
Kool & The Gang
George Benson
Stylistics
Earth, Wind & Fire
Paris
S.O.S. Band

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Slave
Diana Ross "Turn"
Patrice Rushan
Ray, Goodman & Brown
"Happy"
Barry White
Pointer Sisters "Dreaming"

HOTTEST
Jacksons
Stevie Wonder
Junie
Lenny White
Earth, Wind & Fire
Prince
Lipps, Inc.
Grandmaster Flash
Narada Michael Walden
Stylistics

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Switch
Heatwave
La Toya Jackson
Maze "Look"
Kenny Rogers
Sonderella
Linda Clifford

HOTTEST
Zapp
Queen
Brick
LTD
Slick
Jacksons
Diana Ross "Coming"
Stephanie Mills
Cameron
Teddy Pendergrass

WJLB
Detroit, MI
J. Michael McKay

ADDED
Ashford & Simpson
Tavares
Main Ingredient
Larry Graham
Earl Klugh
Eloise Laws
Patti Austin
Idris Muhammad

HOTTEST
Teena Marie
Stephanie Mills
Stevie Wonder
Earth, Wind & Fire
Spinners
Jacksons
Diana Ross "Coming"
Exportations
Quickest Way Out

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Cameo
Manhattans
La Toya Jackson
Stevie Wonder "Happy"

HOTTEST
Prince
Diana Ross "Coming"
Earth, Wind & Fire
Spinners
Teddy Pendergrass
Stephanie Mills
Johnny Guitar Watson
Stevie Wonder
Larry Graham
S.O.S. Band

KATZ
St. Louis, MO
Earl Parnell

ADDED
Manhattans
Michael Henderson
Dionne Warwick "Easy"
Michael Wycoff

HOTTEST
Zapp
Stevie Wonder
Earth, Wind & Fire
Jacksons
GO
Grandmaster Flash
Vernon Burch
Cameron
Tom Browne
O'Jays
Ray, Goodman & Brown
Rockie Robbins

WPXI
Charleston, SC
Tony Jamison

ADDED
Odyssey
Zapp
Viola Willis
Diana Ross "Turn"
Linda Clifford

HOTTEST
Kano
Jacksons
Barbra Streisand
Grandmaster Flash
Geraldine Hunt
Dobie Brothers
Donna Summer "Wanderer"
Earth, Wind & Fire
Queen
Pointer Sisters "Shy"

SOUTH

WLOU
Louisville, KY
Bill Price

ADDED
Patrice Rushen
Sweat Band
Michael Henderson
Gladys Knight
Taste Of Honey
Carl Carlton
O.C. Smith
Chi-Lites
Tyronne Davis

HOTTEST
Stevie Wonder
S.O.S. Band
George Benson
Jacksons
Earth, Wind & Fire
Lenny White
Narada Michael Walden
Prince
Teddy Pendergrass
Brass Construction

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Lou Rawls
James Brown
Flakes
Change
Main Ingredient

HOTTEST
Kwick
Lenny Williams
Spinners
McFadden & Whitehead
Maze "Joy"
Cameron
Jacksons
LTD
Teena Marie

WHRK
Memphis, TN
Ron Olsen

ADDED
Manhattans
Switch
Dynasty
Lakeside

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

WANT
Richmond, VA
Ben Miles

ADDED
Chi-Lites
Sterling Harrison
Narada Michael Walden
Tavares

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

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Stanley Turrentine

HOTTEST
Tom Browne
Diana Ross "Coming"
Grandmaster Flash
Kim Carnes
Stephanie Mills
Teddy Pendergrass
Kool & The Gang
Air Supply
Tyronne Davis
Queen

WOIC
Columbus, GA
Bob Walters

ADDED
Switch
Sweat Band
Manhattans
O'Jays
Tavares
Barry White
Gladys Knight

HOTTEST
Queen
Jacksons
Stevie Wonder
Pointer Sisters "Shy"
Zapp
Prince
Teddy Pendergrass
George Benson
Kool & The Gang
Kurtis Blow

WAOK
Atlanta, GA
Carl Connors

ADDED
Michael Henderson
Switch
La Toya Jackson
Cameo
Rene & Angela
Idris Muhammad
Parliament

HOTTEST
Tyronne Davis
LTD
Teena Marie
Brick
Earth, Wind & Fire
Con Funk Shun
Kurtis Blow
Narada Michael Walden
Prince
S.O.S. Band

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Manhattans
Switch
Dynasty
Lakeside

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

WYLD
New Orleans, LA
Brute Bailey

ADDED
Parliament
Jermaine Jackson
Change
Lipps, Inc.
George Benson
Switch
Fatback Band
Z.Z. Hill
Gladys Knight
Clifton Dyson

HOTTEST
Stevie Wonder
Tom Browne
LTD
Brick
Jacksons
Zapp
Stacy Lattisaw
Earth, Wind & Fire
Pointer Sisters "Shy"
Diana Ross "Coming"

WDIA
Memphis, TN
Mark Christian

ADDED
Dionne Warwick "Never"
Eloise Laws
Heatwave
Patrice Rushen
Switch

HOTTEST
George Benson
Johnnie Taylor
Kool & The Gang
Lenny Williams
Prince
Jacksons
Teddy Pendergrass
Stevie Wonder
Reddings
Z.Z. Hill

WJJS
Lynchburg, VA
Robert Goins

ADDED
Kurtis Blow
Reddings
Vernon Burch
Lou Rawls
Chaka Khan
Patrice Rushen
Fatback Band
Chic
Cameo
Seawind
Dramatics
Switch

HOTTEST
Zapp
LTD
Earth, Wind & Fire
Dynasty
Diana Ross "Coming"
Stacy Lattisaw
Tom Browne
Mtume
Stylistics
Stevie Wonder

WEST

KDKO
Denver, CO
John Anderson

ADDED
Lakeside
Seawind
Idris Muhammad
Ray, Goodman & Brown
"Happy"
Switch
Teddy Pendergrass
Al Jarreau
Manhattans
Pointer Sisters "Dreaming"
Kurtis Blow

HOTTEST
Tom Browne
Jacksons
Queen
Diana Ross "Coming"
Teddy Pendergrass "Can't"
Earth, Wind & Fire
Zapp
Stevie Wonder
O'Jays
Stephanie Mills

KYAC
Seattle, WA
Tamlin Henry

ADDED
Aretha Franklin "United"
Kool & The Gang
Numonics

HOTTEST
Stevie Wonder
Earth, Wind & Fire
Commodores
Minnie Riperton
Diana Ross "Coming"
Blue Light
O'Jays
LTD
Pointer Sisters "Shy"
Herb Alpert

KDIA
Oakland, CA
Keith Adams

ADDED
Rodney Franklin (LP)

HOTTEST
Stevie Wonder
Jones Girls
Diana Ross "Coming"
Teddy Pendergrass
Pointer Sisters "Shy"
Minnie Riperton
LTD
Stylistics
George Benson
Larry Graham

KOAY
Los Angeles, CA
J.J. Johnson

ADDED
Dynasty
Idris Muhammad
Rene & Angela
Seawind
Jones Girls

HOTTEST
Stevie Wonder
Jacksons
Kurtis Blow
Prince
Brick
Reddings
S.O.S. Band
Tyronne Davis
Donna Summer "Wanderer"
Seventh Wonder

OPPORTUNITIES

Openings

EAST

Looking for personality talent for full or part time position. Send tapes and resumes to The Power Factor, KX101 1/2, 218 Ewingville Rd., Trenton, NJ 08638, ATTN: Sam Lit. EOE M/F (10-31)

Needed immediately Announcer for 50,000 watt FM suburban Pittsburgh station. The person we're looking for must be mature and dependable and have at least minimal on air experience at a commercial radio station with a desire to learn and the ability to take and follow direction. Automation experience helpful. Tapes and resumes to Rick Pantaleo, PD, WWKS, 1316 Seventh Ave., Beaver Falls, PA 15010. No calls (10-31)

WCTC, central New Jersey's news and information leader, is building a future file of applicants who may someday wish to join our award winning staff. Tapes and resumes to Walt Sodie, Box 100, New Brunswick, NJ 08903. EOE M/F (10-31)

50,000 watt FM Contemporary Hit Radio seeks qualified drive time air personality. Good production necessary. No beginners #1 in market. Tapes and resumes to WKHI, Box 758, Ocean City, MD 21842. EOE (10-31)

After months and hundreds of airchecks, WOUR, Central New York's original and best AOR, is still looking for the right morning person. No robot 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 WSWG, Box 857, Tomington, CT 06790. EOE M/F (10-24)

News Director, WLLH/Lowell, MA Strong local department. Lots of gathering, air work, and personal development. Tape 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)

SOUTH

WLAS/Jacksonville, NC needs 7pm-12 midnight air personality for Country station. Must know music. Tapes and resumes to Willis Williams, Box 780, Jacksonville, NC 28540 (10-31)

WGBS/Miami is accepting tapes and resumes for production director. If you are a creative pro with exceptional production skills and don't want to mount another set of snow tires, rush tapes and resumes to Brian Scott, PD, WGBS, 710 Brickell Avenue, Miami, FL 33131 (10-31)

WKZL-FM/Winston-Salem, Greensboro, Highpoint, looking for morning drive announcer. Should display strong production skills. Tapes, resumes and photos to Doug Paul, PD, WKZL, Box 11967, Winston-Salem, NC 27108. EOE M/F (10-31)

Full and Part Time Announcers: Prior on-air Contemporary radio experience required preferably in a top 50 market and 3rd class FCC license required. HS diploma. Salary open. Send resumes with air check to WQXM, Radio 98 Rock, Box 4809, Clearwater, FL 33518. EOE (10-31)

Burkhardt/Abrems/Michaels/Douglas looking for airchecks of top notch news persons/personalities for major client station. Send tapes and resumes to Jon Sinton, c/o B/A/M/D, 6500 River Chase Circle East, Atlanta, GA 30328 (10-31)

We're splitting up. Our AM and FM WCMS-AM/Norfolk has a new position available soon. Here's your chance to do morning drive with a unique Country format. Mature professionals only. Personality a must. Some production. Tapes and resumes to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. EOE (10-31)

Openings

Possible future overnight opening. Uptempo Contemporary Hit Radio. Tapes and resumes to B J Odum, PD WWXL, Route 5, Box 50, Manchester, KY 40968. No calls please (10-31)

News Director wanted to build local 2-man news department and handle talk show. AM Pop/Adult, FM Contemporary Hit Radio. Good bucks for market. Tapes and resumes to B J Odum, PD, WWXL, Route 5, Box 50, Manchester, KY 40962. EOE (10-31)

WHYY-AM needs 7pm-12 midnight air talent. Minimum of 2 years radio experience with production ability. We want a wild and crazy personality that creates talk. Send tapes and resumes to Larry Stevens, Box 2744, Montgomery, AL 36105. EOE (10-31)

Future opening. Minimum commercial experience two years. Send tapes and resumes to Bruce Cotton, WAEV, Box 9706, Savannah, GA 31412. EOE M/F (10-31)

100,000 watt station now accepting applications for great announcers. Class "C" station. Number one in market and a great place to work. Send tapes and resumes to WSFL-FM, Box 3438, New Bern, NC 28560. Attention Ed Seeger (10-31)

Does your news sound like it was just ripped off the wire? Or can you gather, write and deliver stories that grab people? If so, you may be the person I'm looking for to do afternoon news on KICKS/Country, Metroplex Broadcasting's newest station to Washington, DC. Send tapes and resumes to Paul Bottoms, News Director, WVKX Radio, 510 King Street, Alexandria, VA 22314. (10-31)

WRAL-FM/Raleigh is looking for a person to sell radio advertising to local clients utilizing various sales tools and equipment. Person will prepare sales presentation including data on client needs and expected results from radio advertising. Experience in sales required and radio sales experience preferred. Send resumes to Personnel, Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. EOE M/F (10-31)

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)

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)

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 Kegan, PD, WBCY, 1 Julien Price Place, Charlotte, NC 28208. No calls please. EOE M/F (10-24)

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, La Mesa, TX 79331, or call (806) 872-2404. 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 Belknap 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)

Openings

WANS-FM now accepting tapes and resumes for full-time 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)

MIDWEST

KFMH-KWPC/Muscogee seeking experienced copy writer. Knowledge of production. Call Steve Bridges at (319) 283-2442 or send tape and resume (if applicable) to Box 116, Muscatine, IA 52761. EOE (10-31)

Copy production person for Pop/Adult format. Some board work preferred. Excellent equipment. Send copy, tapes and resume to Don Hofmann, KAKZ, Box 1240, Wichita, KS 67201. EOE (10-31)

Superstars morning news person and air person or team needed. Tapes and resumes to Tom Daniels, WLPX, Box 402, Milwaukee, WI 53201. No calls, please. EOE M/F (10-31)

Sports Director needed at central Ohio's #1 sports station. Includes P-B-P for baseball, basketball, and Big Ten football. Tapes and resumes to Jeff Ryder, WBNS, 62 E. Broad St., Columbus, OH 43215. EOE M/F (10-31)

KRNA/Iowa City, IA, 100,000 watt rocker, seeks air talent. Great working environment, great pay. Tapes and resumes to Bert Goynahor, 1027 Hollywood Blvd., Iowa City, IA 52240. Females and minorities encouraged to apply. EOE (10-31)

WNRS/Ann Arbor's best Country is seeking radio pros for future openings. Good production a must, women encouraged to apply. If you would like the chance to work for a company that's on the move, mail air check, production samples, resume and salary requirements to Mark Thomas, WNRS, Box 8605, Ann Arbor, MI 48107. EOE M/F (10-31)

KWEB is looking for a strong morning drive personality. We want an experienced pro who likes to get up early, be involved in the community, and can balance individuality with station format. We are a number one Pop/Adult AM in one of the nicest cities in America. Growing company, attractive market, good pay and benefits. Opportunity to be in the area's key on-air position. Rush tape, resume, salary requirements, and brief summary of your personal radio philosophy to Operations Manager, KWEB, Broadcast Plaza, Rochester, MN 55901. No phone calls please. EOE M/F (10-31)

WDIF/Manion, OH has opening for person with limited experience. Potential hard worker and ability to take direction a must. Tapes and resumes to Jim Roberts, OM, WDIF, Box 10000, Manion, OH 43302. No calls please. EOE (10-31)

Tulsa market AOR looking for future talent. All areas of airwork and engineering. Tapes and resumes to "I Want To Be A Renegade Rock Jock," Box 66, Pryor, OK 74381. EOE (10-31)

Wanted: Production Director. Some air work and some experience required. Send tape and resume to Sid Herdt, KYYY-FM, Box 1738, Bismarck, ND 58502. EOE M/F (10-31)

KKRC/Sioux Falls, SD has future openings for full and part-time. Tapes and resumes to Don Nordine, 1704 S. Cleveland, Sioux Falls, SD 57103. (10-31)

KVOX/Moorehead, MN has immediate opening for experienced morning personality. If you're personable and like to do production, send us your tape. Pop/Adult format. Tapes and resumes to Larry O'Brien, PD, KVOX-AM-FM, Box 97, Moorehead, MN 56560, or call (218) 233-1522. EOE M/F (10-31)

News Director needed for SW Kansas news leader. Pop/Adult AM and Beautiful Music FM. We have the tools and need someone who can use them creatively. If you don't know what a wrap is or are afraid of 12-hour days, don't bother us. If you want a chance to show your stuff, send tapes and resumes to Al Mash, KSCB/KEZS, Box K, Liberal, KS 67801, or call (316) 624-1372 from 8am to 10am. EOE M/F (10-31)

Openings

News/Public Affairs Director for leading AM/FM in beautiful upper Midwest medium market. Need an experienced "take charge" broadcast journalist with strong managerial and on-air talent. Tape, resume with references, writing samples and letter briefly outlining your news philosophy and salary expectations to Operations Manager, KWEB, Broadcast Plaza, Rochester, MN 55901. No phone calls. EOE M/F (10-31)

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)

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 Regge Rickards, WJEZ/WJJD, 180 N. Michigan, Chicago, IL 60616. No calls, no tapes returned. (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 44116. 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)

WEST

This could be the morning-drive opening of a lifetime... but you've got big shoes to fill. KJR/Seattle's CHARLIE BROWN is retiring and the search is on for his replacement. Experience is essential and entertainment is the key. Tapes and resumes to Tracy Mitchell, KJR, Box 3726, Seattle, WA 98124. A Metro media station. EOE M/F (10-31)

KZAP, Superstars winner in Sacramento has opening for full-time nights. Tapes and resumes to Les Tracy, KZAP, Box 511, Sacramento, CA 95803. No calls, please. EOE (10-31)

PD wanted, KKXL-AM Radio, in Grand Forks, ND has opening for a PD. Looking for applicants with ability, and good on-air sound. Pop/Adult format, #1 in seven-station market. A good challenge with a growing group. Tapes and resumes to Dwayne Carneau, KKXL, Box 997, Grand Forks, ND 58201. EOE (10-31)

Still need news person for Southeast New Mexico. Good job for the night person. Growing company, great to work for. We'll make it worth your while. Tapes and resumes to John Carver, Box 720, Alamogordo, NM 88310. EOE M/F (10-31)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Industry

JOHN FISCHER moves from weekends at WOHO/Toledo, OH to host P.M. Magazine at Channel 18/Wilkes-Barre, Scranton, PA.
BARBARA KIRKNER has joined the Bug Music Group as Copyright and Licensing Administrator.

Radio

BILL COOPER joins the news staff at KRLA/Los Angeles, CA.
MARCIA SHEDD appointed Promotion Director at WHK/Cleveland, OH.
JUDITH JOHNSTONE named Promotion Director at WEZO-WNYR/Rochester, NY.
TERRY SHEA joins K-104/Fresno, CA from KDES/Palm Springs, CA.
TERRY DANIELS formerly with KOZE/Louisville, KY joins KRQ-FM/Tucson, AZ.
CHUCK WOLF has been named News Director at KIKK/Kansas City, MO.

MARIA DEL RIO has been appointed Account Executive for 610-KFRC/San Francisco, CA.

DAVE STEELE formerly with WKYX/Paducah, KY joins WAAY/Huntsville.
TONY SWEARINGEN joins KBYX/Billings, MT from KULR-TV/Billings, MT.
BYRON KEARBEY formerly with WOPD/Lakeland, FL, joins WSUN/St. Petersburg, FL.

Record

SKIP STEVENS has been appointed National Promotion Director at Ovation Records, Country division.
ALLEN WEINBERG has been named Senior Art Director, CBS Associated Labels Art Packaging, New York.
DENNIS J. GORDON has been appointed Northeast Promotion Director/R&B for A&M Records.
SHERRY WINSTON has been named Promotion Manager, Jazz & Progressive Music for Arista Records.

THE BACK PAGE

BREAKERS

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

BARBRA STREISAND/BARRY GIBB Guilty (Columbia)

64% of our reporters on it. Moves: Up 70, Same 16, Down 0, Adds 60 including WKBW, WFIL, WFI, F105, WGCL, KFI, KSF, 13K, KPLZ, KIMN, WHFM, WICC, WAQY, KFMK, WFMF, WCSC, KZ93, KGGI. See Parallels, charts at number 27.

ROGER DALTRY

Without Your Love (Polydor)

63% of our reporters on it. Moves: Up 91, Same 29, Down 2, Adds 22 including CKLW, KDWB, KSLQ, Q102, KEARTH, KJR, KOPA, WBBF, KSRR, WNOE, WLCY, WNOX, KEYN-FM, WNAP, FM102, KMJK. See Parallels, charts at number 28.

KORGIS

Everybody's Got To Learn Sometime (Asylum)

63% of our reporters on it. Moves: Up 81, Same 36, Down 0, Adds 26 including WBEN-FM, JB105, CFTR, Q105, WZZP, KEARTH, KOPA, WTIC-FM, 14Q, KSET-FM, BJ105, KIOA, WIKS, KLUC. See Parallels, charts at number 29.

AIR SUPPLY

Every Woman In The World (Arista)

63% of our reporters on it. Moves: Up 66, Same 24, Down 0, Adds 53 including WKBW, WBEN-FM, WFIL, 96KX, WROR, PRO-FM, JB105, KVIL, WDRQ, KDWB, KXOK, KSLQ, WOKY, KFI, Q106, WERC, 92Q, KWEN, KERN. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. □ indicates one of this week's most added new songs.

□ HARRY CHAPIN "Sequel" (Boardwalk) 105/56

Moves: Up 21, Same 28, Down 0, Adds 56 including WKBW, WFIL, F105, PRO-FM, Q105, CKLW, KBEQ, WOLF, WBBF, WAQY, WKEE, KWIC, B97, KXX106, CK101, WAKX, WNAM, KERN.

KANSAS "Hold On" (Kirschner) 102/2

Moves: Up 61, Same 30, Down 9, Adds 2, Q105, Q102, WKBW 22-14, 96KX 7-4, WLS 24-18, KWK 1-1, KBEQ 1-1.

JOHN COUGAR "This Time" (Riva) 97/14

Moves: Up 48, Same 33, Down 2, Adds 14, Z93, WOLF, 14Q, KBFM, WERC, WTMA, KJRB, KNBQ, WIGY, WFOX, WXLK, KKXL, KKRC, KBOZ.

AC/DC "You Shook Me All Night Long" (Atlantic) 95/4

Moves: Up 57, Same 31, Down 3, Adds 4, WSKZ, KSTT, 95SGF, KSEL, JB105 24-20, WDRQ 11-9, WKEE 12-8, KIDD 14-10.

□ OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 93/22

Moves: Up 60, Same 11, Down 0, Adds 22 including WXKS, PRO-FM, KVIL, WFBL, KC101, KWIC, 96X, WBBQ, WAYS, WAKX, Z104, WGBF, WDJX, KGGI, KJRB.

□ POLICE "De Do Do Do, De Da Da Da" (A&M) 85/37

Moves: Up 23, Same 25, Down 0, Adds 37 including WBEN-FM, JB105, Z93, 94Q, KRLA, KOPA, KUPD, WOLF, WFLY, V100, WTI, KXX106, WAAY, CK101, WOKI, WVIC, KGGI, KMJK.

STEVIE WONDER "Master Blaster (Jammin)" (Tamla) 81/3

Moves: Up 58, Same 16, Down 4, Adds 3, KFMK, WVIC, KHYY, WABC 16-9, WCKX 18-12, KRLA 18-14, KSF 7-7.

PAUL SIMON "One-Trick Pony" (WB) 74/11

Moves: Up 43, Same 20, Down 0, Adds 11, WOKY, KPLZ, KEZR, KTAC, KRSP, KRQ, KTKT, WCIR, KENI, KCBN, KYA, WBEN-FM 33-24, KJR 24-22.

IRENE CARA "Out Here On My Own" (RSO) 72/2

Moves: Up 48, Same 13, Down 9, Adds 2, WOLF, KELO, KVIL 20-14, Y100 18-15, KXOK 17-14, KSLQ 17-11.

NIELSON/PEARSON "If You Should Sail" (Capitol) 71/10

Moves: Up 31, Same 28, Down 2, Adds 10, F105, KPLZ, WOLF, KHFI, KEEL, WAYS, KIOY, FM99, WKXY, KRLC, JB105 17-12, KTKT 25-20.

DON WILLIAMS "I Believe In You" (MCA) 67/19

Moves: Up 35, Same 12, Down 1, Adds 19 including WOLF, KINT, KHFI, WJDX, WSGN, FM100, WRJZ, WVIC, KSTT, WNAM, WGBF, WHEB, KSEL, KFXD.

WAYLON JENNINGS "Theme From 'Dukes Of Hazzard'" (RCA) 66/12

Moves: Up 38, Same 14, Down 2, Adds 12, WOKY, WFBL, KEEL, WLCY, KX104, WVLK, KRAV, WTSN, 95XIL, Z102, KFYR, WEAQ.

Radio & Records

NATIONAL AIRPLAY/30

October 31, 1980

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

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

MOST ADDED

- B. STREISAND/B. GIBB "Guilty" (Columbia)
- HARRY CHAPIN "Sequel" (Boardwalk)
- AIR SUPPLY "Every Woman In The World" (Arista)
- JOHN LENNON "(Just Like) Starting Over" (Geffen)
- POLICE "De Do Do Do, De Da Da Da" (A&M)

Complete Regionalized Listings on Page 26 and 27.

HOTTEST

- KENNY ROGERS "Lady" (Liberty)
- BARBRA STREISAND "Woman In Love" (Columbia)
- LEO SAYER "More Than I Can Say" (WB)
- DONNA SUMMER "The Wanderer" (Geffen)
- HALL & OATES "You've Lost That Lovin'..." (RCA)

Parallel Listings Begin on Page 30.

VAPORS "Turning Japanese" (UA) 62/5

Moves: Up 36, Same 20, Down 1, Adds 5, KRLA, WGBF, KHYY, Z102, WXLK, WLS 6-5, WDRQ 23-17, KEARTH 13-7.

□ DR. HOOK "Girls Can Get It" (Casablanca) 51/26

Moves: Up 14, Same 11, Down 0, Adds 26 including WNBC, Q105, WOKY, WKEE, KWIC, WSGN, 96X, WBBQ, KX104, WSKZ, WGH, KYNO-FM, KCPX, WHEB, WISE, KQDI.

Others Getting Significant Action

□ KOOL & THE GANG "Celebration" (Delite/Mercury) 45/22

Moves: Up 16, Same 7, Down 0, Adds 22 including WRKO, KEARTH, KFRC, Q106, WTI, B97, WJDX, KX104, WAYS, WAKX, KIOY, KIDD.

KIM CARNES "Cry Like A Baby" (EMI America) 39/0

Moves: Up 24, Same 12, Down 3, Adds 0, WZZP d-24, KINT 20-18, KQ94 27-22, WLAC 20-17, WSEZ 15-12, WFLB 30-25.

DIANA ROSS "It's My Turn" (Motown) 38/14

Moves: Up 16, Same 8, Down 0, Adds 14, WNBC, WFIL, WPGC, KEARTH, KFI, WFBR, WKEE, KSET-FM, KLAZ, WLCY, Y103, KERN, KJRB, WHYY.

DOOBIE BROTHERS "One Step Closer" (WB) 34/15

Moves: Up 3, Same 16, Down 0, Adds 15, WXKS, KJR, KFMK, WSGN, 96X, Y103, WRVQ, WAKX, WDJX, KSPZ, WCIR, Z102, WSGA, WISE.

GEORGE BENSON "Love X Love" (WB) 32/1

Moves: Up 22, Same 8, Down 1, Adds 1, KHYY, 94Q 17-11, KINT 40-35, WAAY 26-18, WQRK 18-13.

BILLY BURNETTE "Don't Say No" (Columbia) 31/9

Moves: Up 7, Same 15, Down 0, Adds 9, WICC, WPST, WKEE, KBFM, WVIC, KWEN, KYSN, KCPX, KQDI, KWIC 31-28.

DANDY & DOOLITTLE BAND "Who Were You Thinking Of When We Were Making Love Last Night" (Columbia) 30/5

Moves: Up 13, Same 12, Down 0, Adds 5, KSLQ, WGCL, WAXY, KKLS, KDZA, KEARTH 23-21, KFRC 29-27.

EDDIE MONEY w/VALERIE CARTER "Let's Be Lovers Again" (Columbia) 25/0

Moves: Up 13, Same 12, Down 0, Adds 0, WHYY 20-17, WKEE 38-30, KEEL 39-37, BJ105 31-28, KCPX 36-33.

□ CHEAP TRICK "Stop This Game" (Epic) 24/23

Moves: Up 0, Same 1, Down 0, Adds 23 including Q107, WDRQ, KUPD, WHFM, WICC, K104, KQ94, KLAZ, KJ100, WZOK, Z104, WGBF, KKXX, KIOY, KRUX.

EDDIE RABBITT "I Love A Rainy Night" (Elektra) 22/11

Moves: Up 5, Same 6, Down 0, Adds 11, KIIS-FM, KPLZ, WJDX, KKXX, KSPZ, KCPX, KRUX, KTKT, KVOL, KQDI, KBOZ.

MAC DAVIS "Texas In My Rearview Mirror" (Casablanca) 22/10

Moves: Up 6, Same 6, Down 0, Adds 10, KFI, KFRC, KTSA, WTI, BJ106, WVIC, KIDD, KGGI, WFLB, KENI.

ROBBIN THOMPSON BAND "Bright Eyes" (Ovation) 22/5

Moves: Up 7, Same 10, Down 0, Adds 5, KLAZ, KCPX, WCIR, 95SGF, KQWB-FM, KBEQ 18-17, WQRK 33-21.

Continued on Page 32