

# Radio & Records

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NOVEMBER 21, 1980

## \$250,000 Giveaway Stirs Controversy

Controversy erupted on Monday (11-17) when Country-formatted WPKX & WVKX-FM/Washington, DC awarded \$250,000 in the largest cash giveaway ever staged by an area radio station. Phone calls flooded the switchboard with listener complaints that an overly excited disc jockey blurted out a crucial answer, rather than wait for the contestant's complete reply. In addition, winner Emily McGonigal sent in more than 6000 of the approximately 50-75,000 entries received by the station, and Monday's win was her third on-air chance at the prize.

Following standard "cash-call" procedure, a DJ randomly picked an entry from the "hopper," called the entrant, and asked the key question: name the last three songs and artists aired over WPKX & WVKX-FM. Listeners claim air personality Keith MacDonald announced George Jones's name before the winner correctly identified him as one of the song's artists.

Station PD Ted Stecker said, "We immediately listened to the tape, interviewed Ms. McGonigal and MacDonald, and determined that she had said George Jones, and was, in fact the winner." Stecker explained that MacDonald used a speaker phone which drowned out McGonigal, who could be heard talking in the background. "We've had calls saying she (McGonigal) didn't say George Jones's name and that she shouldn't have been allowed to fill out so many ballots. We decided in advance to allow multiple entries... based on the amount of money involved, we didn't think we could control a limit of one entry per person." The station is satisfied that McGonigal won, and considers her a legitimate winner. She'll receive her winnings over a 20-year period.

All totaled, the winner, her husband, and children filled out over 18,000 entries. The station received

over 6000; another 5000 were delivered to the studios after she won; and an additional 7000 were at home, waiting to be mailed.

The Washington Star featured the story on the front page of Tuesday's paper, leading Stecker to comment that "nothing in the article was negative or untrue. It's the last day of the ratings and being on the front page of the Star has got to be good for us. We came into this market to make a name for ourselves, and we've done it." WPKX & WVKX-FM debuted in the market October 1 with new owners (Metroplex) and new call letters, although they retained their Country format.

## THREE EXECS EXIT

## NBC Radio Reorganizes

Three prominent NBC Radio executives departed their positions late last week as the network underwent a reorganization move. VP/Radio Programming Ruth Meyer, VP/Radio Affiliate Relations Ray Gardella, and Radio Network Sales Director John Patt have exited the network.

NBC's official position on the matter, according to a spokesperson, is that it's "reordering its priorities. We are restructuring to meet those priorities." NBC Radio President Dick Verne commented to R&R, "I don't want to tip our hand on some of the things we

have planned. We sat down and looked at the network and decided to put more emphasis on news and information and that type of programming. In the process, we had to pick and choose the people we feel will best help to effect this change."

Three key promotions from within the network's ranks are expected shortly: John McGhan to Director of Programming for NBC's Source network, Meddy Woodyard as NBC Radio Director of Affiliate Relations, and Dan Forth as Source Director of Affiliate Relations. No immediate replacement for Meyer is planned, sources indicate, and further changes may be forthcoming. In two moves termed "unrelated to the other changes," Elynn Ambrose was appointed VP/Sales for the Source and Neil Weed was named VP/Sales for the NBC Radio net.

## CHARTER TO MOVE INTO CABLE, TV OWNERSHIP

## Wittberger Named Charter Exec VP



Russ Wittberger has been appointed Executive Vice President for the Charter Broadcast Group. Wittberger, a long-time radio executive, was most recently President of the Radio Division for Chartercom, the short-lived partnership between Charter and Karl Eller. Charter Broadcast Group Presi-

dent John Bayliss stated that Wittberger who will be based in San Diego, will initially oversee KCQB's transition to a Country format, as well as the pending acquisition of KITT-FM in San Diego. He will also work with Bayliss on special divisional projects; Bayliss added that Charter is limited in its radio options, already owning a substantial number of properties, but that the company will be moving into cable and television ownership.

Bayliss told R&R, "I think Russ is one of the most talented people in the business. We've come close to working together several times before, and now we're both excited that we'll finally get the chance to really build a company."

## SEVENTH DALLAS STATION IN FORMAT

## KLIF Takes Country Turn

KLIF/Dallas, a 50,000-watt fixture in the market for decades as a Top 40 and more recently, a Pop/Adult station, will join the growing legions of recently-converted Country stations when it adopts that format January 1, 1981.

Station GM T.J. Donnelly told R&R, "We did our research and found that the change to Country made the most amount of sense to us for audience growth and advertising revenue. Basically, we've just made the decision, and there are not a lot of details to be described at this time." Donnelly added that no new PD had been named (Dean Tyler exited the

position two weeks ago (R&R 11-7)) and said that the current air staff would be reviewed shortly.

The parent chain, Susquehanna Broadcasting, has also appointed WFMS-FM/Indianapolis PD Herb Allen as Regional Program Executive. Allen will oversee the programming at Country stations WFMS-FM, KPLX-FM/Dallas (KLIF's sister station), and now KLIF.

KLIF's conversion makes it the seventh station to feature Country programming in the Dallas-Fort Worth area, joining KBOX, KPLX-FM, KSCS-FM, KXOL, WBAP, and (at nights) KRLD.



## WNYR Converts Hate To Love

WNYR/Rochester, in a unique testimonial, set about to find someone who hated the station and its Country format. Wally and Sharon Bock were duly found and issued a challenge — to live in a tent on a billboard in town, with WNYR's programming piped in 24 hours a day. WNYR bet the couple that they'd learn to love the station; but while they were up on the board, they were given an opportunity to vent their in-tents hatred of the station via a live broadcast hourly. The couple even spent their sixth anniversary aloft, but after 13 days, they capitulated, declaring they'd come to truly enjoy WNYR. The station won national and heavy local news coverage of the event. Pictured above is the tent and billboard, with a ladder being raised to return the repentant Bocks to earth.

## Seattle Radio Station Makes First Iran Hostage Contact

Radio scored a journalistic coup last week (11-11) when KAYO/Seattle talk-show host Laura Hall conducted a live telephone interview with American hostage Bruce Laingen in Tehran. The eight-minute interview, which aired shortly after 8:30pm (PST), was the first direct contact between the U.S. media and the hostages since their being taken prisoners last year.

Hall, a 17-year broadcast indus-



Laura Hall

try veteran, told R&R that the News/Talk-formatted station had been working on contacting the hostages for the past year. "I've called the (Iranian) Foreign Ministry and/or the Embassy two or three times a week and couldn't get through. Either the circuits were closed or someone would answer and hang up or there would be no answer or busy signals," she explained.

Eventually, station producer Shawn Inman made the initial contact with the Foreign Ministry in Tehran. Inman said that when an English-speaking woman answered the telephone, he requested Senior U.S. diplomatic officer Laingen, "and the next thing I knew, he was on the phone."

## Aware Of Reagan's Election

KAYO Station Manager Alex Simis noted that due to the sensi-

Hostage/See Page 20

## Haayen Resigns As Polydor President



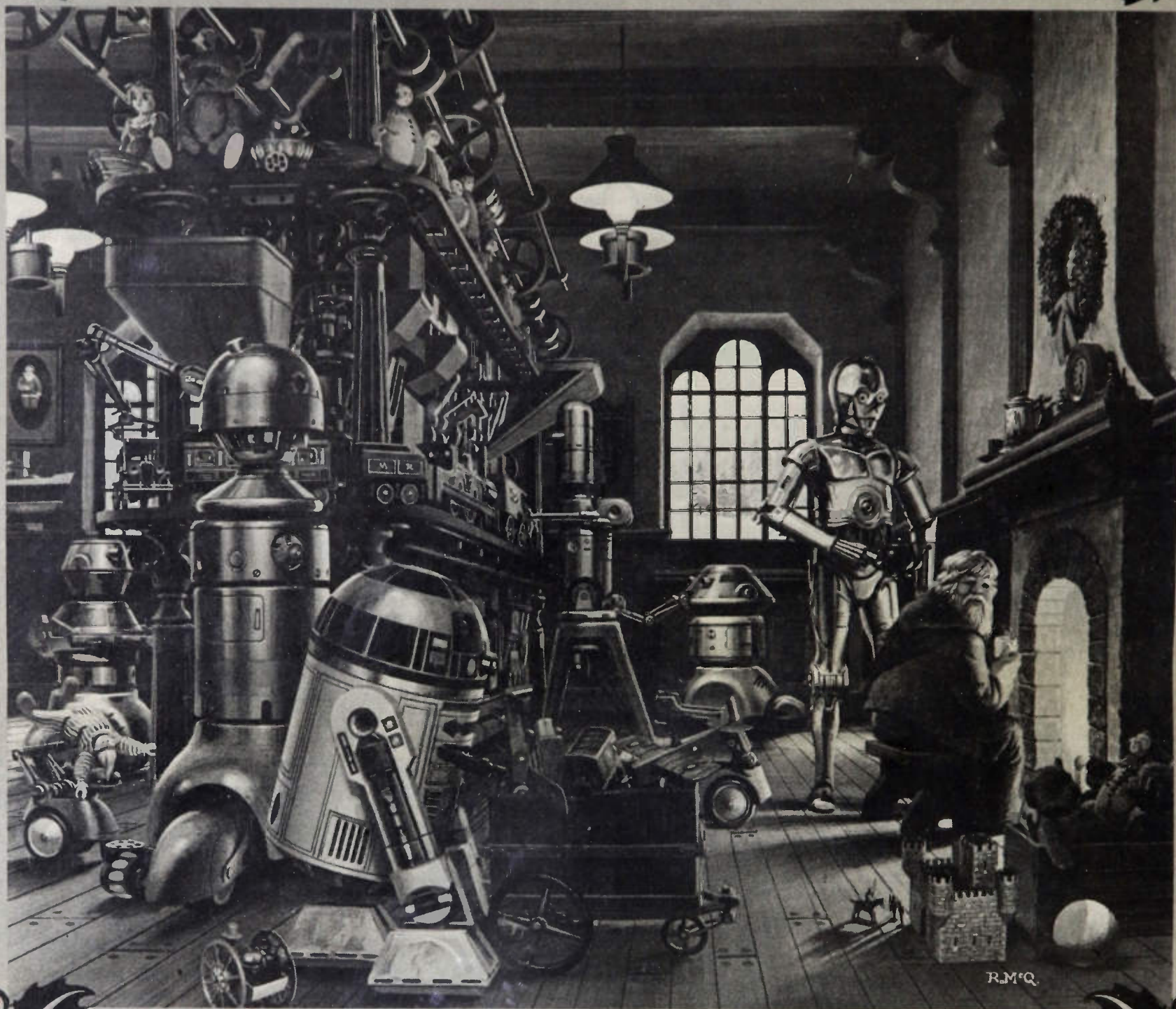
Fred Haayen has resigned his position as President of Polydor Records and Co-Chairman of Polygram East. Bob Sherwood, President of Phonogram/Mercury, has assumed Haayen's responsibilities on an interim basis.

Polygram Record Operations USA (PRO-USA) President David Braun commented, "We are extremely sorry to see Freddie leave Polygram. Over the years he has rendered invaluable services to this company on both sides of the Atlantic. But we fully understand his desire to take advantage of a substantial new opportunity. He is one of the brightest and ablest record executives in the business today, and while we will miss him, we can take consolation in the fact that Polygram will continue to benefit from his many past contributions."

Haayen is currently in the final stages of discussion about a new position at WEA International, but according to company spokespersons, the details of the arrangement have not yet been completely worked out.

# Christmas In The Stars

STAR WARS CHRISTMAS ALBUM



Just Released  
The Original

# STAR WARS

Christmas Album RS 1409

Featuring The Original Cast

R2-D2 — Anthony Daniels as C-3PO

Including the Single

“What Can You Get A Wookiee For Christmas  
(When He Already Owns A Comb?)”

and Much Much More

Produced by Meco Monardo,  
Tony Bongiovi and Lance Quinn  
Story by George Lucas  
Dialogue by Maury Yeston,  
Meco Monardo and Denny Randell



Records, Inc.

# KSLQ Charged With Deception

KSLQ/St. Louis was accused of deceiving its audience by running a sound effects cart behind traffic reports to create the illusion that they were airborne in nature. In his St. Louis Post-Dispatch column (11-12), entitled "Faking It," radio/TV columnist Erick Mink charged that a number of airborne traffic reporter Allen Barklage's reports did not emanate from the station's copter, but "were tagged just like those done from the air."

Mink was alerted to the alleged deception by a listener who has a "scanner" that monitored two-way conversations of Barklage and the station. The listener also observed KSLQ's jet-copter on the ground when these reports were made. Mink told R&R, "I wanted to make sure this was not just an isolated occurrence, so this listener and I went to the landing field with the 'scanner' and a quartz watch and observed this practice take place repeatedly." The article detailed the dates and times.

## FCC Checking

FCC Complaints and Compliance Acting Chief Steve Sewell commented to R&R, "I have not seen the article yet, but Mink told me it is on the way. At that time we will give the matter consideration."

When questioned as to the FCC's position on deception, Sewell pointed out, "Obviously we never like to see licensees deceive the public, but we will have to investigate the nature of the deception." Sewell said the FCC has never had to rule on a traffic-copter situation before.

## Charter Clears It Up

Charter Broadcast Group President John Bayliss discussed the Charter station's actions with R&R: "Our lawyers have looked into it. We've discussed it with the Commission and alerted them to a possible discrepancy. The practice of using sound effects in the traffic reports has stopped."

Bayliss explained further, "Our initial investigation has shown that they were used as a production aid and not to deceive the audience. It was only used in the last report of the traffic period. This report featured current information, and because of the times it was scheduled, Barklage could take the information he'd gathered while airborne and call it in from the ground at the field. The effects were used to enhance the report."

"I'm aware that it's not an uncommon practice to use such sound effects as an audio enhancement," Bayliss continued. "But I'd advise other stations using similar effects to also reexamine the practice if it might be taken as deception by their listeners."

# E/A Promotes Maglia, Stein To VP



Lou Maglia

Burt Stein

Elektra/Asylum Records has promoted Lou Maglia to Vice President/Sales and Burt Stein to Vice President/Promotion. Maglia had been National Sales Manager, while Stein was National Promotion Director at the label.

E/A Chairman Joe Smith commented, "1980 has been the best in Elektra/Asylum history, and the team efforts of these gentlemen played significant roles in our success. Both Lou and Burt are extra-effort people who have worked their way up through the ranks. They have earned these promotions."

Maglia, a 15-year industry veteran, has been with E/A for the last seven years, starting as a Regional Marketing Manager, and moving to National Singles Sales Manager before taking his most recent position. Stein began his industry career with E/A as a Chicago promotion rep in 1972, becoming a Regional Promotion Manager and then National Album Promotion Director before assuming the National Promotion Director role earlier this year.

**NOW. LARRY LUJACK MORNINGS ON AM.**  
**NOW. LARRY LUJACK MORNINGS ON FM.**



**NOW YOU CAN HAVE HIM EITHER WAY.**

New Superjack! Larry Lujack's morning show can be heard weekdays on both WLS-AM 89 and FM 95. So you can enjoy his award-winning "Animal Stories," "Cheap Trashy Show Biz Report" and sassy sense of humor whichever way you want. One Superjack. Two ways to listen. Tune in.



**LARRY LUJACK MORNINGS ON BOTH WLS-AM 89 AND FM 95**

**LUJACK'S DOUBLE SHIFT** — WLS and WRCK/Chicago are promoting their simulcasting of Larry Lujack's morning show (R&R 10-24) by doubling up his photo in current newspaper ads, demonstrating that he goes both ways these days.

# RSO, Curtom Dissolve Association

RSO and Curtom Records have reached an agreement to terminate their distribution association, with both parties terming it "amicable." The move follows RSO's dismissing its in-house and independent Black Music personnel last week and Curtom's subsequent hiring of several of the staffers.

RSO President Al Coury commented, "We have enjoyed a very good working relationship with Curtom. Getting to know (Curtom co-Presidents) Marv Stuart and the incredibly talented Curtis Mayfield has been a real pleasure." Stuart stated, "This association was a good one, but we feel it would be mutually beneficial not to continue. We are ending this relationship on very friendly terms."

## LETTERS

### Radio Responds To Records Dilemma

Dear R&R:

In reply to your editorial of November 7 . . .

It has been my observation of late that the entire marketing scheme of the record industry at large is grossly out of sync with that of radio.

For the past few years radio has placed increasing emphasis on research, while the record industry has, by and large, ignored the importance of this valuable marketing tool. "Great phones at PGC" is the closest most promoters come to furnishing objective information. In addition, the importance of record sales is viewed as a diminishing influence by many programmers, while their counterparts on the record side still appear to assume sales to be the major criterion for air play.

In radio the era of the wild-haired, psychedelic, self-indulgent program director is over! Steadily increasing competition has forced the survivors to compete successfully in the marketing arena. In order to successfully promote its product within that arena, the record industry will have to follow suit.

The overall goal of the music industry is the profitable sale of its product, while radio's goals and objectives necessitate the acquisition and retention of its primary clientele (the listener) and then profitable development of its secondary clientele (the sponsor). The bottom line goals of radio and records are different. More dialogue is needed to understand and transcend the differences.

Jack M. Casey  
Program Manager  
WZZP/Cleveland

Dear R&R:

I am glad to see that someone has taken the spotlight to step back and take a look at "The Music Business." You are frighteningly correct in your analysis of the present and future of the industry. Let's hope that your efforts will shake someone into (what you call) "serious changes."

I expect that we will continue to hear the pathetic record moguls whining about the same ludicrous little excuses blaming anyone else for the slip in their business.

Such clear thinking is why Radio & Records is the most treasured publication I receive.

Ron Reger  
Program Director  
WNOR/Norfolk

### FCC TRANSITION TEAM TAKES SHAPE

Who's who on the Reagan FCC advisory squad.

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Explaining ascription, the formula the slogan shoguns at Arbitron use to assign credit on ambiguous diary entries.

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The CMA cosponsors a nationwide radlathon to raise money for the National Kidney Foundation.

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With the three "C"'s (Creativity, Communication, and Counseling), Pop/Adult can recapture the spirit of the "Theater of the Mind."

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# Washington Report

## QUALIFICATION METHOD STILL NEEDED

### Heavy Broadcaster Opposition To Elimination Of First Phones

#### Improve The Test, Don't Abandon It

In keeping with its deregulatory stance, the FCC has been studying a proposal to eliminate the First Class Radio Operators License, and was flooded with responses last week (11-14), mostly opposing the idea for a variety of reasons. Only NRBA and NAB enthusiastically endorsed the proposal. But individuals, by and large, oppose it. WVHI/Evansville, IN Chief Engineer Robert Maloney predicted "a deterioration in broadcast quality and services as well as an increase in technical violations if this proposal is adopted."

One reason the FCC proposed elimination of the license is evidence that the test currently used fails to measure technical competence in "hands-on" areas such as maintenance, repair, and operation of broadcast equipment. First Class Operator Paul Hussle of Huntsville, AL addressed the issue by saying, "The test should be amended for those who wish to be certified for using and servicing transmitter equipment, thereby increasing the difficulty of the exam." The FCC noted, "Such a 'hands-on' test would be time-consuming, too costly, and would cause a complete breakdown in the licensing process."

#### Anyone Could Make Adjustments

If the FCC's proposal is adopted, any class of operator would be allowed to do any type of technical adjustments, subject to licensee discretion. KNWC/Sioux Falls, SD GM Harv Hendrickson commented, "Allowing unqualified personnel to make technical adjustments would only end up creating more problems due to the individuals' lack of knowledge."

Another strong comment came from first ticket holder Tim Schultz of Thousand Oaks, CA, who stated, "There are a lot of maniacs on the highway and they have licenses. A license does not mean that you are an expert, but it has been a good measure of knowledge that has worked well."

In the proposal for elimination, the FCC reasoned, "There are certain highly-qualified technical people that cannot take tests, and this excludes them from employ-

ment." John Risse of Dunmore, PA disagreed: "Anyone who has the duties of interpreting FCC rules, understanding manufacturers' technical instructions, and daily maintenance of equipment should not get 'psyched out' on a test."

The Association for Broadcasting Engineering Standards (ABES) opposes eliminating the First Class License as a heavy burden on small market broadcasters. "The test should be improved, not abandoned," ABES stressed.

#### Society Of Broadcast Engineers To The Rescue

In comments to the Commission, the Society of Broadcast Engineers (SBE) has suggested "an alternate method of certification similar to the one already used by SBE to show technical competence." NAB has been discussing the feasibility of such a test with SBE that would help management to make a qualified determination of competency in lieu of the First Class License.

NRBA called on the FCC to "be ready to make available to the industry any help required in formulating some uniform qualifications if needed." NAB also supports elimination. Reply comments are due December 14.

#### Alabama Gets American Indian-Owned Station

Native American Broadcasting has been given the go-ahead to start construction of a 10kw daytime station in Atmore, AL on 1140kHz. This is one of only three American Indian-owned stations in the country. Programming will be produced in cooperation with the Poarch Creek Telecommunications Center and other tribal organizations, as well as general interest programming.

#### KDWN Given The Power

Over protests by WGN/Chicago, an FCC judge has given KDWN/Las Vegas permission to increase nighttime power from 10kw to 50kw. WGN had charged that it would be impossible to bring the Las Vegas station's directional pattern into alignment to afford sufficient protection at night. Both WGN and KDWN operate at 720 kHz.

#### Minority Conference

The FCC will sponsor an "Enterprise Opportunities for Minorities in Telecommunications" two-day conference December 2-3 that will help minorities focus on ways in which they can participate in the expanding non-broadcast telecommunications industry, such as programming service areas. Commissioner Tyrone Brown is the conference director.

ject to qualification of minority (Asian-American) Northeast Broadcasting Company, Inc. (Nebco). WHAV had been set for hearing by the FCC, which received complaints of misrepresentation and discrimination against female employees and harassment of employees suspected of cooperating with the Commission.

#### EEO Programs Are OK

Last week (11-12), the FCC granted license renewals and approved the EEO goals and programs for WUBE-AM-FM/Cincinnati; KXAR/Hope, AR; and WHBB/Selma, AL. These stations had responded to the Commission's request for updated EEO programs and hiring goals.

#### Senate Keeps FCC In DC

The Senate blocked a controversial proposal allowing the FCC to relocate in nearby Rosslyn, VA, in essence requiring the Commission to adhere to its original charter and lease headquarters space only in the nation's capital.

## FCC Transition Team Takes Shape

Senior advisors for Ronald Reagan's FCC Transition Team were announced this week. They include: Mark Fowler, of Fowler & Meyers, Washington law firm; former FCC Chairman Dean Burch of the Washington law firm Pierson, Ball & Dowd; former FCC Chairman Dick Wiley, currently with law firm Kirkland & Ellis; and former FCC Commissioner Margita White.

Team leader is Mike Gardner of Bracewell & Patterson, who is not a communications lawyer. Fowler explained, "Gardner will help to give us an 'outside look' at the FCC." He added, "Burch will have special review and veto powers within the transition team. We will have to rely very heavily upon him for coordinating information at the FCC."

#### Fowler Gets

#### More Responsibility

"In addition to being a senior advisor for the FCC Transition Team, I am also a member of the Legal and Administrative Steering Committee," Fowler commented.

Other members of the Steering Committee include: Steve Sharp, of Schnader, Harrison, Segal & Lewis and former member of Commissioner White's staff; and Larry Secrest of Kirkland & Ellis. "This group will look at all 25 administrative agencies along with the Justice Department, and will be responsible for selecting the people who will be 'team members.' We will then brief them, and get them out into the field for their fact-gathering missions," Fowler told R&R.

"Dick Wiley," noted Steve Sharp, "will be in an advisory capacity concerning the FCC, but he will be the team leader when it comes to

examining the Justice Department."

#### Transition Team Duties

According to Sharp, "All transition teams will prepare three reports, the last of which is due at the end of December. These reports are confidential in nature." Sharp stressed to R&R, "We will only investigate; we do not have any hand in policy-making." The areas of investigation include budget, personnel, programs and policies, and legislative.

Reports will go to team leaders and then be handed to Loren Smith, an associate professor at the Delaware Law School, who was chief counsel to Reagan during the campaign. Then it travels to Bill Timmons, who covers the Executive Branch Management & Congressional Relations end of the transition effort, and in turn reports directly to Ed Meese, director of the Presidential Transition Team. From there a full briefing and recommendations will be given to President-elect Reagan.

R&R has learned that more names will be announced the very near future.

## FCC: At A Glance

### Comments Requested For Second Region 2 Conference

International Telecommunications Union (ITU) Region 2 meetings (including the U.S., North, Central, and South America, the Caribbean, and Greenland) will be held again in January. The FCC has asked for further comments on matters relating to Clear Channel, FM Channel Assignments, and especially 9 kHz Reduced Spacing.

All data received up to now, including that of the joint government-industry advisory committee, will be used and should not be resubmitted, noted the Commission.

Material is being requested on "the possible interference between Puerto Rico, the Virgin Islands, and the U.S. in view of the distance between those islands and the mainland of North and South America," according to the FCC. Also requested are comments regarding the need for development of any "subregional agreements" that would facilitate a new Region 2 agreement. Additional comments are due December 31 and replies January 15, 1981.

### Distress Sales

KDEW-AM-FM/DeWitt, AR has been given the go-ahead for a distress sale to minority-controlled Quadras, Inc. for \$225,000 in stock plus an equal amount of cash in addition to 85% of accounts receivable 120 days prior to closing. KDEW was in trouble for alleged distortion of news and violation of the Fairness Doctrine.

WHAV-AM-FM/Haverhill, MA will be sold under distress sale proceedings for \$1.13 million sub-

### The Week In Review

- FCC Transition Team Coming Together
  - Broadcasters Oppose Elimination Of First Phones
  - NBC Radio Net Restructures And Reshuffles (see Page 1)
  - FCC May Add New FM Stations For Hawaii (see Page 6)
- Joel Denver

## FTC Gets Comments On Deceptive Warranty And Nutritional Information Advertising

Suggesting that the Federal Trade Commission look at charges of deceptive advertising on radio on a "case-by-case" basis, NAB told the agency that "current guidelines are counterproductive, as the information regarding warranty details cannot be understood in a 30- or 60-second commercial along with information on the product being sold."

If an advertiser mentions a warranty, complete information regarding the warranty must be a part of the advertising message according to current standards. "This is a deterrent to the consumer knowledge of the existence of a warranty on products," charges NAB, "as fewer advertisers have the time to clutter

their spots with this information." Similar comments were filed regarding nutritional information in advertising. NAB pointed out, "This information is best digested by the consumer at the place of purchase. Loading up a commercial with this information dilutes the value and purpose of the message."



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with DICK CAVETT

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## FCC May Add New FM's In Hawaii

The Commission recently (10-6) announced it is accepting comments on a proposal to open up the top half of the FM band 98-106 kHz, for regular broadcast use. This part of the band has been used since 1952 for inter-island

common carrier communications (R&R 10-31).

R&R spoke to George Sarver, Broadcast Bureau, FCC Branch Chief of Spectrum Utilization, about the proposal. "There has been no technical assessment made of the situation so far. The next step, should the FCC adopt this

proposal, would be for channel assignments to cities, and then applications would be accepted," explained Sarver.

"I could foresee this whole process taking at least nine months or more before applications would be considered," Sarver concluded. Comments are due December 15.

## People

### New York

WNEW/New York personality Pete Fornatele will be the guest of the "Tomorrow Show" with host Tom Snyder December 4, talking about his new book "Radio In The Television Age."



Gary Fisher

Gary Fisher appointed GSM at WABC, replacing Jack Maloney. Fisher has been an account exec with the station for four years. At the same time, Anita Edwards becomes Sales Manager for the station, a promotion from National Sales Manager.

Senator Jacob Javits (R-NY), Rep. Liz Holtzman (D-NY), and candidate (and eventual winner) Alfonse D'Amato (R-NY) were involved in a debate (10-29) at the New York Sheraton at the invitation of NYMRAD, which was attended by over 500 broadcasters. Panelists for the debate included Doug Edelson, WINS; Steve Flanders, WCBS; Peggy Stockton, WNEW; with Reggie Laite, WOR News Director, moderating.

Gannett Chairman and President Al Neuhaarth recently restructured his office of CEO, making new assignments. Among them, John Quinn becomes President of Gannett News in addition to his duties as chief news executive.

Group W Chairman of the Board Don McGannon awarded an Honorary Doctor of Commercial Science degree in ceremonies recently at St. John's University, NY.

Stephen C. Riddleberger recently named Senior VP/Business Administration for RAB.

New York Mayor Ed Koch spoke before the International Radio and Television Society's Newsmaker Luncheon November 13 at the Waldorf-Astoria Hotel on the subject of the relationship of news organizations and the government, in an exchange with a panel of media reps.

### Greenville, SC

J. Kelly Sisk, Board Chairman of Multimedia, Inc. died (11-6) at the age of 67. Sisk took charge of Multimedia in 1968 and built up its broadcast facilities to include 11 radio stations and four TV outlets.

### San Antonio

Gary Burns named VP/GM at KISS, coming from Rust Communications, where he was Group VP.

### Kansas City

Greg Fitzmaurice, new GSM at KIXM/Kansas City, announces Bob Zuroweste as Local Sales Manager.

### Atlanta

Charles Knight elected to Cox's Board of Directors. He is Chairman/CEO of Emerson Electric Co. in St. Louis.

### Bozeman, MT

Paul Vann Ehlis promoted to Manager of KBOZ. He joined the station in 1975 as announcer, becoming PD in 1976.

### Washington

Andrew Yoder has been named Broadcast Bureau License Division Chief. Joe Gonzalez joins Commission as ALJ, filling the vacancy of retiring Judge Reuben Lozner.

Jim Warwick, formerly with the FCC's Common Carrier Bureau's International Facilities Planning Division, was appointed engineering assistant to Commissioner Abbott Washburn (11-3).

After 31 years with the FCC, Sylvia Kessler, a member of the Review Board, has retired (11-15).

Charles D. Jones of ABC News recently received an award from the Radio Television News Directors Association (RTNDA) for 25 years of service to broadcasting.

### Nevada

Elections recently completed for the Nevada Broadcasters Association, with Tim Grant, KOLO/Reno, as President; Torrey Sheen, GM, KWNA/Winnemucca, elected VP/Radio.

### Missouri

The Missouri Broadcasters Association (MBA) fall meeting concluded in Joplin, MO with elections of officers. President is Tom Gray, GM of KOMU-TV/Columbia; Steve Shannon, GM of KCMO-KCEZ/Kansas City is President-Elect; KWPM/West Plains GM Laurel Thompson is Secretary-Treasurer. Other elected board members include: Ken Elkins, GM, KSDK-TV/St. Louis; KFEQ/St. Joseph GM Gene Millard; Ray Gilvard, Program Manager of KYTV/Springfield; and KDEX/Dexter GM Leon Steinbrueck.

### Boston

Martha McGuire named National Sales Manager at WRKO. She was formerly an account exec at the station.

### Chicago

WCFL named George Mazarr Director of Business Development and Penny Linneweh Business Manager. Both come to the station from WMAQ across town.

Don DeCarlo, GSM, WGN/Chicago, has been given his VP stripes for Continental Broadcasting outlet.

### New Brunswick, NJ

At its 34th annual convention, the New Jersey Broadcasters Association reelected WMTR/Morristown and WDHA/Dover Pres./GM Peter Arnow President, with WVNJ-AM-FM/Newark Pres./GM Herbert Saltzman elected VP. New Executive Board members are WWOC/Avalon Pres./GM Larry Keene, Nassau Broadcasting Pres. Herbert Hobler, and WOND/Pleasantville & WMGM/Atlantic City GM Raymond Holbrook. Continuing on the board: WSUS/Franklin Pres./GM Peter Bardach, WCTC-WMGG/New Brunswick VP/GM Anthony Marano, and PDS Broadcasting Pres. Pat Delsi.

### Los Angeles

The National Association for Better Broadcasts held its 27th annual conference at the University of Southern California's Annenberg School of Communications recently. The theme was "The First Amendment In An Information Society," although the subject soon turned to "media access and its obtainability for minorities." Approximately 100 teachers, broadcast executives, students, actors, TV directors, and media watchdogs attended.

"There should be statutory responsibility to make sure that the (broadcast) medium is available to all Americans, not just to white folks," noted Pluria Marshall, Chairman, National Black Media Coalition. Frank Orme, Executive Director for the NABB, commented on the meager 136 minority-owned stations (out of 8539): "It's a dismal, disgraceful record and is the direct responsibility of the FCC." Responding on behalf of the FCC, Commissioner Anne Jones replied, "The government doesn't have the answer to these problems."

### Long Beach

Gregory Bell named National Sales Manager at KFOX. He held a similar position at Sterling Broadcasting.

## Sales Talk

### Motivation Of Underachievers

Ron Kempff, VP/GM of WHIO-AM-FM/Dayton, recently completed an analysis of information gathered at the NRBA Convention (October 5-8) by Dr. John Demodovitch. The top ten suggestions for motivating underachievers included:

● Training & Education	17.4%
● Monetary Rewards	15.4%
● Establishing Goals & Objectives	15.0%
● Better Understanding of Salesperson	12.3%
● Recognition, Pride & Confidence	12.1%
● Effective Assignment of Accounts	8.0%
● Threats to Employment	5.4%
● Better Organization of Work	4.5%
● Time Management for Efficiency	4.3%
● Sales Tools	2.0%

### Citicom

WBEC-AM-FM/Pittsfield, MA sold by WBEC Inc. to Citicom Broadcasting Corp. for about \$1.2 million. Citicom is the new partnership of former NBC-TV President Robert Howard; New York attorneys Scott Robb and David Kuhns; and Wake Warthen, a New York investment banker. The company is closing soon on WOKO/Albany. Expansion plans include station management, sales network, marketing analysis, consulting, and packaging.

### Century

Cherie Koch named Co-op Coordinator, a newly-created position, for the chain. She was an insurance executive before joining the company.

### Bernard Howard

Rep firm now representing KAMX & KFMG/Albuquerque. Jeanine Jewell joins as account exec from L.A. TV work.

### Torbet

Firm now repping KHFI/Austin. Bill Kehlbeck joins the New York staff as account exec, coming from Roslin Radio Sales.



**MUTUAL AGREEMENT** — Over 600 stations, including the top 100 markets, will air Mutual Radio's "Country Music Countdown—80" New Year's special, marking the show as the highest clearing program in the network's history. Pictured with cohost Anne Murray is show's producer and WHN/New York PD Ed Salamon.

### RKO

Robin Fisher appointed Director of Research after handling the same duties for two years at Major Market Radio.

RKO's forthcoming Boz Scaggs concert is, the net asserts, the first live stereo satellite concert presented by a commercial network.

### ABC

Robert Watson named VP/Eastern Sales Manager, moving over from VP/Midwest Sales Manager. That position has been assumed by Dennis Glynn, Midwest Sales Manager since December 1979.

### Sheridan

New programming under the net's "SBM Focus" umbrella theme includes former Massachusetts Senator Edward Brooke's "Brooke Report" Mondays (commentary on key news events), columnist Barbara Reynolds's "Reynolds Rap" Tuesday ("no holds barred" analysis of important issues), SBN correspondent Lou Law's "Law At Large" (human interest Americana) on Wednesdays, and economist Andrew Brimmer's "Brimmer's Barometer" Fridays (economic counsel).

### Mutual

Arthur Kriemelman named VP/Sales, based in New York. He was most recently GSM at ABC's KSRR/Houston.

Net picked up exclusive radio rights beginning in 1981 to carry Atlanta Falcons games. The three-year agreement includes pre-season and regular games, which will be carried over a seven-station network with WGST/Atlanta as flagship.

### Enterprise

Net announces nine more stations will carry the "all sports programming" when it hits the air January 1, including: WNIC-AM-FM/Detroit; WWSW-AM/Pittsburgh; WOHO-AM/Toledo, OH; WSAY-AM/Rochester; KTUC & KNDE/Tucson; WKDA-AM/Nashville; and WHEL & WIMZ/Knoxville.

### NPR

Susan Stamberg, for nine years the co-host of "All Things Considered," is taking a leave of absence to compile a book to be published by St. Martin's Press titled "Susan Stamberg's All Things Considered." She will continue to supply feature material for the show.

# THE HEAT'S ON:

## CHEAP TRICK

"Stop This Game"



WKBW add  
WBEN-FM 33-29  
WIFI on  
96KX on  
JB105 add 35  
Q107 on

CHUM 20-15  
Q105 on  
WLS add  
WDRQ 27-26  
KWK on  
KBEQ on

WGCL on  
KSFJ add  
13K on  
KJR on  
KUPD add 30  
WOLF add

WHFM 31-27  
WTRY on  
WFLY deb 28  
WICC 23-22  
WAEB on  
Q106 on  
K104 24-21  
WAQY on  
WKEE 40-36  
V100 on  
KRBE on  
KINT 39-31  
KHFI on  
KBFM add  
WTIX deb 39  
WFMF on  
KQ94 29-28  
KLAZ 31-25  
KXX106 deb 31

G100 on  
WAAY on  
Y103 on  
BJ105 on  
WBBQ add  
FM100 on  
WSKZ 29-26  
WOKI deb 35  
WSEZ add  
KJ100 22-21  
WVLK on  
WEFM on  
WAKX deb 33  
KIOA on  
KWEN 37-30  
WZOK 14-13  
Z104 17-13  
WNAM on  
WIKS deb 31

WNAP add  
92X on  
WHOT deb 28  
KKXX 27-26  
KERN add  
KYNO-FM add  
KIDD deb 28  
KJRB on  
KNBQ on  
KTAC on  
KYSN 29-24  
KCPX 37-33  
FM103 26-20  
KMJK add  
KLUC deb 25  
KENO on  
KRUX 30-23  
KTKI on  
WGUY deb 28

WLBZ 28-24  
WIGY deb 29  
WFBG deb 34  
WCIR add  
95XIL 32-29  
95SGF add  
WCGQ 29-26  
WISE deb 32  
WANS-FM 37-34  
WXLK on  
WKXY add  
KQIZ-FM add  
KPUR 30  
KVOL 29-26  
WSPT 21-15  
KWWL add  
KDZA on  
KQDI deb 30  
KOOK on  
KRLC deb 23

Produced by  
George Martin

## REO SPEEDWAGON

"Keep On Lovin' You"



WLS on  
KWK 9-7  
KBEQ deb 28  
KUPD add  
WHFM add  
WAQY add  
WKEE add  
V100 add  
KQ94 on

KXX106 deb 28  
WSKZ add  
WGH on  
KJ100 add 25  
WEFM on  
WVIC on  
KWEN add 37  
Z104 add  
WNAM on

WXEZ deb 19  
KYSN add  
FM103 on  
WIGY add  
WANS-FM add  
KQIZ-FM deb 29  
KKLS add  
KENI add

Produced by  
Kevin Cronin, Gary Richrath  
And Kevin Beamish

HOT NEW RELEASES FROM  
EPIC RECORDS



*"The impact of these conflicts measurably slows production of your ratings."*

## Slogan Conflict: The Ascription Prescription

Handling slogan conflicts in a fair and logical manner is one of the more vexing tasks facing Arbitron. A relatively new technique — called ascription — is one of the steps Arbitron is taking these days. As I've run into more and more cases where ascription has been used in markets, some subtleties of the procedure have become apparent. Those of you involved in slogan conflict situations may be interested in what ascription is really all about. Later in this column we'll also examine other options that Arbitron might want to consider in order to help clarify slogan conflict situations.

### Conflict Cause And Effect

Slogan conflicts are caused by stations that use nonexclusive identifiers. Such slogans may be rounded frequency items such as "FM 104," or such creative logos as "Gotham's Beautiful Music Station." The instance involving the rounded frequency is the more prevalent of the two and the one we'll deal with in this article.

Although the occurrence of slogan conflicts is a relatively minor aspect of Arbitron's ratings production effort, an inordinate amount of time is spent trying to clear up these entries. Less than 4% of the diaries contain slogan problems, but the impact of these conflicts measurably slows production of your ratings.

Arbitron's technique to resolve these conflicts now involves two major ways to clarify the entries — callbacks to the respondents involved, and failing that, ascription. Since Arbitron will make a maximum of five attempts to reach each individual involved, this can take several days, delaying the production of the relevant market's report. It is not unlikely that a report containing several thousand diaries may be delayed while Arbitron attempts to clear up a slogan conflict in five diaries.

### How Ascription Works

After the callbacks have been made and the respondent cannot be reached to clarify the non-exclusive entry, ascription comes into play. Ascription is basically a computer assignment of a certain number of the diaries in conflict, giving each station involved the chance to get credit in a specific number of diaries. How is the number of diaries determined? It depends on the number of diaries in question. An example might be as follows:

There are 10 diaries, in a specific county or

ethnic area, that contain entries to "FM 104." There are three stations in the metro that use the slogan "FM 104." In the discrete county or ethnic area we are reviewing, two of the stations have had numerous in-tab diaries in the previous year's surveys. The ratio of this talo count (total of all listening output — specifically, the number of diaries in which a station was mentioned at least once) — let's say station X had four times as many in-tab as station Y during the last year — will then be used to guide the computer in determining which slogan conflict diaries are credited to what stations. If 10 diaries contain the conflict, station X would get the vast majority of the diaries involved.

### Key Concerns

Two key points to keep in mind here. The slogan conflicts are being resolved on a discrete county or ethnic region (HDBA or HDHA) basis, not on a metro-wide basis. This can mean that in one county stations X and Y might be given credit through ascription (since both had mentions in the previous year) whereas in another county stations X and Z might be involved (if station Z was a low power entity that showed up well in just one metro county, for example).

The other major item you need to be aware of is that when the computer theoretically assigns eight of the 10 diaries to station X, the assignment includes diaries selected on a totally random basis. There is no attempt made to see that the diaries credited to each station involved in the conflict make any sense in terms of how they are distributed. A conflict that involves an ethnically programmed station and a Country property might lead one to believe that the Black-formatted entity would get its assigned diaries from its target ethnic and demographic group. Not necessarily so. It might be that the Country station would end up with credit for diaries from black homes, based on the random assignment of conflicting diaries to each station involved.

In the past Arbitron used to split the conflicting entries in each diary — giving a portion of each entry to each of the stations involved. With the approach now used, each station gets all the disputed listening in a diary, and the diaries are apportioned by the computer based on the talo from the previous year. The chance that each station involved in the slogan conflict will receive credit in diaries that

## Week In Review

### Advisory Council Election Nears

Ninety-one broadcasters are running for the six open slots on the Arbitron Radio Advisory Council. Ballots with the names and format categories for each of the individuals are now in the hands of Arbitron subscribers, with the ballots due to be returned by December 1. Arbitron will review the returns and mail a final ballot — containing the two most popular names for each of the six categories involved — to subscribers on December 15. Final ballots must be in to the Arthur Young auditing firm by December 31.

### Arbitron Beefs Radio Sales Team

Arbitron Radio has added an account executive to its Chicago office and a client service representative to the L.A. office. Dean Mutter, formerly of WIND, has joined the Chicago sales staff, while Barbara Barnowitz has been promoted to client service rep in L.A.

appear to logically be "theirs" is just that — a chance, based on random selection. The closer the talo count between the stations involved, the greater the chance that the stations involved will get diaries that are mixed, since each station would receive approximately the same number of diaries out of the conflict pool.

### Programming, Sales Implications

As a result of the above allocation of credit by the ascription technique, stations may wind up with audience profiles or composition that don't make sense. If a significant number of diaries are involved in the conflict — and in some cases dozens of diaries are involved — the assignment of the credit to diaries and demos that don't normally fall into a station's target can pose problems. The PD may wonder what the station did to attract such an audience — and was it a fluke or not? The sales manager has to wonder why the station's demographic strengths have shifted, and what the competition will be saying about the new audience makeup as reflected in the last Arbitron book. In both cases the station management has a possibly distorted view based on the ratings report.

### Options Available

There are viable options that Arbitron may want to consider using in terms of resolving slogan conflicts. Next week we'll explore those options. See you then.

## Q&A

What use might the new Arbitron Programming Package be to radio? Several of you have asked lately, so I've requested samples of the printouts from Arbitron. I'll be doing an evaluation soon, and will be including in my column examples of some of the available runs.

*My first impression is that the data can be as useful as any other non-verified Arbitron information. Also, keep in mind that the package is available through the AID system from Arbitron. It will be an expense to retrieve the information through this system.*

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





**THE BACK PAGE**

**BREAKERS**

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

**DOOBIE BROTHERS**  
**One Step Closer (WB)**

68% of our reporters on it. Moves: Up 79, Same 21, Down 1, Adds 56 including WKBW, JB105, Z93, KXOK, Q102, WOKY, WBLI, K104, B97, FM100, KZ93, K96, KMJK, KWVL. See Parallels, charts at number 29.

**THE DOOBIE BROTHERS**

**"One Step Closer"**

Produced by Ted Templeman



**ON WARNER BROS. RECORDS**



The "Choice"  
Of Young America  
Is...



**DEVO**

**"Freedom Of  
Choice"**

Produced by Devo  
in Association with Robert Margouleff



**ON WARNER BROS. RECORDS**

# WHAT'S NEW

Edited by Don Waller

I  
heard it  
on the  
radio

## Radio Sells Radio Via Radio

Utilizing the theme, "I Heard It On The Radio," the Puget Sound Radio Broadcasters Association (PSRBA) is currently conducting an on-air campaign designed to demonstrate the effectiveness of radio advertising. The 10- to 15-second spots, produced quarterly by Seattle ad agency Graf Hanson Hoke Inc., air 118 times daily via PSRBA member stations, with support materials including buttons (pictured), sales aids, and local retail seminars.

The campaign, which began in January of this year, covers a variety of subjects ranging from energy conservation to radio and local retail facts. Basically, the project uses humor to entertain listeners (suggesting showering with a friend to save water, for example) while stressing the medium's own selling power. For further information contact Patricia H. Graf, Graf Hanson Hoke Inc., 85 S. Washington St., Seattle, WA 98104, (206) 682-8203.

### MINI NEWS MAGAZINE

## Merishel Enters Radio Syndie Market

"Minute Magazine," a radio news feature spotlighting offbeat stories and personalities in the headlines, marks Merishel Productions' first entry into the syndicated radio field. The short-formatted program is available directly from the Los Angeles-based radio and TV production firm to radio stations nationwide. For further information contact Dan Katz, Merishel Productions, 590 N. Vermont Ave., Los Angeles, CA 90004.

## Is The 18-49

## Demographic Outdated?

### TV STUDY CONFIRMS RADIO REALITY

As evidenced by radio's ongoing format fragmentation, more and more stations are aiming for a slice rather than the whole pie by targeting their programming to an increasingly narrower demographic. Many advertisers are also aware that the traditional 18-49 demographic is simply too broad a base to satisfy their specific needs.

According to a recently-published position paper from the Marketing Services Department of the CBS Television Network, TV has also begun to recognize the limitations of the present demographic boundaries. The report terms the 18-49 base un-

realistic for 1980 advertisers and suggests an expansion which would divide the base into either 18-49 or 25-54. This would enable advertisers to skew toward either the high-end (50-54 age group) or low-end (18-25) of the 25-49 base, depending on the particular product or service they had to offer. After all, few 50-year-olds are interested in purchasing rock albums and fewer still 18-year-olds have even considered retirement insurance.

The study's recommendations are founded on an analysis of the viewing habits of audiences (aged 18 through 54) for the top 60 prime time TV programs broadcast during the fourth quarter of 1979. While 18-24 and 25-49 viewers had similar viewing habits, the survey found that the 50-54 segment had substantially different viewing patterns and was consequently eliminated from many advertising schedules. This, combined with the continuing rise in affluence among the 45-54 demographic and corresponding decline in income among the 18-24's, will no doubt influence advertisers to seek more specific demographics in the near future.

## Capital Cities 3rd Qtr., Nine Month Net Up

Capital Cities Communications reported that net income for the third quarter of 1980 increased 18 percent to \$17.5 million, up from \$14.8 million in the equivalent period of 1979, while third quarter revenues rose 12 percent to \$113.9 million, up from 1979's \$101.5 million.

Nine-month net for the broadcast firm likewise rose 18 percent to \$53.2 million, up from \$45.1 million during the year-previous period. Nine-month revenues also climbed 14 percent to \$341.1 million, up from 1979's \$299.8 million.

## Normal Office Hours Are Unproductive

Normal office hours are not likely to be conducive to productivity, according to a recent study conducted on behalf of the Omega Watch Corporation. The survey, which solicited the opinions of a number of major corporate chief executives, found that 43 percent of the execs polled claimed that the period before 9am was their most productive time. An additional 18 percent chose the hours after 5pm, and another three percent said their lunch hour was their most productive period. Slightly more than one-third (36 percent) cited the normal office day.



## Harris Unveils FM Composite Processor

The Harris Corporation's Broadcast Products Division recently introduced an FM Audio composite processing unit, the "MSP-95 FM Audio CPU." Designed for use with composite Studio/Transmitter Links or any FM exciter's wideband input, the unit is specifically suited for FM stations that utilize an STL link.

The product's features include Digitally Synthesized Modulation and Dynamic Transient Response. The latter holds overshoot on any program material to two percent or less, allowing a two to six decibel increase in loudness from the stereo generator alone while maintaining high stereo separation, low crosstalk, and low intermodular distortion.

In addition, the "MSP-95 FM Audio CPU" incorporates "Split Band, Dual Function FM Processing," "Soft Synching," and transformerless balanced inputs. For further information contact Eric Jacobson at the Harris Corporation Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, (217) 222-8200.

## "Jazz Chronicles" Radio Syndie Show Available

"Jazz Chronicles," the weekly, two-hour syndicated radio series targeted for Contemporary Hit Radio, Pop/Adult, and AOR audiences, is now available to stations on a barter basis through Audio Stimulation. The Syndicate It Inc.-produced programs are hosted by KEGO/Los Angeles's Jim Gosa and written by Harvey Siders, incorporating Syndicate It's theme, "The Jazz Everybody Loves."

The first program, "Echoes Of Ellington," which aired November 1, highlighted the contributions and musical influence of Duke Ellington. For further information on "jazzing up" your format, contact Bob Dockery, Jr., President, Syndicate It Inc., 1680 Vine St., Suite 1116, Hollywood, CA 90028, (213) 463-7198.

## Blair's 3rd Qtr. Net Slides 33%, Revenues Rise

Broadcaster/rep firm John Blair & Co. posted an earnings decline of 33 percent during the third quarter of 1980, with net profit for the period ending September 30 falling to \$2.2 million, down from \$3.3 million in the year-previous period. Third quarter revenues rose three percent during 1980 to \$54.8 million, up from \$53.1 million in the analogous period of 1979.

Blair's nine-month earnings also slipped (15 percent) to \$7.5 million, down from 1979's \$8.9 million, while nine-month revenues climbed 14 percent to \$161.9 million, up from \$141.6 million in the equivalent period of 1979. The declines were primarily attributed to the firm's owned stations and graphics divisions.

# WESTWOOD ONE • SALUTES!

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

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

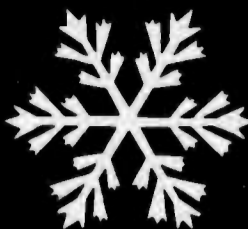
9540 Washington Blvd., Culver City, CA 90230  
(213) 204-5000

# WCCC

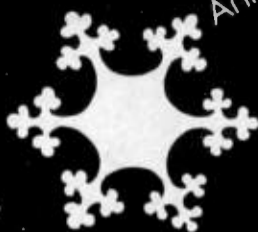
WESTWOOD  
ONE



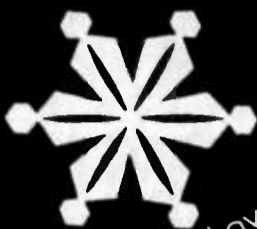
Bob Hope



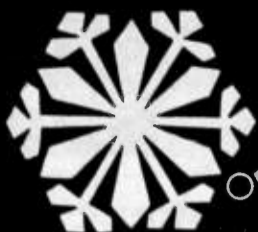
Gerald & Betty Ford



Anne Murray



Linda Lavin



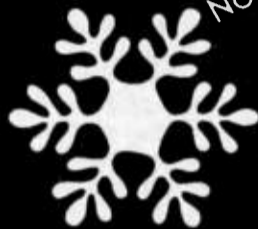
Orson Welles



Lily Tomlin



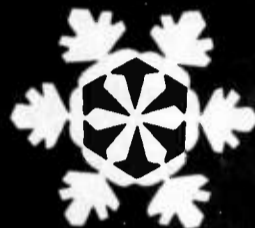
George Burns



Norman Mailer



Gloria Swanson



Johnny Mathis



Crystal Gayle

Plus many many more and a few surprises

# Merry Christmas from Merv

*The 12 Hours of Christmas*

*Free*

**Twelve Hours of Great Christmas Music and Celebrity Guests Hosted by Merv Griffin**

Quality Holiday Programming:  
**Total Barter**, Adult Radio Special  
Call toll free (800) 421-0972  
California stations call (213) 460-2183



Merv Griffin Radio Productions

# WHAT'S NEW

## 1980 Clio Awards Deadline Upcoming

Radio stations wishing to submit their commercials for judging in the annual **Clio Awards** have until December 15, 1980 to meet the deadline. All spots first aired in the 13-month period from January, 1980 through January, 1981 are eligible if they were not entered in last year's competition (with commercials airing for the first time in December, 1980 or January, 1981 having an extended deadline of February 1, 1981).

Each 7 1/2 ips tape entry must be accompanied by a completed entry form and one-time fee of \$40 for **RAB** members (\$50 for non-members). For additional information or entry forms, contact the Clio Offices in New York at (212) 593-1900 or in Los Angeles at (213) 937-7337; all entries should be mailed to Clio Awards, 30 E. 60th St., New York, NY 10022.

## Leisure Market Network Aims Ads At Affluent

To paraphrase an old adage, "If you want to lead a horse to water, you first have to find out where the horse drinks." Bearing this in mind, a Baltimore marketing firm, **Leisure Market Network**, is attempting to reach the five percent "upper crust" of the population by placing radio ads at the watering holes of the elite. Rejecting Palm Beach, FL because the natives "aren't all that wealthy there," the firm design-

## Answering Machine Messages Available

Although telephone answering machines have become commonplace by now, there are still people who harbor an aversion to having their voices recorded. For these people, as well as for those who aspire to be the life-of-the-phone-system, **We've Got Your Number** has created a variety of messages which can be played back on any telephone answering machine.

The brainchild of writers **Hollie Davies** and **Merle Medvene**, **We've Got Your Number** offers four different cassettes containing 12 separate messages based upon a single theme. Volume One ("Fantasies") includes taped messages from an Indianapolis race driver and God, while Volume Two showcases a number of participants of popular sports and



hobbies. Volume Three features "executive type" messages for business and professional images, and Volume Four consists of crazies with off-the-wall routines.

Combining music, sound effects, voice impersonations and humor, all messages are 18 seconds in length, and can be played on any standard cassette player, which can then be transferred to any telephone answering device. **We've Got Your Number** is available at various record and retail department stores.

## Broadcast Media Research Center Established

The New York-based **Markle Foundation** and the **British Broadcasting Corp.** (BBC) have recently established the **Broadcast Media Research Center** in London. The joint venture (set up in collaboration with the **British Film Institute**) plans to study key social issues and their cultural impact upon the international electronic media as these issues emerge.

The two investors have bankrolled the venture with \$375,000 to cover the project's first three years of operation. Following this, the venture may be renewed.

## PRO:MOTIONS

### Smith Elected To RIAA Board

**Joe Smith** has been elected to the **Recording Industry Association of America (RIAA)** Board of Directors. Currently Chairman of the Board of **Elektra/Asylum Records**, a position he has held since 1975, Smith began his industry career in radio, where he was a notable air personality at **WMEX/Boston** in the late 1950's. He joined **Warner Bros. Records** as National Promotion Manager in 1962 and was named Executive Vice President of the label in 1970, rising to President in 1972.

### Gamble, Huff Form Salvation Gospel Label

**Kenneth Gamble** and **Leon Huff**, respectively Chairman and Vice Chairman of the Board for the **Philadelphia International** and **The Sound Of Philadelphia** record labels, have announced the formation of **Salvation Records**, a gospel label.

**Earl Shelton**, President of the **Mighty Three Music Group**, has been named to head the new record company, which will issue its first single in late November.

### McLean Named Musical Prog. Dir. At CBS Video

**Jock McLean** has been appointed Director of Musical Programming for **CBS Video Enterprises**. Most recently East Coast Director of Artist Development for **Columbia Records**, a position he has held since 1978, McLean previously served as **Columbia's** Manager of Artist Services since 1975. Prior to joining the label, McLean was associated with **Peter Asher Management**, having formerly been employed by **Nat Weiss** and



Jock McLean

**Nemperor Artists** from 1967-70.

In his new post, McLean will be responsible for developing programming involving musical performances for the video software market. In addition to securing new programming, he will liaison with production staffs during all phases of production as well.

### Mangini Upped To Div. VP/Operation Services At RCA

**John Mangini** has been elevated to Division Vice President of Operation Services at **RCA Records**. Most recently Division Vice President of Finance, Mangini joined the label as Director of Financial Operations in 1978, having previously spent five years with the **RCA Corporation** as Director of Financial Analysis for the Group and Corporate Staff.

In his new post, Mangini will be responsible for RCA's U.S. record manufacturing operations, distribution, warehouse operations, studio operations, purchasing and international facilities management.

## Adult Contemporary Countdown

The National Top 30 for Adults.

A weekly, 3-hour show hosted by **Tom Dooley** with lots of big name guest stars and great features. This is the fastest-growing syndicated show in America! A great program at an affordable price.

## Adult Contemporary Year-End Countdown

The Top 100 Songs of 1980.

This 8-hour special has become a yearly celebration at many fine A/C stations. Our "in-person" guests this year include: **Kenny Rogers**, **Carly Simon**, **The Doobie Brothers**, **Boyz n the Band**, **Bette Midler**, **Robbie Dupree** and more. Don't pay an outrageous price when you can have the finest quality at a reasonable cost. Happy New Year!



... top-quality syndication at a price that makes sense.

Call Collect:

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689 Lenni Rd.  
Aston, PA 19014

“I don't want people to judge me by what fad is in this particular week, I want to be judged by what I do. I feel secure about this record because I know it's the best we've ever done.”

**Joe Jackson**

**“One To One”** AM 2276

IS THE SINGLE FROM  
**THE JOE JACKSON BAND**  
FROM THE ALBUM

**Beat Crazy** SP 4837

ON A&M RECORDS & TAPES  
Produced by Joe Jackson

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## RCA Tracks Jimmie Mack



Jimmie Mack is back, having just signed an exclusive recording contract with RCA Records with his first self-titled album due for release in a couple of weeks. Shown celebrating the event are (seated, l-r) the Jumpers' (Mack's backup group) Gene Leppik, RCA VP Ed DeJoy, Mack, and Domino, Inc.'s (Mack's management firm) Michael Hektoen; (standing, l-r) the Jumpers' Steve Merola and Mykey Flasher and RCA's Vic Mendelson.

## Maze Brings Joy to Memphis



Capitol recording artists Maze recently played Mid-South Coliseum in Memphis on a nationwide tour to promote their "Joy And Pain" LP. Backstage after the show are (l-r) Capitol/EMIA/Liberty Records Group President Don Zimmermann, Miss Black World 1980 La Rita Shelby, Maze's Frankie Beverly, and Capitol's Varnell Johnson.

## Buchanan's "My Babe"



Roy Buchanan's recently-released LP, "My Babe," marks the artist's debut as producer. Buchanan recently met with Waterhouse Records to discuss promotional plans. Pictured are (l-r) Waterhouse's Kevin St. John, Buchanan, Waterhouse's Gary Marx and Wayne Isaak.

## Berry Breaks BMI Awards Record



Past winner of 27 BMI awards, Chuck Berry recently garnered four more Commendations of Excellence for his long and outstanding contribution to rock & roll, rhythm & blues, country, and popular music. The precedent-shattering collection was presented to Berry (left) by BMI VP Frances Preston (center) and BMI's Russ Sanjek (right) following Berry's performance at Nashville's Exit/In.



# STREET TALK

## Declaration On Independents

Okay, what's really going on with all the independent promotion people? Well, so far everything we've heard on the streets is long on speculation and short on facts. No matter what you've seen elsewhere, there was no corporate dictum at WCI or WEA that all independents were to be laid off. Yes, Warner Bros. and Elektra/Asylum did stop using all independents temporarily, but even as you read this, new contracts with several indie promoters are being inked for 1981 by both companies. So, what's all the talk about? To make a long story short — the independents collectively became far more expensive than anyone had budgeted for this or any other year. Candidly, this situation came about due to greed and the swelling ranks of independent promotion people. Wise label executives simply said, "Enough is enough," and are now setting up deals for 1981 that will exclude some of the extravagant bonuses and other excesses. There may be fewer independent promotion people around in 1981, but in the recent days of the record business, isn't there less of everything?

Did you hear that Clay Gish would be the new PD of KNUS/Dallas? Wrong. According to consultant Paul Drew, the new PD will be Larry James.

Another hot radio rumor circulating through the Northeast this week had Rick Dees joining the staff at CHUM/Toronto. Tracing that one down to Rick himself, just back from doing a TV show in Vancouver, he said, "Doesn't it snow in Toronto during the winter months?" Look for Rick to stay in L.A.

Snuff Garrett appeared with Burt Reynolds on a Merv Griffin show and revealed to all watching that Burt's nickname is "Floyd." Apparently that's what all Burt's close friends call him, and now so will many of his not-so-close friends.

Speaking of names . . . Street Talk has learned that Al Brady will officially become Alexander B. Law (his real name) when he takes over the GM reins at WYNY/New York on December 1. That leaves at least three great radio names still available for future generations: Hal Martin, Gerry Peterson, and now, Al Brady.

Chuck Lakefield, last at KMJC/San Diego, has joined the staff at WKBW/Buffalo in the 7pm-midnight shift.

KPLZ/Seattle has a prime opening in PM drive now that David Jones has left the Northwest for the new WCFL/Chicago lineup. Interested parties should contact KPLZ PD Jeff King.

Mark Avery, formerly of KVIL and KLIF/Dallas, has become the new Program Director at KLUE/Longview, TX.

Congratulations to MCA Regional promotion man Jay McDaniel and his wife on the birth of their son, Christopher Lee McDaniel, on October 30.

Gary Bruce, who had been the interim PD at WLAM/Lewiston, ME, is no longer "interim." His appointment was made official this week.

Bill Richards has joined Ingstad Broadcasting as PD for KLYX/Sioux Falls. Bill had been PD of KQWB-FM/Fargo for the past four years.

The Society of Radio Personalities and Programmers (SRPP) has announced the dates and location for its first annual convention. The SRPP membership will gather in Cincinnati July 17-19, 1981. We'll have more details in the weeks to come.

Helen Reddy has reportedly left Capitol Records to sign with Polygram.

## Take Our Audience — Please

This has to go down as one of the more charitable acts any radio station has ever performed. WFBL/Syracuse officially changed formats last week (11-15) from Contemporary Hit Radio to Al Ham's very successful "Music Of Your Life," but prior to the change something very unusual happened.

In a rare act of concern for its young listeners during the changeover phase, WFBL offered air time to a former direct competitor in order to give the audience a place to rest their bruised feelings and find a new radio home. WFBL GM Rick Thomas approached WSYR-FM, an AOR station, and offered time to invite the WFBL listeners over to WSYR's frequency. WSYR GM Hugh Barr said, "It was crazy, but it certainly benefitted both stations without hurting anyone, and the listeners win in the end."

The commercials were produced by WSYR-FM and aired on WFBL for one full week before the format switch. Although there has been no official audience monitoring in Syracuse since this unselfish act of competitive cooperation, one has to think the audience found it refreshingly honest, to say the least.

**ELECTRIC  
WEENIE**

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

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

CHARLIE McCOY/WANS . . . "Dropping you a couple lines to tell you how much I enjoy the Weenie. IT GETS RESPONSE! People talk about the lines I use from it . . . It feels right . . . It is THE BEST! You've got another lifetime subscriber."

Jocks . . . write today for free samples.

# The new Steely Dan album is here.



"Gaucho." (MCA-6102)

Three and one-half years in the making, the new Steely Dan album is finally here!

"Gaucho," featuring the hit single,

## "Hey Nineteen."

(MCA-51036)

Produced by Gary Katz. Clout: Front Line Management, Inc.

**MCA RECORDS**



A poem reached the magic G.O. desk last week:

*The elections are over  
The votes have been cast  
The political speeches are over at last  
The winners are singing a happy tune  
The losers prepare to leave office soon.  
Now, let's all join together  
Let all bitterness pass  
I'll hug your elephant  
And you kiss my — donkey.*

and our thanks to little 12-year-old Virginia, who sent us this letter right before she scribbled out her annual question about Santa Claus to that New York paper. Cute.

\* \* \* \* \*

Nice to know that Radio & Records in its maniacal plan to blanket the circulation of the world has subscribers in Spencer, Iowa. I know, for we just received a nice note from Mike Hoyer of KICD-AM-FM. Mike saw my mention about our days at KMA about the time the Everly Brothers were doing a show across the street at KFNF. Mike brought me up to date on what happened to everybody who was there during our halcyon years. Mike was named the top Country jock for '71-'72 . . . and was Country Music Association deejay of the year in '73. While at WHO in Des Moines '65-'71, he said his weirdest call was one from Hollywood, from a guy who called him from a phone booth near the Capitol tower (and that man who called Mike grew down to be Cowboy Harlow, just arrested for sheep molestation and going bonkers).

\* \* \* \* \*

A terse note from Tony Richland, pertaining to the the "Fastest Mouth In Radio" competition on NBC-TV's "Games People Play."

I was chatting with Tony in the hallowed hallways of my radio working place and he said

he would like to have in print the feelings of his close friend Shadow W. Diamond in regard to his flagrant and blatant omission from the contest.

As you know, Tim Reid (Venus Flytrap) and I are hosts for this segment of the hit show; we didn't have anything to do with choosing the competitors. Anyway, Tony continues, "Clearly the perpetrators of this competition were afraid — yes, *frightened* — to include the only living disc jockey who does 54 classic cliches on the talk-up to 'Spirit in the Sky'!" (among his many fastest-mouth triumphs!) "Shadow feels that without him the contest was somewhat of a mockery of a travesty of a sham." The guy is still bringing big numbers to DGOY in Rudman, California, just waiting for his chance at the bigtime! He'll continue to sit atop the time and temp tower waiting for Dame Fortune (or Dame May Whitty) to come along."

Well, Tony, we realize that you are Shadow's personal manager and we wish him well, but I checked with NBC and they commented that they felt they should not use anyone from any radio market that had fewer than 800 people.



## 'Dallas' Still Dominates, But ABC Emerges On Top

ABC managed to overcome CBS's red-hot Friday and Sunday series lineups, led by "Dallas," and won a slim victory in the Nielsen competition for the week ending November 16. ABC's average rating was 20.6, with CBS close behind at 20.1 and NBC bringing up the rear at 17.4. "Dallas" easily outdistanced all competition for the week with a 35.7 rating, 6½ points higher than its nearest challenger, CBS Friday lead-in "Dukes Of Hazzard." Next week, with the identity of J.R. Ewing's would-be assassin revealed, the network hopes to top "The Fugitive"'s finale, which scored a 45.9 rating and 72 share.

Following "Dallas" and the Dukes were 3) a tie between "60 Minutes" (CBS) and "Love Boat" (ABC) 5) "Saturday Night Fever" (ABC Sunday movie) 6) "Alice" (CBS) tied with "Happy Days" (ABC) 8) "Monday Night Football" (ABC) 9) "Smokey & The Bandit" (NBC Tuesday movie), and 10) "The Jeffersons" (CBS).

Leading off the 11-20 subset was "Little House On The Prairie" (NBC), followed by 12) a tie between ABC's "Mork & Mindy" and "Laverne & Shirley" 14) "Archie Bunker's Place" (CBS) 15) "Fantasy Island" (ABC) 16) "Diff'rent Strokes" (NBC) 17) "Real People" (NBC) 18) "Barney Miller" (ABC) 19) "Three's Company" (ABC), and 20) a tie between "One Day At A Time" (CBS) and "That's Incredible" (ABC). "WKRP In Cincinnati," still experiencing ratings trouble in its Saturday slot this season, improved slightly to 46th last week, perhaps because it presented a satire of "Real People."

**TV EARNINGS UP SLIGHTLY** — FCC figures showed American television stations earning \$1.32 billion in 1979, up 2% from 1978 figures. Revenues were up from about \$4 billion to \$4.4 billion, but expenses climbed even higher, 15% to \$3.1 billion.

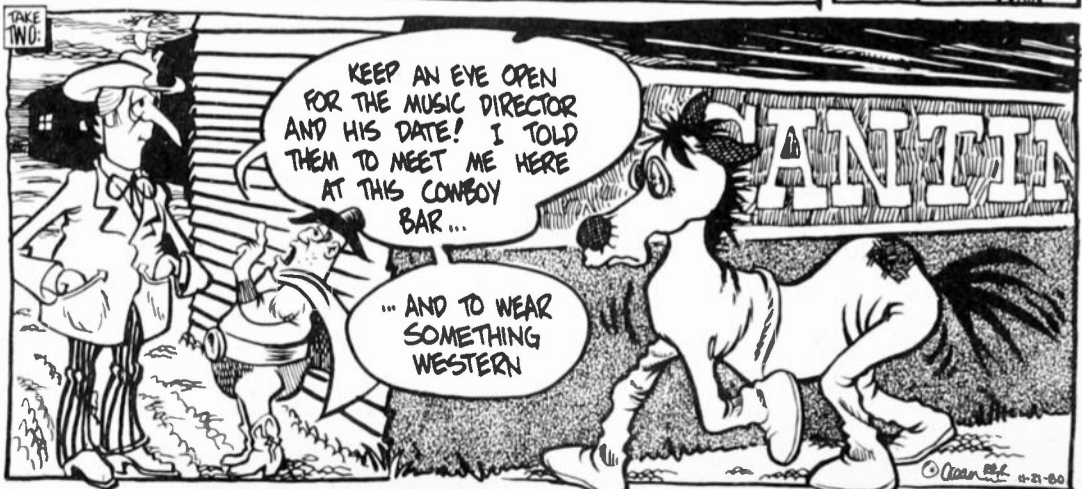
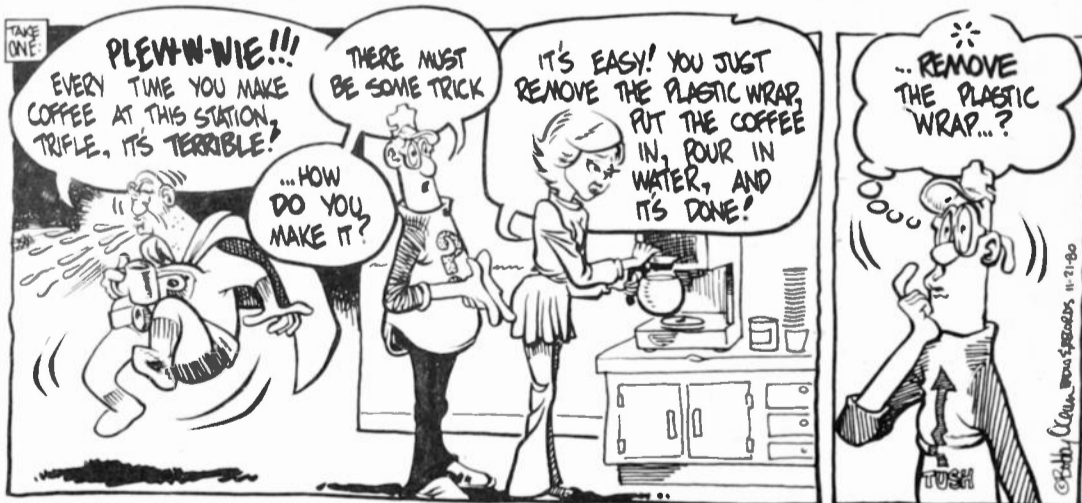
**MUSIC ON TV:** James Brown is scheduled for "Saturday Night Live" November 29 . . . Jose Feliciano is on "Toni Tennille" November 24 . . . The week of November 21 is marked by "Solid Gold" appearances from Air Supply, the Babys, Larry Graham, Billy Joel, Manhattan Transfer, Olivia Newton-John & Cliff Richard, and Toni Tennille as guest host . . . Mac Davis's "I'll Be Home For Christmas" special December 24 on NBC features Melissa Manchester as a guest . . . Dick Clark's eighth New Year's special, "Dick Clark's Rockin' New Year's Eve '81," is set for ABC airing, with Ambrosia, Chuck Berry, the Charlie Daniels Band, Barry Manilow, and Billy Preston & Syreeta. Clark is also preparing a 90-minute late-night series pilot for NBC called "All Kindsa Stuff," targeted at the interests and concerns of the 18-35 demographic.

## VIDEOSCOPE:

**UNIVERSAL TV TO PRODUCE FIRST-RUN PAY-TV, VIDEO FARE:** Universal Television, the leading supplier of primetime network TV fare, recently announced its intention to produce first-run pay-TV, videodisc and videocassette programming. While a number of projects were described as "in development," Universal TV declined to disclose their exact natures at this time . . . **CABLE TV GETS ENGLISH INTRO:** Cable television will make its United Kingdom debut on an experimental basis in the near future, as Home Secretary William Whitelaw recently submitted plans for 12 two-year cable TV pilot projects to Parliament. Licenses for the experimental cable systems will be granted to those who presently hold broadcast relay licenses; however, prospective cable-TV licensees must conform to five rules of operation, which are: 1) no advertising, 2) program schedules must be submitted to the Home Office in advance of their being aired, 3) no bidding on exclusive broadcast rights to either major sports or entertainment events, 4) strict limits on the films that can be shown via cable, and 5) cable licensees must perform audience research and submit viewers' complaints regarding programming to the Home Office . . .

## ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

## Radio & Records

- ★ WNUS-FM / CHICAGO BECOMES WGCI, DEBUTS "URBAN SOUND" FORMAT
- ★ LARRY BUTLER NAMED VP/DIRECTOR COUNTRY PRODUCT AT UA
- ★ NUMBER ONE FIVE YEARS AGO: "That's The Way I Like It" - KC & Sunshine Band (TK)
- ★ NUMBER ONE COUNTRY: "In The Movies" — Merle Haggard (Capitol)
- ★ NUMBER ONE LP: "Still Crazy After All These Years" — Paul Simon (Columbia)



**THE TIDE IS HIGH**

# B L O N D I E



**THE TIDE IS HIGH**  
the first single  
from their album  
**AUTOAMERICAN**



**Chrysalis**

Records and Tapes

The album CHE 1290 The single CHS 2465  
Produced by Mike Chapman Direction: ALIVE

# Media Marketing

## THE INDUSTRY SPEAKS

### Exploring Radio's Future

**W**hat is going to happen in and around radio over the next decade? What kinds of changes can we anticipate? Does radio, as we currently know it, have an indefinite future stretching out before it? Or is radio, as an industry, nearing the end of its "product life cycle?" How will radio have to adapt in order to survive? These and other questions should be on our minds as we prepare ourselves for the challenging decade of the 1980's.



**I**n response to the problem of predicting very vague future events, futurists have developed what is known as the Delphi Study, which is a technique for using experts' opinions in a systematic way in order to predict the future. The technique takes its name from the famed Oracle of Delphi in Greek mythology. The Oracle was an all-knowing, all-seeing wizard (not unlike "Carnak The Magnificent") who gazed into the future and made prophecies. In the modern version, the collective wisdom of a group of experts in any particular area substitutes for the omniscient oracle.

**A**t the recent American Radio Expo, registrants were given the opportunity to participate in a Delphi Study of the future of radio. Questionnaires were distributed at the registration desk, which asked for the attendees' opinions on what radio will look like in the year 1990; participants were also asked to predict the dates of some future events of importance to radio. Many registrants took time out from their busy convention schedules to complete the questionnaire, and we thank you for your cooperation.

**T**hose of you who attended the Expo received a special "souvenir issue" of R&R, which contained the results of a Delphi Study on radio with a select group of industry leaders (see Pages 50-54). What we hoped to accomplish by surveying people at the Expo was a comparative study of how acknowledged industry leaders view radio's future contrasted with a more general representation of people in the industry. The results of that comparison are presented in the paragraphs which follow.

**F**or the sake of convenience, I will refer to the original Delphi Study which is reported in the souvenir issue as Delphi I and the study which was conducted at the Expo as Delphi II. In

many respects the Delphi I and II results are quite consistent, but in some cases the projections into the future differed fairly dramatically.

#### Radio In 1990

**P**anelists in both studies were asked to project the probable structure of radio in 1990. For instance, Delphi I projected 5500<sup>AM</sup> and 5700 FM stations in 1990, while Delphi II forecast just over 5000 AM stations and almost 6400 FM stations. Thus, both studies forecast about the same total number of radio stations in 1990, but Delphi II is much more "bullish" on FM. There was considerable discrepancy in the number of radio networks expected in 1990: Delphi I said 12, while Delphi II came up with 28. Further, Delphi I predicted an average of about 300 stations per network, while Delphi II projected 210 stations per network.

**S**ixty percent of Delphi I panelists predicted a decline in the influence of unions in radio by 1990; but Delphi II panelists split 50-50 on whether union influence would increase or decrease. Is there a union in your future? Seventy percent of the Delphi I participants predicted an increased role for radio rep firms in 1990; in contrast, Delphi II results showed only about a quarter of the participants expecting an increased role for rep firms. There was fairly strong agreement between the two studies, however, on the number of profitable radio stations in the future: 70% of Delphi I and 60% of Delphi II felt that there would be more profitable stations in 1990 than today.

**"Compared with today's \$3 billion spent in radio, Delphi I expects \$6.5 billion in 1990, and Delphi II projects \$7 billion."**

**W**ith respect to radio advertising in 1990, there was also close correspondence between the two studies. Compared with today's \$3 billion spent in radio, Delphi I expects \$6.5 billion in 1990, and Delphi II projects \$7 billion. Similarly, the 10% of all U.S. advertising dollars which are currently spent in radio is expected to increase to 14% by Delphi I and to 15.5% by Delphi II. Finally, Delphi I foresees 13.5 commercial minutes per hour in 1990, while Delphi II expects about 12 minutes per hour.

**W**ith regard to programming, both panels strongly agreed that there would be more informational programming in 1990 than today: a full 100% of Delphi I and over 90% of Delphi II. However, 90% of Delphi I expected more music programming over TV in 1990, while only about 60% of Delphi II foresaw this eventuality. In another point of disagreement, 65% of Delphi I felt that air personalities would be more important in 1990 than today, while 65% of Delphi II saw no

change in the role of air personalities and only 35% saw an increased role. One hundred percent of Delphi I and 80% of Delphi II projected a greater role for special prepackaged programming in 1990.

**T**here were considerable differences in the panels' predictions regarding the recording industry in 1990. As compared with today's roughly 3600 new albums and 3350 new singles released annually, Delphi I predicted 4000 albums and 3450 singles in 1990, small increases in both categories. Delphi II, on the other hand, forecast 3900 albums and 2700 singles, with the latter figure representing a rather substantial decrease from today's figure. Delphi I expects about 100 record companies in 1990 — similar to today's total — while Delphi II sees almost 150 by then. Finally, both panels agreed that the market for "compilation albums" (e.g., K-Tel) would increase by 1990 (75% of Delphi I projected this and 55% of Delphi II).

#### When Will It Happen?

**T**he second part of the Delphi Study asked participants to estimate the dates of certain possible future events. For instance, Delphi I predicted that radio would be dominated by satellite delivery in 1991, while Delphi II projected the same event in 1993. Neither panel foresaw dominance of cable delivery at any point in the future.

**B**oth panels expected a fairly improved ratings technology to emerge: Delphi I projected this event in 1986, while Delphi II was more pessimistic (1991). Both panels see digital recording as a future force in the industry (1987 for Delphi I; 1986 for Delphi II), and both panels projected the demise of vinyl recordings before the end of the century (1994 for Delphi I and 1999 for Delphi II).

**W**hen will earth first receive radio signals from extraterrestrial beings? Delphi I says 2065 while Delphi II believes that it will happen sooner, in 2025. Of course, a few people in both panels believe that it will never happen, and others believe that it already has. (One skeptic wrote that

"they" have already stopped sending because they discovered that there was no intelligent life to communicate with here.)

**W**hen, if ever, will radio cease to exist? Delphi I gave a resounding "Never" to that question. Delphi II was less optimistic, projecting a "2525" (Zager & Evans live!) demise of the radio medium. So, those of us who are still around 550 years from now may have to turn elsewhere for our music!

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



# Donna Summer



Photo: Harry Langdon

THE NEW SINGLE

## *Cold Love*

GEF 49634

FROM THE GEFEN RECORDS ALBUM THE WANDERER GHS 2000  
PRODUCED BY GIORGIO MORODER AND PETE BELLOTTE



MANUFACTURED EXCLUSIVELY BY WARNER BROS. RECORDS, INC.  
SUSAN MUNAO MANAGEMENT CO., INC.

SUMMER NIGHTS, INC.



## Radio Makes First Hostage Contact

Continued from Page 1

tivity of the situation, Laingen was able to respond to only the most general questions, such as the hostages' access to news from America. For example, Hall asked Laingen if he knew that Reagan had been elected President and Laingen replied, yes, he had heard that.

While Laingen steered away from potentially controversial questions, Hall concentrated upon determining the hostages' conditions (described as "fine"), the amount of contact between the hostages (Laingen claimed no contact with the 49 hostages not held at the Foreign Ministry building), and making the hostages aware that

Americans have not forgotten them.

Laingen, when asked to give a message to the American public, said, "We (the hostages) have been exceedingly gratified by the kind of public support we have had from the beginning from the American people and government... It's a time for patience, calm, cool resolve, and a time of confidence that it will soon be over."

Response to the interview was instantaneous — KAYO provided copies of the tape to the U.S. State Department, all major American broadcasting networks, wire services and newspapers as well as Radio Free Europe, the BBC and nearly 100 additional networks and radio stations.



**MAGIC MOBILE GIVEN AWAY** — KMJX-FM's "Magic 105" Little Rock gave away a new car in its first large-scale contest. The station received over 3000 entries listing date, time, and name of the sponsor after the first commercial spot went on the air. Pictured (l-r) are car dealer Jodie Brown, the contest winner, and "Magic 105" production Director Tom Wood.



**WAQY BUNCH OF GUYS** — Gathered around the WAQY/Springfield, MA van is the WACKY staff. Pictured (l-r) are new PD and morning man John Carter, Glenn "FM" Stevens, Darringer, Jay Daniels (now at WKRZ-FM/Wilkes-Barre, PA), and Ken Gilbert.



**NO PET PEEVES** — WKEE/Huntington, WV air personality Jack O'Shea, celebrating 15 years at the station, is pictured in front of the WKEE van with Penthouse Pet Salana as part of a recent promotion.

# BRAD MESSER



## Half-Price Phone Calls

New ways of communicating are popping up faster than most of us can comprehend. One of the newly-established systems may save your news department — and your entire radio station — a significant amount of money. There are several cut-rate long-distance telephone services, some better than others in price and audio quality, beaming your call over their own microwave system or using wires leased from Bell.

Until a few years ago there was no competition. It took a series of FCC and other legal and regulatory decisions to open the door just a crack. Now it's a wide-open kickin' and screamin' dogfight with Ma Bell loudly protesting in vain.

The new competitors to Bell sell you cheaper LD calls — significantly cheaper. An example is MCI Communications Corporation, headquartered in Washington, D.C., which offers savings "up to 50% off Bell rates for the same telephone call" and serves both business and residential subscribers. You pay a flat monthly rate to make the service available plus a per-call charge. The basic service is split into business-hours and after-hours packages, the latter at half the monthly rate. In your home, the 8am-5pm rate is \$10 per month, the after-hours 5pm-8am rate is \$5. A Cincinnati-to-Atlanta call that's \$1.49 on Bell (six minutes, evening) is 70¢ on MCI.

I have no personal financial interest in MCI or any other such service, and I'm not sure the company I've chosen as an example is better than others, but MCI has been around longer — it filed the original challenges — and is the biggest system, using its own \$360 million network of microwave transmission equipment — second in size only to AT&T's.

For inquiries about service in your area call locally, or pay Ma. Bell for a call to her competitor's Washington HQ, (202) 872-1600.

## CALENDAR

### The Day Whittles Down

**MONDAY, NOVEMBER 24:** On the darker side of things, today has one hour less daylight than a month ago as the nights get longer close to winter. The string of longest nights/shortest days begins eight days before Christmas, which may be Mother Nature's way of making sure Santa Claus has enough time to get the goods delivered.

Seventeen years ago today in 1963 Jack Ruby shot Lee Harvey Oswald to death on live television, two days after the Kennedy assassination. Ruby was convicted of murder, but later was granted a new trial; before it could be held he died in jail (January 1967) of cancer.

Western legend Bat Masterson was born in 1853. Barbed wire was patented (on Masterson's 21st birthday) in 1874. Apollo XII splashed down after the second moon-landing mission 11 years ago in 1969.

William F. Buckley, Jr. is 55.

### Father Of The Car

**TUESDAY, NOVEMBER 25:** For all the talk about Henry Ford, the real daddy of automobiles was German engineer and inventor Karl Frederick Benz. He would be 136 today. Herr Benz designed and built the first feasible auto with an internal combustion in 1885.

Baseball Hall of Fame member "Jolting Joe" DiMaggio is 66. His batting average over a fifteen-year Yankee career was .325. Little Annie Mae Bullock — who grew up and became Tina Turner — is 39. John Kennedy, Jr. (John John) is 20. Kathryn Crosby is 47. Ricardo Montalban is 60.

### Charlie Brown's Dad 'Sparky'

**WEDNESDAY, NOVEMBER 26:** The "Peanuts" comic strip has been around for about thirty years, which is slightly more than half the lifetime of Charlie Brown's creator, Charles "Sparky" Schulz, who's 58 today.

That's almost peanuts compared to how long Eric Sevareid has been around. He was born the same year New Mexico and Arizona became the 47th and 48th states, and he's older than Mother's Day and the Panama Canal. The venerable Mr. Sevareid is 68 today.

On this date in 1975 President Ford endorsed a federal bailout for New York City, asking Congress to okay up to \$2.3 billion per year in short-term loans. Less than a month earlier he had said he would veto any New York bailout. So it goes. Impressionist Rich Little is 42. Singer Robert Goulet is 47.

### Thanksgiving 1980

**THURSDAY, NOVEMBER 27:** There are quibbles over who really had the first Thanksgiving when, but today I'm going with the Pilgrims of Plymouth Colony, so we'll fit right in with those beautiful decorations the kids made in school. The menu for the Plymouth feast in 1621, according to the People's Almanac #2, was: venison (deer meat), wild turkey with cornbread, baked oysters, baked corn, and — of course — pumpkin. After the meal, an Indian guest "disappeared into the woods and returned with a bushel of popped popcorn, which the colonists had never tasted before."

Twin brothers Norris and Ross McWhirter co-edited the "Guinness Book of World Records" in London. Five years ago today Ross was gunned down on the doorstep of his home at age 50.

Caroline Kennedy is 23. Eddie Rabbitt is 39. (Jimi Hendrix would have been 38, died of drug OD in 1970. Bruce Lee, born Liu Yuen Kam, would have been 40.)

### World Record For Crawling

**FRIDAY, NOVEMBER 28:** Two years ago this week Baptist lay preacher Hans Mullikin of Texas completed a 1600-mile crawl from Marshall, TX to the White House. He claimed to have crawled the whole distance except for eight miles where lawmen wouldn't let him on a freeway.

The average "brisk" walking speed is around four miles per hour. The winning car in the Chicago-to-Evanston, IL race 85 years ago today averaged eight miles per hour (1895, a Benz).

On this date in 1922 the first airplane skywriting message appeared. In 1942 the Coconut Grove nightclub fire in Boston left 491 people dead, most of them trampled.

Randy Newman is 37. Hope Lange is 47.



This Week  
B-52'S

Next Week  
BOSTON

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

# ADD ARTISTRY TO YOUR PLAYLIST

## EARTH, WIND & FIRE "You"

WXLO on	WNOE add 30	KCPX deb 37
WFIL on	KLAZ add	KRUX on
WIFI deb 30	WJDX on	KHYT on
WCAO add	WAAY add	WHEB add
WROR 28-26	BJ105 on	WCIR add
WRKO deb 27	WBBQ add	WISE on
WXKS deb 27	KX104 on	WFLB deb 34
JB105 add	92Q add	WANS-FM add
KRLY on	WAYS add	FM99 add
Y100 add 31	WGH on	KQIZ-FM deb 30
WDRQ add	WQRK deb 29	KVOL deb 30
KPLZ add	WVIC on	
KC101 deb 25	WAKX on	
KINT deb 40	KEZR add	
KHFI add	KIOY deb 29	
WTIX add	KJRB deb 28	



FROM THE ARC ALBUM "FACES" KC2 36795  
PRODUCED BY MAURICE WHITE FOR KALIMBA PRODUCTIONS

## BOZ SCAGGS "Miss Sun"

WXKS add	WCGQ add
Z93 add	WXLK add
WAEB add	KKXL add
WKEE add	KBOZ add
KXX106 add	KOOK add
Y103 add	KRLC add
KX104 add	CK101 40-36
WSKZ add	KROY on
WAYS add	KJRB deb 30
WCSC add	WHEB deb 35
WQRK add	13FEA on
WVIC add	WFBG 34-30
KRAV add	WCIR on
KENO add	WISE on
WJBQ add	KPUR on
95SGF add	KKRC on
	WSPT deb 29

FROM THE COLUMBIA LP "HITS!" FC 36841  
ARRANGED BY DAVID PAICH  
PRODUCED BY BILL SCHNEE

## ROCKPILE "Teacher, Teacher"

Q107	WVIC
CHUM	WXEZ
KBEQ	KKXX
KUPD	KIOY
WFLY	KNBQ
K104	KCPX
WHYN	FM103
WKEE	KRUX
BJ105	13FEA
WGH	95XIL
	KOOK

FROM THE COLUMBIA LP "SECONDS OF PLEASURE" JC 36886

## BILLY BURNETTE "Don't Say No"

PRO-FM	WGH
JB105	WVIC
KSLQ	WAKX
WOLF	KWEN
WHFM	WXEZ
K104	KYSN
WHYN	WGUY
KHFI	WFBG
KWIC	95XIL
KEEL	WISE
KQ94	WANS-FM
KLAZ	KENI
BJ105	KCBN
	KDZA

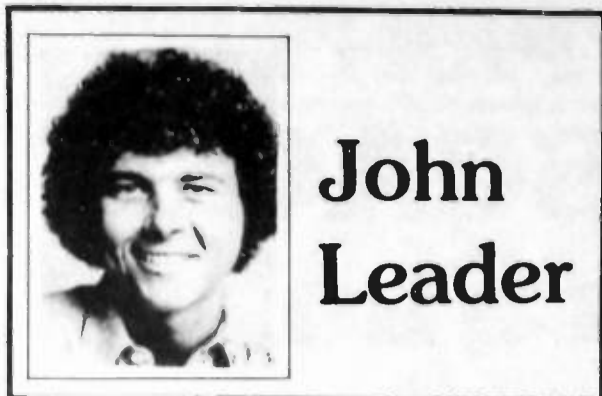
FROM THE COLUMBIA LP "BILLY BURNETTE" JC 36792  
PRODUCED BY BARRY SEIDEL FOR SEIDEL/FRANK ORGANIZATION

# THE ARTISTRY SINGS

ON COLUMBIA



RECORDS



**John  
Leader**

CINCINNATI MARKET FOLLOW-UP

## The Battle Of The Big Bucks

It made front page news in the August 22, 1980 edition of R&R when WYYS/Cincinnati signed on as YES 95 and offered its listeners a chance at \$500,000 in cash. Two weeks later WKRQ/Cincinnati, better known as Q102, countered by announcing a cash giveaway of \$1,000,000!

We speculated then that this was probably the biggest promotional outlay of cash in radio history. If you've been wondering just how things have been going since those two monumental announcements were aired in Cincinnati, read on. I spoke with both stations recently, trying to determine the impact the cash contests have had on the market.

### Yes 95 — Off And Running

Yes 95 started the cash spiral spinning when it began running teaser promos on its second day of broadcasting (8-19). The promos said, "Yes 95, the new rock, will soon award one lucky listener a half a million dollars in cash." GM John Piccirillo told me, "I think the market is pretty well impressed with our overall effort thus far. The station is just over 90 days old, and in 90+ days we've become a pretty good business. The whole intention of the promotion was to call attention to the fact that there was something brand new at 95 on the dial, and I think we've accomplished that royally."

The half-million dollar giveaway was supported in other media, as John explained: "We did an extensive outdoor campaign using both rotary and paper billboards along with transit cards. We have and will continue to promote the station with TV." In fact, Yes 95 hired a very well-known celebrity spokesperson for its TV commercials — Pete Rose. John told me, "Pete is a guy who is as well-known and respected here, even though he no longer plays for Cincinnati, as anyone else in the celebrity category. His appearance on our TV spots gave us a uniqueness that I don't think we could have gotten with anybody else."

I asked John how he felt when Q102 countered Yes 95's contest by offering to double the cash amount. "I know from a competitive standpoint it gave us the kind of legitimacy we couldn't have gotten any other way. As the new kid in town we kind of caught the public off guard with our giveaway announcement. And when the biggest company in town (Taft) reacted by doing what they did, it really helped us."

Yes 95 has already awarded its winner the first yearly installment of the half-million. The logistics of the giveaway were to have one winner receive \$25,000 a year for the next 20 years, which not only saved the station from having to pay out one massive lump sum of cash, but actually helped the winner from a tax standpoint.

Was it worth it? John said, "The whole purpose of everything we've done and will continue to do is programming. It's nice to have the kind of ownership (Hefel) that permits you to do this, but if you don't have the product right, you're really wasting your time. I really feel that we have a superior on-air product today, so, yes, it was worth it."

There's no doubt that giving away a half-million dollars is one of the more flamboyant ways to kick off a new station in a highly competitive market, but, once you've done it, what do you do for an encore? John told me, "We do have an encore planned and my standard line is, 'You ain't heard nothin' yet!' We like the competitive environment that we've found here. It's kind of an interesting place to nest and grow, and we're just going to continue."

### Q102's Counter-Offer

I spoke with Jim Fox, Q102's PD, and asked him the same questions that John Piccirillo had answered. First, what kind of reaction he'd noticed within the market. "The reaction has been stupendous . . . better than we ever expected. One of the first comments we received



"I'll see your half-a-mil and raise ya another half-mil..."

came direct from the phone company. All the radio stations in town got their own phone exchange a few years back when another contest Q102 ran put the regular Cincinnati prefixes out of business for a spell. So, the phone company, hearing the one million dollar figure, wanted to have a chat with me almost immediately."

The rules of the Q102 contest involved listeners being able to register for the eventual grand prize drawing by calling the station at specified times. Jim also allowed listeners to register by being among the first 102 people to come up to the Q102 van at preannounced locations and times around the city. The phone company seemed less worried after Jim explained the full rules.

Outside promotion was nonexistent for Q102, and Jim told me why. "My understanding of marketing is that you do TV or billboards or print in order to create a high profile of awareness for your radio station. I don't think there's a person in this town that doesn't know about us already. With this size of prize, word of mouth surpasses any other kind of advertising that you could do, and, quite candidly, when you're giving away a million dollars, you don't have a lot of dough left over for support advertising. But, even if I had a good chunk of budget left for TV or billboards, I doubt if I would have used it that way. I just don't think it's necessary for this kind of contest."

Was it worth it and what about Q102's encore? "Five and a half years ago we gave away a \$10,000 customized van. Randy Michaels was the PD and I was the MD at the time. The GM said to both of us, 'We're giving away a \$10,000 van! What are we going to come up with for an encore?' Randy turned to him and said, 'You've got to use your best idea now. Tomorrow we'll think of something better.' And we always have."

"I think once you've given away a million dollars, then you have to lower your scope a little. I don't think anyone realistically believes that we're going to give away two million dollars next time. There are a lot of great, creative contests and promotions that we can do as follow-up to this one. So I'm not overly concerned about how to top our own act."

"I'm tickled that I was at the right place, working for the right company at the right time so that I could be a part of radio history. I fully believe that the million dollar response was the right thing to do in this situation, but once you've done it, you've done it. I have no regrets."

### The Overview

Naturally the fall Arbitron results from Cincinnati

will tell the final story on what kind of effect all that cash had on the listening habits within the market, but there are some other pieces of the story that need telling. For starters, the newspapers covered the radio money wars, but the TV stations stayed away. Jim Fox speculated that TV's competitive bias may have kept the video coverage at zero. Channel 12 in Cincinnati, owned by Taft but independently managed, offered to do a story on Q102's million dollar giveaway, but Jim politely declined, feeling the shared ownership of the two stations would put the credibility of the story in jeopardy.

If you were programming a station in Cincinnati, how would you have reacted to the two rockers giving away the moon and the stars? Reaction within the market was interesting. Reportedly WLW went on the air with its usual fall contest, but used the promo line, "We're giving away realistic prizes like trips, furs, and cars."

WCKY ran a campaign in newspapers and on TV calling itself "WCKY, Uncontested Radio." And WSAL-FM, with its tongue firmly planted in its cheek, said it would give away \$94 million (to coincide with its frequency) at the rate of \$1 a year for the next 94 million years.

Other market observers claimed that Q102's counter-offer was somewhat diluted in impact when its sister AM station, WKYC, followed Q102's announcement with one of its own. Apparently WKYC's promo that it too was giving away one million dollars in cash confused some listeners until both WKYC and Q102 announced that Taft Broadcasting, the owners of both stations, would be giving away a million dollars in cash using both stations. However, since the real battle for listenership loomed between the similarly-formatted Yes 95 and Q102, the older demos of WKYC may not have confused the issue that much.

Any way you look at it, the \$1.5 million giveaway in Cincinnati is something to remember as I'm sure any radio listener in that city would tell you. Still, I can't help wondering what John Piccirillo meant when he said, "You ain't heard nothin' yet!" Apparently he's hoping that we, along with a good number of Cincinnati listeners, will stay tuned to find out.

POSTSCRIPT: As we told you in Street Talk last week (R&R 11-14), Yes 95 went on the air to announce that it was going to give away another half-million dollars in cash as a follow-up to its just completed first giveaway. Now, we'll have to see if Q102 again decides to up the ante. This story may not be over any time soon.

SPREADING FROM THE

# Heartland

SW 17040

KOTA

MINNESOTA

KOTA

WIS

IOWA

SKA

NS

NORTH CAROLINA

## MICHAEL STANLEY BAND'S "HE CAN'T LOVE YOU"<sup>8063</sup>

WPGC add 25  
KSLQ add  
KBEQ add  
KFCI add  
WOLF add  
WKEE add

WICC add  
WRJZ add  
WNOE add 29  
WBBQ add  
92Q add  
WRVQ add

WGBF add  
KIOY add  
KCPX add  
WIFI  
96KX  
JB105

WGCL  
KIIS-FM  
KUPD  
WAEB  
KINT  
KQ94

KLAZ  
WSKZ  
WGH  
KSTT  
WXEZ

KRUX  
WXLK  
KENI  
KDZA  
KRLC

**EMI**  
AMERICA

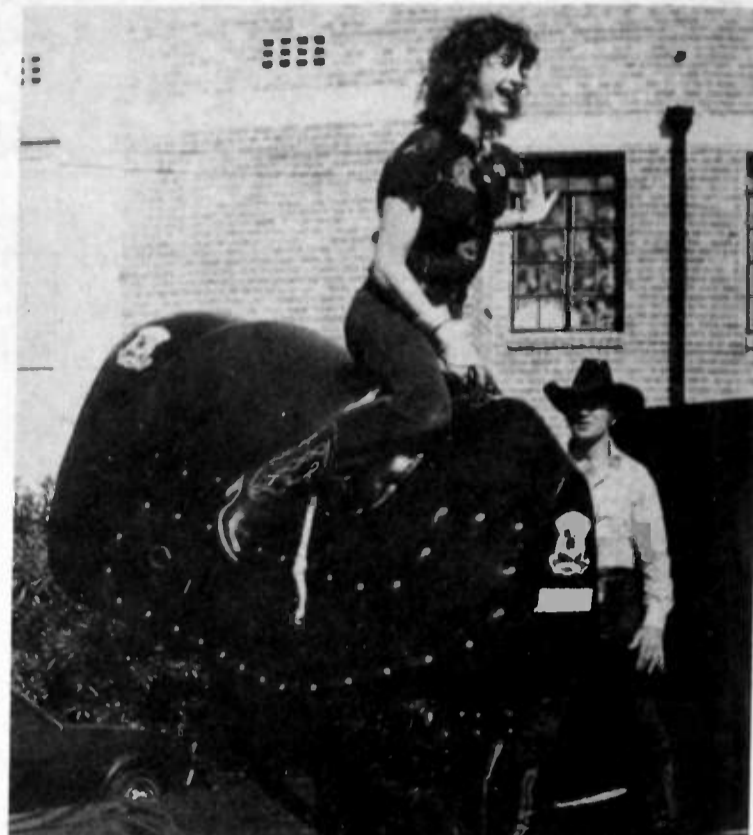
PRODUCED BY THE MICHAEL STANLEY BAND  
ON EMI-AMERICA RECORDS

© 1980 EMI America Records Inc.

  
Give the gift  
of music.



**FM-102 GIVES FANS TANS** — FM-102/Sacramento (KSFM) gave away free tans from a portable tanning booth at the California State Fair, and also debuted its new van. Pictured in front of "The Van" is morning man Steve Wray along with four "tanning assistants."



**KIIS-FM BULLISH** — KIIS-FM/Los Angeles News Director Lori Lerner is pictured taking a flyer on one of radio star Larry Mahan's new mechanical "Buck 'N' Bulls," as Mahan watches with some concern at right.



**DR. DON REVISITS KODY** — KFRC/San Francisco morning man Dr. Don Rose began his radio career at KODY/North Platte, NB, and he recently returned to the area and stopped by the station. Pictured (l-r) are KODY morning man Steve King, Dr. Don, and KODY Operations Manager J. Marshall Stewart.



**KCBS-FM RECEIVES POINTERS** — Planet's Pointer Sisters visited with KCBS-FM/San Francisco staffers after the group's local engagement. Pictured (l-r) are Ruth and Anita Pointer, KCBS-FM PD Sean Conrad, MD Dairde Gentry, and June Pointer.



**WZZP MOVES TO TORONTO** — Staffers and friends of WZZP/Cleveland chartered nine airplanes for a special party in Toronto at the city's CN Tower (the world's largest), celebrating WZZP's move to Cleveland's tallest broadcast tower. The 40-plus party is pictured at the Toronto airport complete with banners.



**MACON MOLLY CONTEST** — Y107/Macon held a "Beatin' The Odds" weekend in which Molly Hatchet albums and posters were given away. Pictured at a local Record Bar store, which tied into the contest with the new rocker in town, are (l-r) Y107 PD Bill Wise and store's Susan Hardee, Matt Fussell, Ernest Rogers, and Terry Lord.



**A COUPLE OF CARDS** — KEARTH/Los Angeles morning team John London (left) and Ron Engelman (right) join eight full-time assistants in sorting out thousands of postcards sent in during the station's annual "Birthday Game" contest.



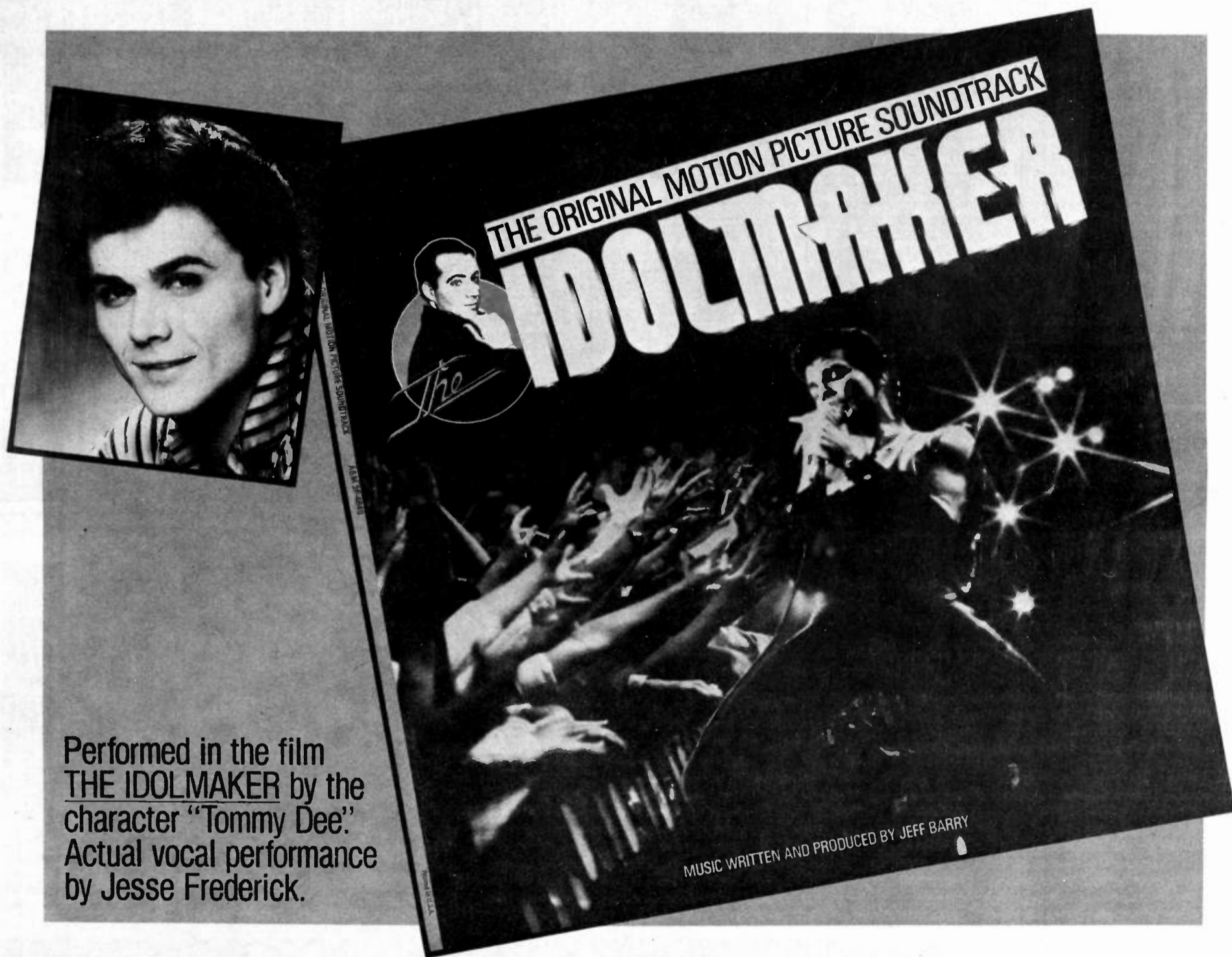
**PRO-FM COMING OUT FOR ROSS** — WPRO & PRO-FM/Providence gave two winners a chance to meet Diana Ross backstage after her area concert. Pictured (l-r) are Melody Gray, wife of PRO-FM morning man Jimmy Gray; unidentified friend of Motown's Kelly West; WPRO/PRO-FM Operations Manager Gary Berkowitz; Kelly West winner, Ross; winner's wife; Betty Jane Berkowitz, wife of Gary; and Jimmy Gray.



# HERE IS THE HIT SINGLE FROM THE IDOLMAKER

# “HERE IS MY LOVE”

AM 2282



Performed in the film  
THE IDOLMAKER by the  
character “Tommy Dee.”  
Actual vocal performance  
by Jesse Frederick.

FROM THE ORIGINAL SOUNDTRACK OF THE SMASH HIT MOVIE...

## THE IDOLMAKER

SP 4840

ON A&M RECORDS & TAPES.

Music by Jeff Barry

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PARALLEL ONE PLAYLISTS

EAST

107.7 FM MUSIC RADIO Washington D.C. Playlist of 15 songs including 'Gettin' Strong' by The Roots and 'Steppin'' by Jimi Hendrix.

96.5 X Pittsburgh Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

1050 chum Toronto Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

F-105 Boston Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WKBW Buffalo Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

CFR 680 Toronto Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

98.4 FM Boston Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WPGC Washington D.C. Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WNBC Radio 66 New York Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

wifi 92 Philadelphia Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

60.3/69.0 Baltimore Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

ROCK 102 WBEN-FM Buffalo Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WTJL Philadelphia Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

wifi 108 Wawks Boston Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

wifi 108 Wawks Boston Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

W. BC 77 New York Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

68 WRKO Boston Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

92 PRO FM Providence Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

103.3 Montreal Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

103.3 Montreal Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

6.65 Providence Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

FM 99.0 WXLO New York Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

Q102 Cincinnati Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WDRQ 93 Detroit Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WDRQ 93 Detroit Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WLP Cleveland Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

98 KSLQ STEREO SL Louis Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

Chicago Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

KS95 FM Minneapolis Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

WHB 71 Kansas City Playlist of 15 songs including 'I Wanna Dance with Somebody' by Gloria Estefan and 'Smile' by The Lumineers.

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

SIMON-IZE YOUR  
STATION AND CLEAN  
UP IN YOUR MARKET!

# CARLY SIMON "TAKE ME AS I AM"

PRODUCED BY MIKE MAINIERI

THE FOLLOW-UP SMASH



CLIMAX'S CLIMB  
CONTINUES!

# CLIMAX BLUES BAND "GOTTA HAVE MORE LOVE"

PRODUCED BY JOHN RYAN

WBEN-FM 39-37  
96KX deb 29  
94Q 26-23  
WDRQ on  
KBEQ 16  
KSFX add  
WFBR on  
KRBE on  
KXX106 26-23  
WAAY deb 30  
Y103 deb 39  
CK101 28-26  
WBBQ 30-24  
WSKZ add  
WOKI 35-32  
WNOX deb 30  
WQRK 31-28  
KQWB-FM 36-32  
KEZR deb 28  
KKXX on

KSPZ on  
KYSN add  
FM103 on  
WIGY 30-27  
WHHY add  
WFOX on  
WCGQ deb 28  
WANS-FM on  
WXLK 29-24  
KILE add  
KKLS 7-5  
WRKR 20  
WSPT add  
KENI on  
KATI 34-30  
KBOZ on  
KYVA 29-25  
KOOK 24-21  
KRLC 28-25



ON WARNER BROS. RECORDS



Check Into

# “HEARTBREAK HOTEL”

The New Single From  
**The JACKSONS**



Y100 add 28  
WCKX add  
WHFM add  
KSET-FM add  
KINT add 27

KHFI add  
KBFM add  
96X add  
BJ105 add  
WGH add

KIOY add 31  
KGGI add 29  
KTKT add  
WFBG add  
WXLK add

KVOL add  
KRLC add

Produced by The Jacksons

Management: Weisner-DeMann Entertainment

ON  RECORDS









(Neil Diamond continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

(Doobie Brothers continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

(Jimmy Hall continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

(Heart continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

KORGIS
Everybody's Got... (Elektra)
LP: Dumb Waiters
1747 75%

(John Lennon continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

DR. HOOK
Girls Can Get It (Casablanca)
LP: Rising
111/15 48%

ANDY GIBB
Time Is Time (RSO)
LP: Greatest Hits
108/45 47%

DARYL HALL & JOHN OATES
You've Lost That Lovin' Feeling (RCA)
LP: Voices
189/4 88%

WAYLON JENNINGS
Theme From "Dukes..." (RCA)
LP: Music Man
75/4 32%

RANDY MEISNER
Deep Inside My Heart (Epic)
LP: One More Song
160/1 69%

(John Lennon continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

DOOBIE BROTHERS
One Step Closer (WB)
LP: One Step Closer
157/58 68%

JIMMY HALL
I'm Happy That Love... (Epic)
LP: Touch You
158/1 68%

HEART
Tell It Like It Is (Epic)
LP: Greatest Hits/Live
192/27 83%

KOOL & THE GANG
Celebration (Delata/Mercury)
LP: Celebrate
99/14 43%

JOHN LENNON
(Just Like) Starting... (Geffen)
LP: Double Fantasy
217/5 84%

(John Lennon continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9

DOOBIE BROTHERS
One Step Closer (WB)
LP: One Step Closer
157/58 68%

JIMMY HALL
I'm Happy That Love... (Epic)
LP: Touch You
158/1 68%

HEART
Tell It Like It Is (Epic)
LP: Greatest Hits/Live
192/27 83%

KOOL & THE GANG
Celebration (Delata/Mercury)
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(Just Like) Starting... (Geffen)
LP: Double Fantasy
217/5 84%

(John Lennon continued)
WISB 17-14
WISN 13-9
WISN 13-9
WISN 13-9
WISN 13-9





# THE PICTURE PAGES

## 2 Day's Premier Promotion



2 Day FM/Sydney, one of Australia's new FM stations, concluded its first major on-air promotion recently, giving away an array of electronic equipment. Pictured reveling in a day's accumulation of entries are (l-r) 2 Day's Candice Mittleman and Laurie Bennett.

## Going Fischer-Z



Liberty recording artists Fischer-Z appeared recently in Los Angeles to promote their current LP, "Going Deaf For A Living." Pictured backstage at the Whisky are (l-r) Capitol's Larry Hathaway, EMIA/Liberty's Ben Edmonds, Fischer-Z manager Tony Frazier, Z's Burn and John Watts, label's John Hey and (rear) Clay Baxter, group's Steve Liddlo; (front) EMIA/Liberty VP Don Grierson, Z's David Graham, label's Dale White Horn and Ken Benson.

## Together With Tierra



Boardwalk recording group Tierra played a recent club date in their native Los Angeles. Pictured backstage at the Roxy are (l-r) Tierra manager Stan Levy, Tierra's Joey Guerra, Phil Madayag, and Steve Falomir, manager Amani Gardner, Boardwalk President Neil Bogart, group's Rudy Salas, Bobby Loya, Bobby Navarete; (seated, l-r) Tierra's Andre Baexa, Steve Salas, and a guest musician.

## Quincy Quenches Whisky



Columbia recording group Quincy recently appeared at the Whisky in Los Angeles as part of a nationwide tour to support their debut, self-titled LP. Greeting the band after the show are (l-r) Quincy's Brian Butler, Columbia's Terry Powell, Quincy's manager David Passick, Columbia's George Chaltas, William Morris Agency's Carol Sidlow, label's Ken Sasano; (second row, l-r) Columbia VP Ron Oberman, group's Gerald Emerick, Columbia's Greg Phiffer, Quincy's Bob Holden, Metro, and Steve Butler, and label's Tony Zetland.

## Happy Hit For Hall



Epic Artist Jimmy Hall was recently in Atlanta on a concert/promotion tour. Pictured celebrating the success of his single, "I'm Happy That Love Has Found You," are (front, l-r) indie promoter Al Moss, Jimmy Hall, Pretty Things' Phil May, and Warner Bros.'s Dave Danheiser; (rear, l-r) Ron Huntsman of Sound Seventy Management, E/P/A's Jim Stewart, Arista's Jeff Cook, CBS's Greg Boyd, WEA's Warren Hudson, E/P/A's Ritch Bloom and Columbia's Alan Orem.

## Benson And Friends At Greek



Quincy Jones and Stevie Wonder joined WB artist George Benson for the finale of his Los Angeles concert series at the Greek Theater. Jones is the producer of Benson's platinum album, "Give Me The Night." In the scene backstage are (l-r) Quincy Jones, George Benson, and Stevie Wonder.

## The Breaks For Blow



Phonogram/Mercury recording artist Kurtis Blow was the recent guest on a "PM Magazine" segment taped at Los Angeles radio station KGEJ. Shown during one of "The Breaks" are (l-r) Phonogram VP John Stainze, Kurtis Blow, "PM Magazine" Producer Gina Tummolo, and "PM" segment host Bill Brill.

## She Is Loni



Billy Vera, Midsong International artist, hit the promotion trail on behalf of his current single, "She Ain't Loni." Shown is Billy Vera presenting a 45 to the inspiration for the record, Loni Anderson of television's "WKRP."



## SPECIAL ANNOUNCEMENT

**E**ffective December 1, 1980 Music Express announces the opening of our new office in New York City, to serve all your limousine needs.

Our New York Office will feature the same fine Cadillac Formal Limousines, and Lincoln Presidential Stretch Limousines as we operate in California.

If you are in L.A. and going to New York, just call our office in L.A. to arrange to be picked up in New York, and on your return, just call our New York Office to be picked up in L.A.

Both Music Express Offices can arrange limousines for you in all major cities around the country.

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# THE PICTURE PAGES

## Bus Boys Take Over Ritz



New York's Ritz (the rock club, not the hotel) played host to Arista's Bus Boys recently as the group performed songs from their debut album "Minimum Wage Rock & Roll." Pictured in the exuberant crowd above are (l-r) Bus Boy Steve Felix, Arista's Jane Palmese, group member Gus Louderman, Arista Sr. VP Richard Palmese, Bus Boys' Michael Jones, Brian O'Neal, and Victor Johnson, Arista President Clive Davis, band member Kevin O'Neal, Arista's Jim Cawley, and Arista VP Gordon Bossin, with Arista's Randy Hock "fronting" the frolicking group.

## DiMeola At The Roxy



Columbia recording artist Al DiMeola recently played at the Roxy club in Los Angeles. Greeting Al backstage are (l-r) Columbia VP Ron Oberman, label's Mike Gusler and David Cohan, VP's Terry Powell and Arma Andon, Al DiMeola, CBS VP's Myron Roth and Maury Lathower, and Columbia's Debbie Newman.

## Angel City In City Of Angels



Epic's Angel City from Australia recently played the Forum in Los Angeles, opening for the Kinks. Pictured (front, l-r) Angel's Graham "Buzz" Bidstrup and John Brewster, Epic/Portrait/CBS Associated Label's Lori Holder, group's Rick Brewster, EPIA's Sam Herrall; (rear, l-r) Angel's Doc Neeson and Chris Bailey.

## Gamma Goes Public At Privates



Privates in New York was a stopping place for Elektra/Asylum's Gamma as part of a tour supporting the group's second LP, "Gamma II." Backstage after the show are (l-r) Gamma's Davey Pattison, EIA's Willis Demault, Mick Brigdon of Gamma's management firm, group's Jim Alcivar and Glen Letsch, EIA's Morty Gilbert, Gamma's Danny Carmassi and Ronnie Montrose, EIA's Ralph Ebler and Marty Schwartz.

## 20th Sets Sights On Chi-Lites



20th Century-Fox has just released the Chi-Lites' newest album and single entitled "Heavenly Body," an event celebrated by, from left, 20th's Carol L. King, Chi-Sound Records' (a 20th subsidiary) Carl Davis, 20th President Neil Portnow, the Chi-Lites' Eugene Record, and 20th's Paula Jeffries.

## ATV Music Hosts Party



At a recent annual group meeting, ATV Music hosted a party for members of their worldwide music organization. Pictured partying are (l-r) songwriter Barry Mann, Mann's wife Cynthia Weil, and Tom Snow (Weil and Snow composed the Pointer Sisters' "He's So Shy").

## A&M Contracts Conn



After signing with the label, Dean Conn (left) is shown in conversation with Jerry Moss, Chairman of A&M Records.

## SRI Signs Silver Platinum



Recording artists Silver Platinum inked a long-term contract with Spector Records International. Pictured post-pact are (l-r) Platinum's Michael Johnson, group's producer Lou Pace, group's Gary Cooper and Jerry McCormick, and Spector's Bayard Spector.



# Jeff Gelb AOR

## WRIF Reveals Music Research System

Generally, it's been a hell of a good year for WRIF/Detroit. In the time since the July-August 1979 ARB, when WRIF had a 4.8 and was the second-rated AOR in the market (behind WWWW), WRIF has risen dramatically: first to a 6.3, then to an all-time high 7.5, next to a 7.0, and leveling off this past ratings period at a 6.0. It's the top-rated AOR in a very crowded marketplace.

About a year-and-a-half ago, the station began experimenting with a new form of music research which, it seems, has worked in the station's favor, ratings-wise. It was developed by Fred Jacobs, Director of Research and Programming Development for the ABC-owned FM's, and WRIF PD Tom Bender. With the system rolling and, in the estimation of its creators, a success, Tom and Fred have agreed to discuss some of the secrets of WRIF's music research system.

### Linking Listeners With Radio

A year-and-a-half ago, before WRIF instituted its current music research system, the station was culling music information out of trades and store reports. But PD Tom Bender wasn't satisfied: "It wasn't enough input for me. I felt there had to be a way for WRIF's audience to speak up for itself. I wanted to allow them to have a voice in our music system." Fred Jacobs added, "Music research was getting so scientific that people were getting away from the real ways in which people listened to music on the radio. We wanted to come up with a more 'humanistic' system; one which would give us the data we wanted in terms real people could deal with."



*"I employ the research; it doesn't employ me. My instincts supersede the research we do."*

— Tom Bender

The station conducted some research that pointed to four different types of WRIF listeners. While the two were not at liberty to define those types in precise terms, Jacobs mentioned, "it gets away from age groups and starts identifying people in terms of listening patterns, plus where they spend their time and money."

### Sample Size

He continued the chronology of events: "We started looking for people who exhibited the right patterns, and screened them with questionnaires. The list was narrowed down to between 100 and 150 finalists, who became the system's participants." Jacobs said he felt this admittedly small number of people could give the station better results than a wider group of participants because of the careful screening they'd been through to determine that they were, indeed, the best applicants for the system. "There are a lot of 12-24's or 18-24's who are in the right age group," he said, "but who will never benefit a station like WRIF that much. With this sample, we have gathered the kinds of people who can contribute the most to what we are trying to accomplish with the research."

He added, "When you randomly call 250-300 people a week, those people don't really care about what you're doing. They may stay on the phones with you for ten minutes, but they may also be watching TV or doing dishes at the same time. What we've found is that our sample of people care about what they're doing, and give us information that is an accurate reflection of their true tastes."

### Cassette Research

With its participants selected, the station (acting as an anonymous research firm) sent each a portable FM-AM cassette recorder, and were told they would be able to keep the unit if they agreed to participate in the survey for a year. The station then began making cassettes of music to send to the participants. Jacobs explained the cassettes' music selection: "It's a combination of gold, current, and new material. The new songs are played in their entirety, and we play a good chunk of the other material as well, not just the chorus or hook. A great deal of time and trouble is taken in the recording process so that what they're hearing, as opposed to something played down the phone lines, is a much better sound."

He went on, "With the weekly cassette comes a questionnaire. Unlike a ten-minute phone call where you're playing bits of songs and not having the chance to ask too many questions, we have a more captive audience who will respond to a song in many ways other than 'did you like it' or 'are you sick of it.'"

Not every new piece of music received by WRIF is tested by this system prior to being added. Bender said, "We use it for the stuff we're not sure about, or have been sitting on. To wait on something like a Springsteen album would be ludicrous. But as the album works through its life history on the air, we can use the system to find out which tracks are the most viable over a long period of time. Eventually we go through everything in the library to see if it's still viable, if it still fits in with the everchanging tastes of our listeners."



*"Music research was getting so scientific that people were getting away from the real ways in which people listened to music on the radio."*

— Fred Jacobs

WRIF supplies postage for the return of the cassettes and questionnaires to a blind box, where it's picked up by the station and the questionnaire responses are fed into ABC computers to determine results. The entire system of marketing and retrieval takes about two weeks.

### Research's Human Half

Does such an intricate system of music research leave room for the human element? Bender stressed that it does. "I employ the research; it doesn't employ me. My instincts supersede the research we do. Research tends to put a lot of people into mechanical straitjackets. The mechanics are there to keep six or eight highly individual people in line. But they're not there to strain out their personalities and make the damn thing a music box."

"Gut instinct," he continued, "is more necessary than ever because it has to help you answer the broader questions: what are the right balances; what is the exact musical and programming complexion you want the station to have. The research helps keep you honest with your audience; it provides a fairly active interchange between us and them."

Here's the \$64,000 question: What role does Bender think WRIF's elaborate music research system has played in the station's ratings growth and present AOR dominance in Detroit? "I think it's played some part, insofar as I'm much more confident of the music delivery of this radio station than ever before. I feel confident that this is the right music for us to deliver in this highly competitive marketplace."

## EVOLUTION

Among the victims of the KSAN/San Francisco format switch to Country last week: PD Tom Yates and MD Kate Hayes, plus air staffers Dan Carlisle and Steve Capen, and newperson Jack Popejoy (who segued to a Bay Area TV news post). Capen and Carlisle can be reached at (415) 673-6322 . . . Pending FCC approval, KLYX/Sioux Falls is being sold to Red River Broadcasting Inc. from Sodak Broadcasting. When the sale goes through, the station will switch formats from AOR to a hybrid AOR-P/A . . . KSMX/Lubbock is a new AOR, signing on around January 1st, 1981 as a Superstars affiliate . . . Dave Lee Austin has announced his intention to resign as WAAF/Worcester PD at year's end. His successor has not yet been chosen . . . WXPB/Davenport MD Dave Hanson has exited . . . Former KAWY/Casper PD John Logan has joined KLBK/Austin for weekends . . . Former WWWW/Detroit PD Dick Hungate has joined WYSP/Philadelphia for afternoons . . . New to mornings and promotions at Y95/Rockford is Mark Seger from WWQM/Madison . . . Shana Livigni has switched from KROQ/Pasadena to neighboring KLOS/Los Angeles for nights . . . KTCL/Ft. Collins midday air personality Dennis Fry has exited . . . Joe Corrao has been named News Director at WAAL/Binghamton. Gregg Neavin is the station's new morning man . . . Scott Loftus has been named the new PD at WJKL/Elgin, an automated AOR . . . Dan Boyle is exiting WQBK/Albany . . . Gabe Baptiste has been named to the MD post at WXPB/Davenport.

## PROMOTION OF THE WEEK



**HALLOWEEN HIPSTERS:** KLOS/Los Angeles listeners were invited to be too hip this Halloween, by picking up a free Frazer Smith (morning air personality) face mask. 35,000 were made available through the record departments of many L.A. area department stores.

The promotion also recruited 10,000 new Too Hip Card holders, bringing the total number of Too Hip L.A. residents to 85,000.

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

AOR legend KSAN/San Francisco passed into history quietly last Friday afternoon at 3pm. All day long, the station interspersed regular programming with unearthed tapes from KSAN founding father Tom Donahue. Each jock had short comments and thanks to the listeners, and the station wrapped up its 12 1/2 years as an AOR by playing the first song Donahue purportedly played as a KSAN jock: Blue Cheer's "Summertime Blues." The new "Country" KSAN, apparently not wishing to offend those curious enough to continue listening, began its format career by playing Judy Collins's "Someday Soon" . . . The latest "hot news" from WMMS/Cleveland is that the staff had to evacuate their offices when the office building in which WMMS is housed caught fire last week. Thinking quickly, Denny Sanders, who was on the air at the time, threw on a music tape reel so that the station wouldn't go off the air while the fire was extinguished. Luckily, there was no damage to the station's facilities . . . WDEK/DeKalb has boosted its power to 20,000 watts from '9500, which now gives the station 20-county coverage . . . WQFM/Milwaukee held an "Acid Flashback Weekend" of forgotten album tracks and singles from the Sixties, to huge response . . . WRIF/Detroit morning show co-host George Baier has been "laid off" from his Saturday morning show, and will instead be doing remote broadcasts from different one-day "part-time jobs" around the city. The first remote came from a gas station, where George pumped gas and talked with customers on the air . . . Here's an interesting twist on the record biz blues: in response to record companies lowering much catalogue product from \$7.98 to \$5.98 (a 25% decrease in list price), KWST/Los Angeles announced that all ad campaigns promoting the \$5.98 product will be discounted 25% . . . KISW/Seattle has set up a special promotion to help area hunger projects. The station is selling its window stickers for 15¢, with all proceeds benefitting local food banks. The first 80,000 have already been sold . . . In conjunction with an area Poco concert date, KOZZ/Reno held a contest in which the winner chose either a two-year old Arabian horse or \$500 (the winner took the prize money) . . . Columbia's Romeos played a benefit concert date for KMOD/Tulsa. To see the show, listeners had to be wearing a KMOD "Rock Brigade" T-shirt; proceeds from the sale of those shirts raised \$10,000 for MD research . . . KGB-FM/San Diego sponsored a Halloween blood drive that garnered 175 pints . . . KZOK/Seattle produced a slick four-page Bruce Springsteen fanzine that was distributed free to concertgoers at the Seattle show . . . KFMH/Muscataine is giving away 99 turkeys for the Thanksgiving celebration. The station also helped raise over \$300 for the Heart Association with a car wash . . . WAQX/Syracuse ran a Springsteen A-Z Minus One, which left out one cut from his repertoire. The station asked listeners to send in by postcard the name of the missing tune, with correct answers eligible to win a pair of tickets and a concert bus ride to see Springsteen in Rochester . . . KLBK/Austin raised over \$1500 and more than doubled the Austin Humane Society's placement of pets in new households during the station's "Animal Magnetism" pet adoption day. Air personalities broadcast live from the Humane Society for five hours, inviting listeners to come down for refreshments and to look at the pets offered for adoption. The promotion was so successful that the station is now doing a daily bit on the air that spotlights an animal up for adoption . . . It's contest time in Memphis, where WZXR has begun a series of escalating prize offerings. Listeners first try to win albums, then try for ounces of gold (the station will give away one a week for a month) and color TV sets. Anyone who wins any of those prizes is also eligible to win one of the two grand prizes: an expenses-paid trip to Mexico, or concert passes for two to all 1981 Memphis rock concerts . . . The winner of WEZZ/Scranton's "Fantasy Concert Contest" will be flown to Springsteen's Houston concert,



**WEBN WINTERWEAR** — WEBN/Cincinnati's TV commercial model is pictured wearing the latest in Ohio winterwear. The 100% cotton night shirt is selling fast for \$8; 4500 are available through client outlets throughout Cincinnati.

where he or she will hand-deliver listener fan mail to "the Boss" . . . Congrats to WMET/Chicago's Brock Whaley, who ties the knot on November 29 to Debra Calton . . . During WFBQ/Indianapolis's "Q95 Winter Survival" promotion, listeners can register to win everything from \$95 worth of gas or groceries to expenses-paid trips to the Caribbean.

**NOTE TO ALL AOR REPORTERS:** R&R's offices will be closed next Thursday in observance of Thanksgiving. Please make your report calls for next week by Wednesday (9:30 to 5) or on Friday (9:30 to 2), West Coast time. Happy turkey!

**COMING NEXT WEEK:** Traditionally, AOR radio has shied away from big bucks promotions. But these days, AOR is coming up with promotions on a scale equivalent to anything being done by all but the most outrageous of CHR promotions. Next week we'll talk to KDWB-FM/Minneapolis PD Dave Hamilton, whose station is giving away \$1000 a day for 40 days. We'll also talk about large-scale, large-budget promotions being done at WEBN/Cincinnati and KPRI/San Diego with PD's Denton Marr and Ernesto Gladden, as we take a look behind this new trend in AOR spending.

## CONCERTS &amp; CONVERSATIONS

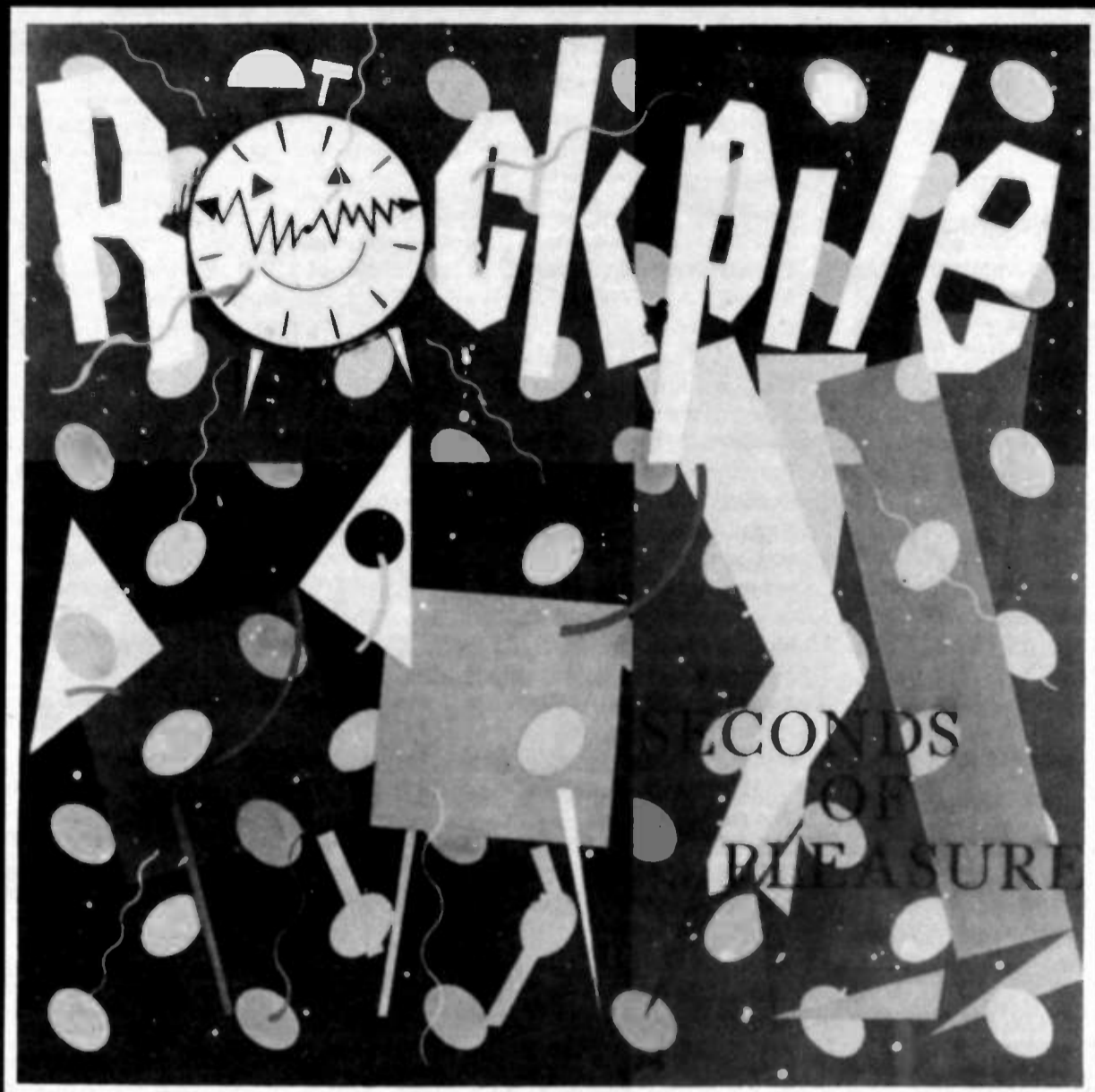
**PRESENTATIONS:** KSMB/Lafayette presented Romeos for 94 cents . . . KWST/Los Angeles presented Paul Warren & Explorer for free . . . WSYR/Syracuse presented Max Webster for \$1.94.

**BROADCAST:** Roches on KBCO/Boulder.

**GUEST DJ'S:** XTC, Police on KLBK/Austin.

**CONVERSATIONS:** Gary Myrick, Police, Dixie Dregs on KWFM/Tucson . . . LeRoux on WNOR/Norfolk . . . Elevators, Talking Heads, Blotto on WBRU/Providence . . . Van Halen, Dooble Brothers on WFYV/Jacksonville . . . Johnny Van Zant, Outlaws, Rubber City Rebels on WGRQ/Bufalo . . . Donnie Iris on WKLC/St. Albans, WV . . . Moon Martin, Nina Hagen, Randy Hansen on KROQ/Pasadena . . . Keith Sykes, John Cougar on KAZY/Denver . . . English Beat, Split Enz, Kingbees, Code Blue on KNAC/Long Beach . . . Outlaws, New England, Blue Angel on WLIR/Long Island . . . Harry Chapin on WVBR/Ithaca . . . Dire Straits on WMMR/Philadelphia . . . Johnny Van Zant on WSYR/Syracuse . . . XTC, Police on KLBK/Austin . . . Keith Sykes on KIRO/Colorado Springs . . . Michael Schenker, New England, Molly Hatchet on WBAB/Long Island . . . Al Stewart on KQFM/Portland . . . Michael Des Barres on KCAL/San Bernardino.





ROCKPILE "SECONDS OF PLEASURE"

# *BREAKING BIG AND MOVING FAST*

LAST WEEK'S AOR BREAKER  
IS THIS WEEK'S AOR MOVER

Radio Records

**Album Airplay/ 40**

**November 21, 1980**

10/31 11/7 11/14 11/21  
— 38 21 12 **ROCKPILE** . . . . . Seconds Of Pleasure (Columbia) . . . "Teacher" "Pet" "Thrill" "Nothin' "

ON COLUMBIA RECORDS



Radio & Records

Album Airplay/40

Chart Summary

November 21, 1980

166 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (10/31, 11/7, 11/14, 11/21) and album/artist information including titles and labels.

Another banner week for the Boss, who maintained his lead in hot and total reports to stay on top. Building this week in total reports were POLICE, who inched into second place. TRICK held rock steady as PARSONS hit top five. AC/DC resurged, while STRAITS and BABYS hit top ten. BOWIE held his own as ROCKPILE shot up, gaining in upper airplay rotations. EAGLES were the week's most added album and highest debut (watch for a big jump on this album next week as heavy adds convert to other rotations). THOROGOOD made impressive gains in all rotations. YOUNG jumped as early adds converted. HEADS maintained. LIZZY debuted with excellent reports in all rotations. THORPE inched up. 707 made an impressive leap upwards this week, strong in all rotations and as a single. IRIS showed healthy airplay gains in all rotations. JACKSON jumped. CARROLL debuted with solid reports for all rotations. MARTIN climbed as GREEN bounced back on the chart. STEVIE WONDER, DEVO, and KENNY LOGGINS all came close to charting this week. At the very end of the week, new albums were released by JOHN LENNON, ROD STEWART, and STEELY DAN. Look for all three to debut strongly next week.

MOST ADDED

Table listing the most added albums with columns for week numbers and album/artist details.

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

MEDIUM

Table listing medium charting albums with columns for week numbers and album/artist details.

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

THE HOTTEST

Table listing the hottest albums with columns for week numbers and album/artist details.

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

# AOR BREAKERS

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

**EAGLES**  
Eagles Live (Asylum)  
"Life's" "Road" "Easy"  
"Run." 80% of our report-  
er on it. Total album re-  
ports: 132. A-111, M-2, H-  
19. Debuted this week at  
number 16.



**THIN LIZZY**  
Chinatown (WB)  
Title "We" "Sweetheart"  
"Sugar." 53% of our re-  
porters on it. Total album  
reports: 88. A-42, M-34, H-  
12. Debuted this week at  
number 24.

**THIN LIZZY**  
Chinatown (WB)  
Title "We" "Sweetheart"  
"Sugar." 53% of our re-  
porters on it. Total album  
reports: 88. A-42, M-34, H-  
12. Debuted this week at  
number 24.

# SINGLES

- 1 JOHN LENNON . . . . . "Just Like Starting Over" (Geffen)
- 2 ROD STEWART . . . . . "Passion" (WB)
- 3 HEART . . . . . "Tell It Like It Is" (Epic)
- 4 REO SPEEDWAGON . . . . . "Keep On Loving You" (Epic)
- 5 STEVIE WONDER . . . . . "Master Blaster (Jammin)" (Tama)
- 6 DEVO . . . . . "Whip It" (WB)
- 7 CLIMAX BLUES BAND . . . . . "Gotta Have More Love" (WB)
- 8 KEITH SYKES . . . . . "Love To Ride" (Backstreet/MCA)
- 9 PAUL SIMON . . . . . "One-Trick Pony" (WB)
- 10 SPLIT ENZ . . . . . "I Got You" (A&M)
- 11 ELVIS COSTELLO . . . . . "Gettin' Mighty Crowded" (Columbia)
- 12 BLONDIE . . . . . "The Tide Is High" (Chrysalis)
- 13 UTOPIA . . . . . "I Just Want To Touch You" (Bearsville/WB)
- 14 MAX WEBSTER . . . . . "Battle Scars" (Mercury)
- 15 NEW ENGLAND . . . . . "Explorer Suite" (Elektra)

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

# JAZZ ON AOR

- 1 JEAN-LUC PONTY . . . . . Civilized Evil (Atlantic)
- 2 SPYRO GYRA . . . . . "Demagomania"  
Carnaval (MCA)
- 3 JONI MITCHELL . . . . . "Cafe Amore" "Cashaca"  
Shadows & Light (Asylum)
- 4 GROVER WASHINGTON JR. . . . . "Woodstock" "France" "Edith"  
Winelight (Elektra)
- 5 PAT METHENY . . . . . "80/81" "Go"  
Title "Name" "Take" "Just"  
80/81 (ECM)
- 6 GEORGE BENSON . . . . . "Give Me The Night" (WB)  
"Love"
- 7 DAVE VALENTIN . . . . . Land Of The 3rd Eye (Arista)
- 8 LARSEN & FEITEN . . . . . Larsen-Feiten Band (WB)  
"Fool"
- 9 ERIC GALE . . . . . Touch Of Silk (Columbia)  
"Life"
- 10 HIROSHIMA . . . . . Odori (Arista)  
"Winds"

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

# REGIONAL AOR ACTIVITY

## EAST

**104 WOBK Albany**  
518-462-5555  
JOHN ANDERSON (Atlantic)

**98Rock Baltimore**  
301-889-0098  
REUSE TATTOO (Image)

**WAZL Binghamton**  
607-772-8850  
ROBERT PALMER (Arista)

**WZZO Allentown**  
215-694-0511  
LITA STREIBER (Mercury)

**WJZZ Hartford**  
203-549-3456  
JOHN LENNON (Geffen)

**WCCB Harrisburg**  
717-238-1402  
JIM CARROLL BAND (Arista)

**97Rock Buffalo**  
716-881-4555  
"Call It" Title  
"Young's" "New"

**WJZZ Hartford**  
203-247-1060  
BILLY THORPE (Elektra)

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BILLY THORPE (Elektra)

**WJZZ Hartford**  
203-247-1060  
BILLY THORPE (Elektra)

EAST

Long Island 616-727-1570
WOL 95.5
Address: PO. PAUL MORRIS
Address: PO. PAUL MORRIS
Address: PO. PAUL MORRIS

Manchester 603-625-6915
WVBC 105.5
Address: PO. JIM HERRON
Address: PO. JIM HERRON
Address: PO. JIM HERRON

Montreal 514-935-2425
CHOM-FM
Address: PO. STEVE COLLIER
Address: PO. STEVE COLLIER
Address: PO. STEVE COLLIER

Morgantown 304-296-0029
WVVAQ
Address: PO. BOB BRADY
Address: PO. BOB BRADY
Address: PO. BOB BRADY

New Haven 203-777-6817
WPLR
Address: PO. EDDIE BALZO
Address: PO. EDDIE BALZO
Address: PO. EDDIE BALZO

New York 212-687-7777
WJLJ 95.5
Address: PO. LARRY BELSER
Address: PO. LARRY BELSER
Address: PO. LARRY BELSER

North Jersey 201-328-1055
KOSJ 105.5
Address: PO. BOB LINDSEY
Address: PO. BOB LINDSEY
Address: PO. BOB LINDSEY

Ottawa 813-563-1919
WIOG
Address: PO. STEVE COLLIER
Address: PO. STEVE COLLIER
Address: PO. STEVE COLLIER

Philadelphia 215-687-8100
WIOG
Address: PO. ALAN PERKINS
Address: PO. ALAN PERKINS
Address: PO. ALAN PERKINS

Philadelphia 215-639-7825
WYSP 94
Address: PO. RICH HERRIS
Address: PO. RICH HERRIS
Address: PO. RICH HERRIS

Philadelphia 215-661-0933
WMMR
Address: PO. CHARLES GERRARD
Address: PO. CHARLES GERRARD
Address: PO. CHARLES GERRARD

Pittsburgh 412-562-6900
WPMV 105.5
Address: PO. DAVE LAMBE
Address: PO. DAVE LAMBE
Address: PO. DAVE LAMBE

Pittsburgh 412-382-2144
WPMV 105.5
Address: PO. MIKE PERKINS
Address: PO. MIKE PERKINS
Address: PO. MIKE PERKINS

Poughkeepsie 914-471-1500
WVPR
Address: PO. MIKE MORRIS
Address: PO. MIKE MORRIS
Address: PO. MIKE MORRIS

Providence 401-272-9550
WBAL
Address: PO. WANCY ANDERSON
Address: PO. WANCY ANDERSON
Address: PO. WANCY ANDERSON

Rochester 716-288-3200
WCMF 96
Address: PO. TED EDWARDS
Address: PO. TED EDWARDS
Address: PO. TED EDWARDS

Rochester 716-232-7550
WVPR
Address: PO. BERTH A. HIRSH
Address: PO. BERTH A. HIRSH
Address: PO. BERTH A. HIRSH

Scranton 717-981-1842
WVPR
Address: PO. CHRIS HORTON
Address: PO. CHRIS HORTON
Address: PO. CHRIS HORTON

Syracuse 315-474-5061
WSYR
Address: PO. MICHAEL CASTLE
Address: PO. MICHAEL CASTLE
Address: PO. MICHAEL CASTLE

Toronto 416-987-3445
WVPR
Address: PO. GARY SLAUGHT
Address: PO. GARY SLAUGHT
Address: PO. GARY SLAUGHT

Syracuse 315-682-0638
WVPR
Address: PO. TED EDWARDS
Address: PO. TED EDWARDS
Address: PO. TED EDWARDS

Utica 315-797-0803
WOUR
Address: PO. BOB HERRIN
Address: PO. BOB HERRIN
Address: PO. BOB HERRIN

Washington, D.C. 703-534-0320
WVPR
Address: PO. JIM HERRON
Address: PO. JIM HERRON
Address: PO. JIM HERRON

West Virginia 304-722-3308
FM105
Address: PO. OAKS GIERA
Address: PO. OAKS GIERA
Address: PO. OAKS GIERA

York 717-288-6808
WVPR
Address: PO. JEFF HART
Address: PO. JEFF HART
Address: PO. JEFF HART

SOUTH
Amarillo 808-359-8581
Beaumont 713-727-0229
Address: PO. JIM DILLON
Address: PO. JIM DILLON
Address: PO. JIM DILLON

MOST ADDED
EAGLES
Eagles Live (Aylum) 22/22
ALVIN LEE BAND
Free Fall (Atlantic) 10/10
THIN LIZZY
China Town (WB) 15/9
NEIL YOUNG
Hawks &... (WB/Reprise) 15/7
GEORGE THOROGOOD & THE DESTROYERS
More George... (Rouder) 14/8

MEDIUM
ALAN PARSONS PROJECT
The Turn Of A... (Arista) 31/17
BABY
On The Edge (Chrysalis) 25/15
DIRE STRAITS
Making Movies (WB) 28/14
CHEAP TRICK
All Shook Up (Epic) 30/13
ROCKPILE
Seconds Of... (Columbia) 18/73
BILLY THORPE
21st Century Men (Elektra) 14/13

THE HOTTEST
BRUCE SPRINGSTEEN
The River (Columbia) 30/29
PAT BENATAR
Crimes Of... (Chrysalis) 29/28
AC/DC
Back In Black (Atlantic) 25/23
POLICE
Zenyatta Mondatta (A&M) 30/22
KANSAS
Audio-Visions (Kirschner) 28/20

Atlanta 404-325-0980
KLBJ FM Austin 512-474-8543
WVPR
Address: PO. ALAN SHEED
Address: PO. ALAN SHEED
Address: PO. ALAN SHEED

Atlanta 404-325-0980
KLBJ FM Austin 512-474-8543
WVPR
Address: PO. ALAN SHEED
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KLBJ FM Austin 512-474-8543
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Address: PO. ALAN SHEED

Atlanta 404-325-0980
KLBJ FM Austin 512-474-8543
WVPR
Address: PO. ALAN SHEED
Address: PO. ALAN SHEED
Address: PO. ALAN SHEED

### SOUTH

#### Birmingham

205-870-9900

DR. DON BREWSTER  
 Added  
 ETC (Village)  
 "Came to a"  
 ALVIN LEE BAND (Atlantic)  
 "Smoky & Rain"  
 DONNIE IRIS (MCA)  
 "Am I Lovin' You"  
 EAGLES (Asylum)  
 (EMI Amer/Cas)  
 ROBERT PALMER (Island)  
 MICHAEL STANLEY...  
 (EMI Amer/Cas)  
 LARSEN & PEIERLS (WB)  
 JETHRO TULL (Chrysalis)  
 AL STEWART (Epic)  
 HOLLY HATCHET (Epic)  
 QUEEN (Epic)

Noted  
 JACK GREEN (RCA)  
 HEATH SYDES (Backstreet/MCA)  
 ROBBIE THOMPSON (Ovation)  
 JACKSON BROSNE (A&M)  
 ROBERT PALMER (Island)  
 MICHAEL STANLEY...  
 (EMI Amer/Cas)  
 LARSEN & PEIERLS (WB)  
 JETHRO TULL (Chrysalis)  
 AL STEWART (Epic)  
 HOLLY HATCHET (Epic)  
 QUEEN (Epic)

### The KLAQ El Paso

95.5 fm 915-544-8864

PD: RASHON DAVIS  
 AD: ARIN MICHELLE

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### K94 KSMB Lafayette

318-232-1311

PD: JAY WALSH

Added  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### 95 Rock Montgomery

205-832-4295

AD: CRAIG MUSTARD

Added  
 DELBERT MCCLINTON (Capitol)  
 EAGLES (Asylum)  
 "The House"  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### WDIZ Orlando

305-845-1802

PD: BOB CHERRY  
 AD: MIKE LYONS

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Corpus Christi

512-855-4641

PD: BOB PALMER  
 AD: CHARLIE PALMER

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Jackson

801-982-1062

PD: DAVID PEREIRA  
 AD: STEVE KELLER

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Lexington

606-252-8894

ASST. PD: DAVID BRUNELAUS

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### 103.3 Nashville

615-244-9532

AD: DAVID HALL

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### WQDR Raleigh

919-832-8311

PD: DANIEL BRIDLEY  
 AD: BOB WALTON

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### KZEW Dallas

214-748-9898

PD: TOM OWENS  
 ASST. PD: JAMEL COLEMAN

Added  
 ALVIN LEE BAND (Atlantic)  
 EAGLES (Asylum)  
 "The House"  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### ROCK 105.5 Jacksonville

904-642-1055

PD: ROSS HESSICK  
 AD: JOHN BRONKLES

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Memphis

901-726-0060

PD: REESEBARD

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### fm99 Norfolk

804-623-9887

PD: RONALD READER

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### KISS-FM San Antonio

512-223-8211

PD: JOE ANTHONY

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### El Paso

915-533-8211

PD: JOHN MICHAEL SCOTT  
 AD: LIBBY ZAMBERLIE

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### WOUT 102.9 Johnson City

615-477-3127

PD: CHADY BRYANT

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### WKQB Nashville

615-748-8106

PD: LISA RICHARDS

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Orlando

305-298-5510

AD: BILL HING

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### 98Rock Tampa

813-224-0742

PD: AL PETERSON  
 AD: NICK VAN CLEVE

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### El Paso

915-533-8211

PD: JOHN MICHAEL SCOTT  
 AD: LIBBY ZAMBERLIE

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### LRS 102 Louisville

502-585-5178

PD: JOHN SHYAM

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### WKQB Nashville

615-748-8106

PD: LISA RICHARDS

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Orlando

305-298-5510

AD: BILL HING

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### knod Tulsa

918-684-2810

PD: BILL BRUEN  
 AD: CHARLIE WEST

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

## MIDWEST

Station	Artist	Album	Weeks
Eagles Live (Asylum)	Eagles	Eagles Live	37/31
Romantic... (Nemperor)	Nemperor	Romantic	14/14
Thin Lizzy Chinatown (WB)	Thin Lizzy	Chinatown	30/13
Alvin Lee Band Free Fall (Atlantic)	Alvin Lee Band	Free Fall	9/9
Donnie Iris Back On The Street (MCA)	Donnie Iris	Back On The Street	25/8
Off Broadway Quick Turns (Atlantic)	Off Broadway	Quick Turns	9/8

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

### Appleton

414-734-9228

PD: MARIE SHAPIRO  
 AD: MARK COLTER

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Chicago

312-777-1700

PD: HORN FISHER  
 AD: BOB GEISER

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Bloomington

812-332-9292

PD: BILL FLINT  
 AD: CRAIG REEDIN

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### Chicago

312-828-9191

PD: TOM WELDER  
 AD: DAVID BENSON

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

### SAL-FM 94 Cincinnati

513-921-0594

PD: DONALD BALDASSANO  
 AD: ERIC WALTON

Added  
 EAGLES (Asylum)  
 GEORGE THOROGOOD... (Rounder)  
 "Weight Time" (Mercury... Soap)  
 ROBBIE THOMPSON (Ovation)  
 "The House"  
 BUS BOYS (Arista)  
 "Oh, Doctor"  
 JIM CARROLL BAND (Arista)  
 "Popo, a..."

## THE HOTTEST

Station	Artist	Album	Weeks
Bruce Springsteen The River (Columbia)	Bruce Springsteen	The River	47/47
Police Zenyatta Mondatta (A&M)	Police	Zenyatta Mondatta	43/41
Pat Benatar Crimes Of... (Chrysalis)	Pat Benatar	Crimes Of...	40/31
Kansas Audio-Visions (Kirshner)	Kansas	Audio-Visions	33/30
AC/DC Back In Black (Atlantic)	AC/DC	Back In Black	37/30

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

DW45 logo

Q-FM-96 Columbus 814-224-1271

WJNS Cleveland 216-781-9887

WJOS FM Cleveland 216-391-1280

97.7 Davenport 319-328-2541

WJOL Dayton 513-224-1501

WJOL Dayton 513-229-4247

KQGO Des Moines 518-285-6181

WIDER 22 DeKalb 817-768-9250

WJUX Detroit 313-398-1100

WRF101 Detroit 313-444-1010

WJL Detroit 313-259-4323

WJL Duluth 216-728-6421

WWCK 105 FM Flint 313-744-1570

Album Station KATL 612-477-8811

Ft. Wayne 219-484-0580

LAV-FM 97 Grand Rapids 616-456-5481

WFBQ 95.5 FM Stereo Indianapolis 317-257-7585

KT102 Kansas City 816-753-4587

KT102 Kansas City 816-531-3400

WXUS 93 Lafayette 317-448-1588

FM 102 WFMO Lincoln 402-478-8565

WIBW-FM Madison 608-274-5450

WMAF Madison 608-249-9277

WLPX 97 fm Milwaukee 414-342-1111

93QFM Milwaukee 414-278-2040

WJMN Minneapolis 612-739-4000

WJMN Oklahoma City 405-631-8881

KQ92 Minneapolis 612-545-5601

WJML Muscatine 319-283-2512

WJOL Oklahoma City 405-528-5543

WJOL Omaha 402-592-5300

WJOL Peoria 309-674-2000

WJOL Rockford 815-877-3075

WJOL Saginaw 517-892-9528 517-894-2986

WJOL Sioux Falls 605-339-1520

MIDWEST

St. Louis 314-842-1111
THIN LIZZY (WB)
CHEAP TRICK (Capitol)
ROCK MARTIN (Capitol)

Terre Haute 812-238-2557
ROCK 103
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Toledo 419-248-3377
FM 104
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Wichita 316-722-8123
T-95
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

92 CITI FM Winnipeg 204-776-0371
Added: JACK JAMES (Capitol)
"Sweet Time"
"7 Bridges Road"

WEST

Albuquerque 505-265-8811
KFMG STEREO 108
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Boise 208-344-8363
104
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

MOST ADDED
EAGLES Eagles Live (Asylum) 39/25
THIN LIZZY Chinatown (WB) 23/12
ALVIN LEE BAND Free Fall (Atlantic) 10/7

MEDIUM
GEORGE THOROGOOD & THE DESTROYERS More George... (Rounder) 25/19
MOON MARTIN Street Fever (Capitol) 21/18
ROCKPILE Seconds Of... (Columbia) 27/17

THE HOTTEST
BRUCE SPRINGSTEEN The River (Columbia) 42/40
POLICE Zenyatta Mondatta (A&M) 41/35
PAT BENATAR Crimes Of... (Chrysalis) 33/29

Anaheim 714-776-3696
KICKS KICKS ASS
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Bakersfield 805-832-1410
98
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Colorado Springs 303-634-4896
KLO 94 STEREO FM
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Eugene 503-484-4304
KZEL
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Honolulu 808-949-2093
93 FM
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Anchorage 907-277-2655
KRKN
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Boulder 303-444-5600
KBCO 97FM BOULDER
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Denver 303-759-5800
KAZY
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Fresno 209-228-5991
KID 103
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Long Beach 213-437-0368
MAC
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Aspen 303-925-5776
KFN
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Boulder 303-444-5600
KBCO 97FM BOULDER
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Denver 303-938-2313
106 KPBI
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Fort Collins 303-571-1232
KICL
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Los Angeles 213-663-3311
KLOS 95 1/2
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Aspen 303-925-5776
KFN
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Chico 918-343-8461
KFM
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

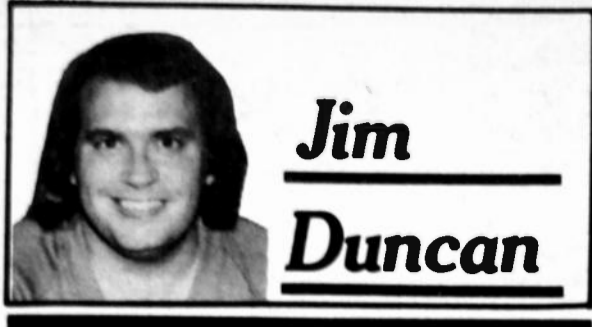
Edmonton 403-428-8597
K97
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Honolulu 808-524-7100
Duke 98
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"

Los Angeles 213-484-5638
KMET 94.7
Added: EAGLES (Asylum)
"Sweet Time"
"7 Bridges Road"







**Jim  
Duncan**

## News Notes

Before we get rolling this week, a reminder to our Country reporting stations: all reports during the week of November 24 must be in by Wednesday, November 26, due to the Thanksgiving holiday. From all of us at R&R, we hope you and everyone at your place has a Happy Bird-Day . . . KLIF/Dallas becomes the latest major radio facility to join radio's popular "Country Club." January 1 is the planned format switch date. (Details on Page 1 of this week's R&R.) In a related story, WFMS-FM/Indianapolis PD Herb Allen was named by Susquehanna (owners of KLIF) to be Regional Program Executive. He will oversee programming of WFMS-FM, KPLX-FM (also in Dallas) and now KLIF . . . In the past couple months, it has been real busy around the Country department, and I wanted to catch up on a few items that should have been mentioned, but until now there was no opportunity . . . At KCBQ/San Diego, Rosalee Maribald, the subject of an R&R feature back in 1976 ("The Queens Of Country Radio") is now doing the evening show . . . At KHJ/Los Angeles, Terry Moss, who was my associate director on the CMA/NBC post-awards radio special, is doing middays. Moss recently was afternoon drive at KZLA here in L.A. . . . WCAW/Charleston, WV reports Casey Campbell from WMZQ-FM/Washington, DC is its new morning man . . . Penny Reeves has moved from afternoon drive at KVET/Austin, after four years, to do morning drive. Could this be a first? I remember Penny during her days co-hosting the morning show with Alan Peck at KBOX/Dallas. They were known as "Peck & Penny" . . . Frank Barrow, PD and VP of Programming at WFDR/Manchester, GA, reports good response to the station's format change to Country



Penny Reeves

October 1. WFDR is a 100,000-watt FM station serving Columbus, Macon and "about half of Georgia plus a large portion of East Alabama." . . . Fred Gardini is the new Sales Manager at WWVA/Wheeling . . . Jim Marshall has joined the on-air staff at CFGM/Richmond Hill, Ontario. Marshall will be heard afternoons

. . . Bob Backman, GM of KTFX/Tulsa, tells R&R he is looking for a PD. (916) 663-6511 . . . Joe Maxwell, from WAVV/Vero Beach, FL, is the new PD at WSRF/Ft. Lauderdale. Maxwell tells R&R, "In the coming weeks we plan to drop most of our automation programming to do live air work. We are looking for some people and music product to get things rolling." WSRF, 3000 Southwest 60th, Ft. Lauderdale, FL 33314 . . . Don Perry has been promoted to MD at KSO/Des Moines . . . Gary Stone is MD at WDGY/Minneapolis. Last week we reported here that Paul Johnson was named to that slot. Paul was interim MD during the recent changes at WDGY. Stone is officially the MD . . . Tim Logan is now doing evenings at WBHP/Huntsville, AL. He is from WCRQ/Arab, AL . . . KLAK/Denver just hooked up with the ABC Information network . . . Congrats to Tom Riley, PD of WVAM/Altoona, PA, and his wife on the birth of Nicole Marie, a 6-pound, 8-oz. baby girl . . . Our best to Scott Anderson, MD at KBUF/Garden City, KS and his bride, the former Vicky Abrams . . . Len Anthony, MD of WPLO/Atlanta, says the traffic reporters of WPLO and WSB got together and pulled a switch on Len's morning show that left him speechless. The WSB reporter went on the frequency for WPLO's traffic reports, and you can imagine his panic.

. . . Speaking of panic, WHN/New York had a short circuit in a transmission line and were off the air last week for more than 12 hours. A station spokesman told R&R that WHN was flooded with calls. If nothing else, something like this gives a station a chance to see if anyone is listening. Can you imagine being knocked off the air and no one called? . . . So what's news with you?

# Country

## Country Radiothon Coming

A nationwide Country Music Radiothon for the National Kidney Foundation has been set for March 7 and 8, 1981. Charlie Daniels and Brenda Lee have agreed to cohost the event with Ralph Emery. The CMR will also be produced by Emery in cooperation with the Country Music Association. This is the first time the CMA has ever voted to support such an event held by a voluntary health agency.

Area National Kidney Foundation affiliates will be responsible for producing the radiothon on Country stations in their region. The national broadcast will air for 30 minutes of each hour. The program is expected to air on more than 125 stations.



Besides Charlie Daniels and Brenda Lee, Tom T. Hall has agreed to cohost a portion of the show. Other country music celebrities expected to participate include Barbara Mandrell, Johnny Cash, Kenny Rogers, Ronnie Milsap, Mel Tillis, Jerry Reed, the Oak Ridge Boys, the Statler Brothers, Jerry Clower, and many others. The Country Music Radiothon is expected to become an annual event to be held the second week in March, National Kidney Month.

## Urban Cowgirl Contest Set

Epic Records in cooperation with Mickey Gilley, Gilley's Club in Pasadena, TX, and the Pro-Art Poster company, announced "The Urban Cowgirl National Promotion Contest."

The contest is running nationwide on 23 radio stations through the end of November. Stations include WPLO/Atlanta, WIVK/Knoxville, WBAM/Birmingham, WSUN/St. Petersburg, WHOO/Orlando, WMZQ/Washington, WJEZ/Chicago, WHK/Cleveland, WCXI/Detroit, WSAI/Cincinnati, WIRE/Indianapolis, WDGY/Minneapolis, KPLX/Dallas, WMPS/Memphis, WIL/St. Louis, WDAF/Kansas City, KLAC/Los Angeles, KJJJ/Phoenix, KRAK/Sacramento, KMPS/Seattle, KLZ/Denver, KSOP/Salt Lake City, and WHN/New York.

The grand prize winner will receive an all-expenses paid trip to meet Mickey Gilley at Gilley's Club, and be photographed for a poster. She will also get a contract to receive royalty payments on the sale of her poster.

## "Tis The Season..."

As Country radio has continued to grow, the field of special programs has also grown by leaps and bounds. During the past few weeks R&R has received numerous announcements of Country-oriented shows for the holiday season programming. The following is a list of some of the available programs. A contact and phone number is also listed. In most cases a demo is available upon request. If by chance we left out someone's program or if your station is doing something interesting during the year-end, please send it along to R&R for sharing with our readers: R&R Country, 1930 Century Park West, Los Angeles, CA 90067.



Company	Program	Phone
Toby Arnold & Assoc.	"Epic 80 - 1980's Top 100 Country Countdown" Host: Lee Sherwood Length: 9 hours	(214) 661-8201
Bonneville Broadcast Consultants	"An American Country Christmas" & "An American Country New Year" Host: Kris Kane Length: 4 hours	(201) 567-8800
Drake-Chenault	"Country Christmas With Eddy Arnold & Brenda Lee" Hosts: Arnold, Lee & Bob Kingsley Length: 12 hours	(213) 654-0941
Mutual Broadcasting	"Country Music Countdown - 1980" Hosts: Anne Murray & Mike Fitzgerald Length: 3 hours	(703) 685-2161
Weedeck Radio Network	"1981 Country Edition Of The World's Record Records" Hosts: Hugh Cherry & Ron Martin Length: 5-minute segments	(213) 462-5922





BREAKERS

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

No records qualified for Breaker status this week.

Most Added:

- DOLLY PARTON 9 To 5 (RCA)
GAIL DAVIES I'll Be There (WB)
CHARLY McCLAIN Who's Cheatin' Who (Epic)
MOE BANDY Following The Feeling (Columbia)

Hottest:

- KENNY ROGERS Lady (Liberty)
RONNIE MILSAP Smoky Mountain Rain (RCA)
JOHNNY LEE One In A Million (Asylum)
MERLE HAGGARD Think I'll Just Stay Here... (MCA)
MICKEY GILLEY That's All That Matters (Epic)

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, 31-51, etc.), moved it down on their charts, or Added it this week. [ ] indicates one of this week's "most added" new songs.

MARTY ROBBINS "An Occasional Rose" (Columbia) 70/13
National Summary: Up 27, Same 20, Down 0, Debuts 10, Adds 13 including WNRS, WSAI, WIRE, KLAQ, KLAC, WPOR, KLLL, AM-FM, WSM, WGTO 39-31, KKYX 36-29, KSO d-36, WDDD-FM 29-19, KEBC-FM 40-36, KUUY 48-36, KCUB 38-33, WCAW 37-32, R&R Chart: Debut 47.

RAZZY BAILEY "I Keep Coming Back" (RCA) 67/22
National Summary: Up 8, Same 28, Down 0, Debuts 12, Adds 22 including KIXZ, WVMI, WUBE-FM, WCXI, WFMS-FM, WBSC-FM, KEBC-FM, WIL-AM-FM, KFH, KVOC, KLAQ, WGNA-FM, WYII, WLWI-FM d-26, WSIX-FM 35-23, WCMS-FM 48-36, WGEE 50-42, WKKN d-36, R&R Chart: Debut 48

DOLLY PARTON "9 To 5" (RCA) 65/60
National Summary: Up 0, Same 2, Down 0, Debuts 3, Adds 60 including WPOC-FM, WHN, WEEP, WMZO-FM, WPLO, WCOS-FM, KIKK-FM, WKSJ-FM, WBAM, WHOO, WIRK-FM, WHK, WCXI, KYNN, WKCO-FM, KFDI-AM, KMAK, KVEG, KNIX-FM, KXJJ, KYTE, KRAK, KCKC, KEEN, R&R Chart: Debut 49.

STEVE WARINER "Your Memory" (RCA) 63/23
National Summary: Up 10, Same 19, Down 0, Debuts 11, Adds 23 including KRZY, KLAQ, KONE, KSON-AM-FM, WCAW, WBAX, WNOW, KENR, WOKK, KWKH, WMUS-AM-FM, WXCL, WIL-AM-FM, KEBC-FM 38-31, WKKN 38-31, KMAK d-27, KCKC 30-25, KGA d-40, WKXA 30-25, WIXL-FM 47-34, WESC-AM-FM d-39, R&R Chart: Debut 50.

DEAN DILLON "Nobody In His Right Mind" (RCA) 58/10
National Summary: Up 27, Same 15, Down 0, Debuts 6, Adds 10, KWMT, KBUF, KWJJ, WKXA, WBAX, KIXZ, KLVJ, KENR, KYYX, WSN, WINN d-36, WUBE-FM 38-31, KSO 34-28, WKMF 38-33, WHBF 47-40, KFDI-AM 40-33, KVOC 23-18, KUUY 40-33.

SUSIE ALLANSON "Dance The Two Step" (Liberty) 55/14
National Summary: Up 15, Same 18, Down 1, Debuts 10, Adds 14 including KRRV, KLLL-AM-FM, WHK, WDZQ-FM, KEBC-FM, KEED, KVEG, WFOR, WGNA-FM 45-39, WCMS-FM 44-39, KVOC 45-37, KVOC 42-31, KFTN 40-33, KTOM 25-18, KSOP d-44.

TOMPALL & GLASER BROTHERS "Sweet City Woman" (Elektra) 55/12
National Summary: Up 15, Same 19, Down 0, Debuts 9, Adds 12 including WMAQ, WCXI, WDAF, KYNN, WKKN, KWJJ, WVMI, KLRA, WGTO 43-37, WIRK-FM d-40, KSO 38-30, KFDI-AM 46-37, KVOC 35-28, WMZO-FM d-37, KFGO d-38.

JOHN ANDERSON "1969" (WB) 54/24
National Summary: Up 1, Same 17, Down 0, Debuts 12, Adds 24 including KSSS, KEED, KCKC, KGA, WWCS-FM, WINN, WOKK, WQYK-FM, WMNI, WITL-FM, WTSO, WTHI, KVOO, KTOM d-33, WMZO-FM d-38, KIKK-FM 48-38, WFMS-FM d-31.

GAIL DAVIES "I'll Be There" (WB) 50/47
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 47 including WCOS-FM, WLWI-FM, KKYX, WIRK-FM, WUBE-FM, WAXX, KFEQ, WIL-AM-FM, KFDI-AM, KLAQ, KYTE, KSOP, KEEN, WSEN, WNYR, WMZO-FM, WWVA.

DICKEY LEE "Lost In Love" (Mercury) 50/8
National Summary: Up 16, Same 20, Down 0, Debuts 8, Adds 6, WMAQ, WHK, WMNI, WHBF, KSSS, KRRV, KONE 37-30, KGA d-37, WBGW-FM 41-36, WYDE d-40, KKYX d-49, KTTS-AM-FM 43-39, KFDI-AM-FM 43-39, KFDI-AM 35-29.

DONNA FARGO "Seeing Is Believing" (WB) 49/6
National Summary: Up 18, Same 20, Down 0, Debuts 5, Adds 6, WGTO, WNRS, WHK, WAXX, KLAQ, KMAK, KVOC 32-24, WGNA-FM 41-37, WBAX 40-34, KRMD-AM-FM 30-29, KYNN 32-29.

DEBBY BOONE "Take It Like A Woman" (WB/Curb) 48/7
National Summary: Up 18, Same 19, Down 0, Debuts 6, Adds 7, WKMF, WITL-FM, WKKN, KWJJ, WNOW, KWKH, WLWI-FM d-30, WHK 30-22, KUUY 39-31, KGA d-38, WKXA d-30, WADR 29-22, KVOO 44-38.

CHARLY McCLAIN "Who's Cheatin' Who" (Epic) 46/31
National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 31 including WWCS-FM, WMZO-FM, WYDE, WINN, WBAM, KRMD-AM-FM, WIRK-FM, KSO, KFGO, KFEQ, KFDI-AM, KVOC, KSSS, KGA.

MOE BANDY "Following The Feeling" (Columbia) 45/31
National Summary: Up 3, Same 7, Down 0, Debuts 3, Adds 31 including KMAK, KNIX-FM, KWJJ, KGA, WMZO-FM, WYDE, KHEY, KENR, WINN, WSIX-FM, WSAI, KFGO, KEBC-FM, WXCL, WKCO-FM, KVOO, KCKC 36-20, WIXL-FM 43-29.

JIM REEVES "There's Always Me" (RCA) 44/14
National Summary: Up 1, Same 19, Down 0, Debuts 8, Adds 14 including WSAI, KSO, KEBC-FM, KVOC, KLAQ, KONE, KSON-AM-FM, WNOW, WQIK-FM, WCMS-FM, WIRK-FM, WSIX-FM 36-30, WFMS-FM d-34, KCUB d-38.

MEL STREET "Who Will Turn Out" (Sunbird) 43/5
National Summary: Up 19, Same 10, Down 0, Debuts 5, Adds 5, WESC-AM-FM, WSIX-FM, WSM, WCMS-FM, KSOP, KVOC 41-38, WGNA-FM 43-38, WMZO-FM 37-32, KIKK-FM 35-27, WKKN 35-29, KFDI-AM 49-41.

GLEN CAMPBELL "Any Which Way You Can" (WB) 38/18
National Summary: Up 3, Same 13, Down 0, Debuts 6, Adds 18 including KSO, WCXI, WTSO, KUUY, KYTE, KRAK, KGA, WESC-AM-FM, KWKH, WSIX-FM 37-24, WQYK-FM 34-29, KTOM d-39.

Others Getting Significant Action

JOHN WESLEY RYLES "Cheater's Trap" (MCA) 36/8
National Summary: Up 15, Same 12, Down 0, Debuts 3, Adds 8, KLLL-AM-FM, WSM, KWKH, WOKK, KVOC, WKXA d-28, WMZO-FM 40-34, WGTO 44-38, KNOE 39-31, KVOO 50-41, KUUY 41-32, KSOP d-39.

RANDY BARLOW "Willow Run" (Pak) 35/3
National Summary: Up 18, Same 14, Down 0, Debuts 2, Adds 3, WKLM, KBMR, WHK, KWKH 32-29, KSO 29-22, WCXI 29-25, WITL-FM 19-16, KTTS-AM-FM 42-38, KFTN 34-28.

EARL THOMAS CONLEY "Silent Treatment" (Sunbird) 30/11
National Summary: Up 0, Same 12, Down 0, Debuts 7, Adds 11, WGTO, WCMS-FM, KWKH, WITL-FM, KYNN, WXCL, KICD-FM, KFEQ, KSSS, KEED, KRSY.

FOX FIRE "Whatever Happened To Those..." (Elektra) 29/8
National Summary: Up 6, Same 13, Down 0, Debuts 3, Adds 8, WGTO, WESC-AM-FM, KBMR, WKMF, WXCL, KICD-FM, KVOC, KFTN, WWCS-FM 21-17, KSO d-35. Or: KWKH, WIRK-FM, WCXI, KRAK, KGA.

KENNY DALE "When It's Just You And Me" (Capitol) 28/8
National Summary: Up 5, Same 10, Down 0, Debuts 7, Adds 6, KIXZ, KWKH, WXCL, KFEQ, KFTN, KEEN, WWCS-FM d-30, WESC-AM-FM 32-28, KENR d-38, KYYX 43-35.

RAY CHARLES & CLINT EASTWOOD "Beer's To You" (WB) 28/9
National Summary: Up 3, Same 10, Down 0, Debuts 4, Adds 8, KHEY, WKSJ-FM, WBAM, KWKH, WHK, WITL-FM, WKKN, KLAC, KYTE, KCKC 27-24, KEBC-FM 34-27.

HANK COCHRAN "A Little Bitty Tear" (Elektra) 28/6
National Summary: Up 8, Same 10, Down 0, Debuts 4, Adds 6, KIXZ, WKSJ-FM, WIRK-FM, WKMF, KFEQ, KRSY, KWKH d-28, WHK d-40, KWMT 50-43, KTTS-AM-FM 40-38.

Radio & Records

NATIONAL AIRPLAY/50

November 21, 1980

Table with columns: Three Weeks, Two Weeks, Last Week, and Record Title/Artist. Lists top 50 records including Ronnie Millsap, Kenny Rogers, John Conlee, Crystal Gayle, Alabama, Charley Pride, Larry Gatlin & Gatlin Bros., Bellamy Brothers, Mickey Gilley, Barbara Mandrell, Johnny Lee, Anne Murray, Conway Twitty, Mac Davis, Brenda Lee, Merle Haggard, Johnny Rodriguez, Jacky Ward, Charlie Rich, Eddie Rabbitt, Sylvia, Joe Stampley, EMMYLOU Harris, Billy 'Crash' Craddock, Willie Nelson, Reba McEntire, Rex Allen Jr., Gene Watson, Leon Everette, Lacy J. Dalton, Loretta Lynn, Janie Fricke, Terry Gibbs, Oak Ridge Boys, P. Wagoner & D. Parton, Statler Brothers, Lynn Anderson, Bobby Goldsboro, Capitals, Ed Bruce, George Jones, Johnny Duncan, Don Williams, Zella Lehr, Mundo Earwood, Ray Stevens, Marty Robbins, Razy Bailey, and Dolly Parton.

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.

DOOLITTLE BAND "Who Were You Thinkin' Of" (Columbia) 25/2
National Summary: Up 12, Same 10, Down 0, Debuts 1, Adds 2, WNOW, WKLM, WEEP 25-18, KENR 6-5, KIKK-FM 6-4, KVOO 15-10, KVOC 38-30, KNIX-FM 24-18.

JACK GREENE "Devil's Den" (First Line) 24/4
National Summary: Up 4, Same 13, Down 0, Debuts 3, Adds 4, WVAM, KLLL-AM-FM, WHBF, KTOM, WCOS-FM d-38. Or: WQYK-FM, KYNN, KVOO, KEED, KGA.

SLIM WHITMAN "That Silver-Haired Daddy..." (Epic/Cleveland International) 24/3
National Summary: Up 3, Same 11, Down 1, Debuts 8, Adds 3, WESC-AM-FM, WSM, WKKN, WIRK-FM d-36, KWMT 47-41, KFDI-AM 50-39, KCUB d-40.

GARY MORRIS "Sweet Red Wine" (WB) 23/4
National Summary: Up 7, Same 8, Down 1, Debuts 3, Adds 4, WNRS, KUUY, KEED, KEEN, KKYX 37-31, WAXX d-36, KVOC 28-21.

WILLIE NELSON & RAY PRICE "Don't You Ever Get Tired..." (Columbia) 21/18
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 18 including WMZO-FM, KIKK-FM, WMC-AM, WIRK-FM, WNRS, KSO, KEBC-FM, KMAK, KYTE, KCKC, KEEN.

AMAZING RHYTHM ACES "I Must Die And Gone To Texas" (WB) 20/8
National Summary: Up 3, Same 9, Down 0, Debuts 0, Adds 8, WADR, WGTO, KENR, KIKK-FM, WQIK-FM, KNOE, WCMS-FM, WQYK-FM, WIXL-FM 46-38, KCKC 8-7.

T.G. SHEPPARD "I Feel Like Loving You Again" (WB) 18/18
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 18 including WYII, KLVJ, WESC-AM-FM, WLWI-FM, WSM, KEBC-FM, KRZY, KFTN, KCKC, KGA.

DEBORAH ALLEN "Nobody's Fool" (Capitol) 18/6
National Summary: Up 1, Same 6, Down 0, Debuts 3, Adds 6, WKSJ-FM, WQYK-FM, KWKH, KTTS-AM-FM, KSSS, KGA.

JOHNNY CASH "The Last Time" (Columbia) 18/8
National Summary: Up 3, Same 6, Down 0, Debuts 3, Adds 6, WGNA-FM, WADR, WWOD, WDZQ-FM, KLAQ, KRDR, WIXL-FM 45-36.

PAT BOONE "Colorado Country Morning" (WB/Curb) 18/5
National Summary: Up 1, Same 7, Down 0, Debuts 5, Adds 5, WKSJ-FM, WMNI, WKMF, KWMT, KUUY, KSO d-37, KYNN d-38, KVOC d-37.

MICKI FURHMAN "Hold Me, Thrill Me, Kiss Me" (MCA) 17/4
National Summary: Up 4, Same 6, Down 0, Debuts 3, Adds 4, KENR, KSO, WKMF, KTTS-AM-FM, WMZO-FM d-38, WCMS-FM 39-29, WBAM 29-23, KEBC-FM d-30, KFH 35-31.

FRED KNOBLOCK & SUSAN ANTON "Kilin' Time" (Scott Bros.) 15/9
National Summary: Up 0, Same 3, Down 0, Debuts 3, Adds 9, WVAM, WIXY, KNOE, WCMS-FM, WKLM, KICD-FM, KVOC, KTOM, KSOP, WWCS-FM d-25, WDDD-FM d-28.

NIGHTSTREETS "If I Had It My Way" (Epic) 15/6
National Summary: Up 2, Same 6, Down 0, Debuts 1, Adds 6, WSEN, WQIK-FM, WSM, KWMT, KICD-FM, KNIX-FM, WESC-AM-FM 45-41.

RAZZY BAILEY "True Life Country Music" (RCA) 14/9
National Summary: Up 3, Same 2, Down 0, Debuts 0, Adds 9, WPOR, KLVJ, WINN, WTQR-FM, WSAI, WAXX, WTSO, KFH, KNIX-FM.

ROGER BOWLING "Yellow Pages" (NSD) 12/12
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, WVAM, KRRV, WESC-AM-FM, WCMS-FM, KKYX, WQYK-FM, KEBC-FM, KYNN, WKKN, KUUY, KFTN, KCKC.

ROY CLARK "I Ain't Got Nobody" (MCA) 11/11
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 11, WNYR, WWOD, WMC-AM, WLWI-FM, KKYX, WIRK-FM, KFGO, WDDD-FM, KEBC-FM, KRZY, KRAK.

LOUISE MANDRELL & R.C. BANNON "The Pleasure's All Mine" (Epic) 11/8
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 8, WVAM, WWCS-FM, WADR, WYII, WSIX-FM, KKYX, KVOO, KFDI-AM.

# Another Smash Week!

**Dolly**

**9 to 5** PB12130 **BB47\*CB44\*RW49\***

**Razzy Bailey**

**I Keep Coming  
Back** PB12120 **BB39\*CB37\*RW40\***

**Steve Wariner**

**Your Memory** PB12133  
**BB48\*CB47\*RW45\***

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**Now Playing  
Everywhere!**

**RCA**

# Country Pictures



**COUNTRY IN THE CITY** — With the help of WPOC-FM/Baltimore, the city fair went Country for three days. The station set up some of the best professional country bands in Baltimore and the WPOC air personalities hosted each of the shows. It is reported that more than two million persons attended the fair.



**TEN YEARS OF COUNTRY** — KLAC/Los Angeles recently celebrated a "Decade Of Country Music" on its 10th birthday. Area theme park Knott's Berry Farm was the site for the party and shows. Performers included Debby Boone, Gail Davies, Con Hunley, and the Oak Ridge Boys. Seen here during the cake-cutting ceremony are (standing in back, l-r) Sam Benson, KLAC's PA Director; MD Cathy Hahn; Joe Bonsell; Richard Starban; Con Hunley; Duane Allen; Gail Davies; Bill Golden; KLAC GM Don Kelly. (In front) Debby Boone and Marion Knott.



**URBAN COWGIRLS** — Top picture is of WQAM/Miami PD Dan Halyburton with some of the entrants in the "First Bucking Bull Rodeo" in South Florida. The station did a broadcast from the event.

(Bottom photo) WGEC/Springfield, GA GM Ron Jetton with the winners of the station's "Country Queen Contest." Top winner received \$500 in cash.



**NASHVILLE NEIGHBORS** — WB's Carlene Carter is seen during visits to Nashville radio stations WJRB and WKDA. Top picture is Carlene with WJRB's MD Don Keith (left) and WB's Gene Dries. Lower photo (l-r): WKDA's MD Fred Buc, Carlene, and WB's Bonnie Rasmussen.

## Biff Collie

### Inside Nashville



**HEADLINES:** The Nashville Metro Planning Commission approved construction of a museum honoring Jim Reeves; opening date projected by Mary Reeves Davis is Easter, 1981. It'll be located in a restored post-Revolutionary War house (circa 1794) on Gallatin Road at Briley Parkway, two miles from Opryland . . . The hit movie "Honeysuckle Rose" will be renamed "On The Road Again" because of the success of Wille Nelson's hit single . . . The Bellamy Brothers are off on an international television tour December 8-20 in England, Austria, Italy, and Holland . . . Tom T. Hall recently performed with the Houston Pops Orchestra . . . Jim Wagner, President of American Management, announced the opening of a Nashville office. The company reps Donna Fargo, Freddie Hart, Eddy Raven and others . . . New York's Copacabana gets in "country fever" with a December 6 and 7 presentation of Mickey Gilley, Johnny Lee, and the Urban Cowboy Band . . . Roger Miller and Tammy Wynette are seen here during the recent taping of "Country Music — A Family Affair," a show for cable TV's HBO

new TV series, starring Barbara "I Dream Of Jeannie" Eden. Producers have shrunk the series (to go on at mid-season?) from 60 minutes to a half-hour format . . . Slim Whitman, Pee Wee King, Kitty Wells, and Ernest Tubb honored Uncle Len Ellis on his 30th Anniversary show in Merrillville, IN

**STARLINES:** "I'm back doing what I love best: writing and recording my own songs. Now that I won my musical freedom and have the people's attention, I'm gonna meet myself in the middle — modern sounds with a country base, and my lyrics" — Dolly Parton . . . After the promoters at a Chicago country music festival had planned a sumptuous meal with such culinary classics as chicken Kiev: "No, thanks . . . I'd rather have a cheeseburger" — Crystal Gayle . . . "I think that basketball should have a 'designated foul shooter!'" — Roy Acuff . . . "I just reversed Sam Phillips's immortal line prior to the the discovery of Elvis Presley: 'Find me a white man that can sing black.' I found me a black man that can sing white" — Jack Clement, Charley Pride's first producer . . . "I never forget a song . . . I never remember a face" — Ronnie Milsap . . . "At all FCC sessions, I make it a point to sit up front, so the FCC guests will know I'm trying to please" — WHN/New York's Ed Salamon . . . "Never talk . . . until you think of something to say!" — Tony Bessan, my first PD, in 1943 . . . "I didn't find out that I couldn't sing until I had sold \$10 million worth of records. By then, it was too late to quit!" — Charlie Daniels . . . (Dialogue): "You sure look like Faron Young. 'I am Faron Young.'" "See? I told you you looked like Faron Young!" . . . "All during the show, I was announcing that somebody had left their lights on. After the show I found out it was me!" — Johnny Duncan.



**WHATEVER HAPPENED TO . . .** Kinky Friedman and the Texas Jewboys? . . . Terry Stafford? . . . Commander Cody and his Lost Planet Airmen? . . . Anthony Armstrong Jones? . . . Hank Wilson? . . . Billy Swan? . . . Connie Van Dyke? . . . Bill Browder? . . . Chris Lane? . . . Ben Peyton? . . . Jana Jae? . . . One-Eyed Jack? . . . Emmet Sulleger? . . . Larry Baunach? . . . Bob Ferguson? . . . Alex Zanetis? . . . Susan Raye? . . . Orvon Autry? . . . Jody Miller? . . . Doe-Doe Marimosa? . . . Billy Parsons? . . . Rick Brazeall? . . . Ray Sanders? . . . If you have a "whatever happened to," send it to us, we'll run it, and maybe we'll find (her, it — whatever). Oh yes, one more, Mike Robbins (formerly with WKDA/Nashville)?

**CLOSE-LINES:** "How to cheat at volleyball . . . How to fix a flat tire (let her walk home)" . . . "I coasted on the bicycle of life" . . . "It ain't far to the bar, but it's sure a long way back" . . . "I don't mind him washing the car, but in the bathtub?" . . . "Mama, the ice man's here. Have you got the money, or do you want me to go out and play awhile?" . . . "With the price of gas, I'm gonna start mailing myself to work" . . . "She wore a new creation; from the back it looked like she was trolling for mackerel. From the front it looked like she caught one!" . . . Mr. & Mrs. John Smith were in town over the weekend for the Opry. They slept in their car (they were too embarrassed to register in a hotel).

**DEADLINES:** Nancy Sinatra is Mel Tillis's new duet singing partner . . . Minnie Pearl will sell Spic 'N' Span on TV . . . Anne Murray named "Female Artist of the Decade" by the Canadian recording industry . . . Tom T. Hall's "Harper Valley PTA" creation in song inspired a



**"If I Had It My Way."**

19-50944

*Exciting new music from*  
***Nightstreets,***  
*the hot group that delivered*  
*the hit,*  
***"Love In The Meantime."***

*Produced by Jerry Taylor*  
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*Watch for Nightstreets on tour*  
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***Tammy Wynette***

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Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Lists artists like Dolly Parton, Kenny Rogers, and Ronnie Milsap.

EAST

Table listing radio stations and artists in the Eastern region, including WGAN, WJLA, and WYNY.

MIDWEST

Table listing radio stations and artists in the Midwestern region, including WJLA, WJLA, and WJLA.

SOUTH

Table listing radio stations and artists in the Southern region, including WJLA, WJLA, and WJLA.

WEST

Table listing radio stations and artists in the Western region, including WJLA, WJLA, and WJLA.

WEST

Table listing radio stations and artists in the Western region, including WJLA, WJLA, and WJLA.

NUMBER OF REPORTING STATIONS THIS WEEK: 128

Hottest Tracks:

- List of top country tracks including 'Make-Up And Faded Blue Jeans' by Merle Haggard, 'Long Arm Of The Law' by Kenny Rogers, and 'Hooked On Music' by Mac Davis.

MICKEY GILLEY

- List of tracks by Mickey Gilley, including 'All That Matters To Me', 'Back To The Barrooms', and 'Lookin' For Love'.

CONWAY TWITTY

- List of tracks by Conway Twitty, including 'Rest Your Love On Me', 'I Believe In You', and 'Habits Old And New'.

Most Requested:

- List of the most requested country songs, including 'Lady' by Kenny Rogers and 'One In A Million' by Johnny Lee.



# P/A

**POP/ADULT®**

## Mike Kasabo

**CREATIVITY, COMMUNICATION, COUNSELING**

### Midwest MD Gets Back To The Three Basic C's

KLTE/Oklahoma City Music Director John Williams struck a loud chord on the phone last week with his assertion that Pop/Adult radio, in this new decade, will be the front-runner for getting back to the basics of what he likes to call the "theater of the mind." The current evolution of P/A (or should it be revolution?) is rumbling across the nation, with many AM's of long dominance courting new elements, especially talk segments, beefing up news, sports, and information in general. The obvious is upon us. Pop/Adult radio — especially AM P/A's — will have to reach into its creative resources as never before to maintain a credible position in the marketplace, especially in view of growing FM penetration. Williams expressed his thoughts and I'd like to share them with you.

JW: During the early 60's we had a great deal of creativity in radio — maybe too much, which led to the Drake-type formula that gave the illusion, and at the time, a reality of a streamlined, exciting posture to those RKO signals. But the research that had to come along in a sense stifled those in radio who were of the creative persuasion. But now, we're leaning back to the days of creative radio... this has meant that AM's

have had to put up a bigger struggle with the FM's who've come along and taken away, to some degree, AM's thunder. This is why I think that it's time for Pop/Adult radio stations to come to the forefront and take back the "theater-of-the-mind" element that made radio king in the first place.

R&R: How do you plan to do this?

JW: It's really a very simple education process. Program Directors, and I work with one of the best here at KLTE, have to start sharing their knowledge with those around them in the programming department. It's like in high school we had the three R's. I'm suggesting the three C's — Creativity, Communication, Counseling.

R&R: Let's take it one at a time. Creativity?

JW: A lot of P/A stations are trying to compete — but not create! An example of that is going up against the big guy in town without thinking of a new attack pattern. In other words, if a station has the market locked up, you've got to get creative and find a way to "position" your station in a different and more exciting way.

R&R: What type of programming can you suggest to accomplish this end?

JW: Here at KLTE, for example, we have a morning man who is just as crazy as one can be...

R&R: Yes, but that's not unique...

JW: But he's encouraged to be that way. For instance, this morning we did a takeoff on a couple of guys who own a furniture store in the area. The important factor here is these people who own the store are on local TV constantly — this gives us a great advantage to build upon what other media have already supported in the marketplace. Our morning show "presents" these characters and the audience reacts with sensational interest. We simply take advantage of what's happening, mold it to our own needs, keep it light and entertaining, and it works. I think it would work in any market.

R&R: Creating talk around the market, the "sizzle," is always important...

JW: That's true. And here, Ken Dowe, the boss, has us do things that he calls "goodies" and they are simply takeoffs on Paul Harvey's newscast — making light of various news items, always with the listener's humor in mind — all of those kinds of things are short and to the point. This is what I'm suggesting, a return to the creativity that made radio in the first place.

R&R: Next on your threesome of thoughts is communication...

JW: Yes. I feel like I'm in an enviable position.

R&R: In what way?

JW: Working with Ken Dowe, who has a vast knowledge of radio in general, and experience in Pop/Adult radio specifically. This format is his brainchild and for him to share its meaning, implementation, and objectives is, to me, what communication is all about.

R&R: You're saying that you're getting a lot of unselfish input from your people?

JW: Exactly, and it helps me make this radio station better due to what I'm learning. Dowe's interest in me and what I do, coupled with his help, only makes the whole system work better for all of us. I think it's about time that we take care of our own!

R&R: God knows! agree...

JW: At the previous station I worked for here in town, a giant AM facility, I tried to learn, when I was only an air personality, about its music system. Not to do someone out of a job, but to understand what the station was all about musically. But I was met with closed doors, vague answers, and rude attitudes.

R&R: That must have driven you away...

JW: Immediately. I believe in showing young talented people the right way to do things. It can only be a benefit to you in the long run.

R&R: Let's move on to the third and final portion, counseling.

JW: Putting it into an educational system, too many times the professor, or in this instance the Program Director, tries to direct people with negatives instead of positives. In other words, he says "don't" as a rule, instead of "do." A great example would be when a PD critiques an aircheck and tells the jock, 'Hey, don't say it that way,' 'don't pace your set this way.' What the PD should do is direct his staff from a positive point of view — give do's, not don'ts. I believe this will create a better atmosphere between the PD and personality; for that matter, the Music Director.

R&R: It's too often the exception, but I know, for example, in Washington Bob Hughes and Bob Duckman make a brilliant PD and MD team.

JW: The PD and MD actually have more determination over what happens than anyone else in terms of programming, so they better have a close business relationship for the collective interests.

### Color

**CASH CALL IN MIAMI:** WGBS has more than cash behind its current promotion; it includes a grand prize of a new 1980 Alfa Romeo Spider convertible worth over \$15,000 to a lucky listener. Unlike many on-air contests, in which listeners are urged to call a radio station, WGBS is calling listeners during this promotion. Air personalities make calls to properly registered (via postcard) listeners, asking how much is in the jackpot. Listeners aware of the correct amount win the money and a T-shirt, and their name is placed in the grand prize barrel for the automobile. So far, it's been, according to station officials, "one of the most exciting contests the station has ever run."

**THE FABULOUS FOOTBALL FLY-IN:** In keeping with the pigskin days of autumn and winter, WGAR/Cleveland gave away a pair of tickets to a recent Browns football game. The winner was picked up by the WGAR Skybird helicopter and taken to Cleveland Stadium where he and his guests viewed the game from choice seats. After the game, the lucky winners were treated to dinner at one of Cleveland's finest restaurants, and after their repast, were flown via the Skybird homeward to end a fabulous day and evening.



**FUNNELING HIS TALENTS** — Dateline Philadelphia—The Heart Association's Tin Man was recently given a diamond "heart" pendant by WIP/Philadelphia as the grand prize in a search for his real "heart." The presentation was made as part of a very successful campaign for the HA. Left to right: HA Executive Director Robert Hill, the Tin Man, jewel company President Don Dalzell, and WIP midday personality Bill Neil.

### Transition

WTMJ/Milwaukee Station Manager Bill Haig has left that position to join the Milwaukee Brewers baseball organization (WTMJ carries their games) in an executive position. Haig is replaced by Don Richards... Alan Chilcoat has resigned his afternoon drive position of KOY/Phoenix after a very successful eight-year run to open his own advertising business in the Arizona capital. As a result, the station has a very rare opening and is looking for someone to replace Chilcoat — tapes and resumes should be directed to Nat Stevens, 840 North Central Avenue, zip 85004; EOE... Don Hofmann has resigned his Operations Manager position at KAKZ/Wichita due to an alteration in direction of management philosophy. Said he, "It's been great to come back here where I first started in radio, but a shift in policy has eliminated the need for my position. The station and I part the best of friends." Hofmann can be reached at (316) 262-2855... Mark Campbell has joined the staff of KMGC/Dallas as weekend personality... Hold on for this one — Everett "Rhett" Halsey, a native of Washingtonville, NY, has joined the air staff of WSB/Atlanta. Rhett comes to the Georgia powerhouse from WYZE, also in Atlanta, where he served in a similar capacity. There's no truth to the rumor that he originally trained to be a butler... WCPI/Wheeling has switched to a Pop/Adult format as the FM sister of giant Country outlet WWVA. Vice President and General Manager J. Ross Felton told us, "Now the Wheeling Tri-State adult radio audience has an alternative to Country and Rock. Prior to us going Pop/Adult, there was a complete void in this market on the FM side of the band. We will give the best of music and information geared to today's sophisticated audience." New to the staff of WCPI are Tom Miller, who becomes the Operations Manager, and Bill Berg, who has been named Music Director...

**THANKSGIVING NOTICE:** R&R will be closed Thanksgiving Day, so please file your report with us no later than Wednesday the 26th, 4pm Pacific Standard Time. Thank You.









# Black Radio

## Bill Speed

### BRAC Seminar: Airing The Issues

As promised, this week's column is devoted to a more detailed look at the first Black Radio Advisory Council seminar, held in New York November 8. It was the feeling of the Council, myself included, that this introductory seminar, or "Commercial," as co-founder George Ware put it, proved to be a promising vehicle for disbursing information and receiving instant feedback. 75+ participants interacted in an open-forum setting for six hours, and the program moved smoothly, right on schedule.

The session was moderated by Ware, Special Programs Director for the BMA, and was opened by founding member Bob Law, PD at WWRL/New York. BMA Chairman Kenneth Gamble issued the official welcome, emphasizing that it was "time to organize" and urging blacks in media to "get into awareness, be aggressive, and promote the sharing of ideas. Communications in America," he continued, "have held our people apart; our success depends on organizing."

#### Past, Contemporary, And Future

Bob Law discussed the past and present states of black music in America, pointing out the contributions it's made toward building successful record companies from the doo-wop days of the 50's forward. He pointed out that blacks have always created very marketable music, but have had little or no control over it.

Moving into the area of radio, Law was joined by WABQ/Cleveland GM Lynn Rogers. Both called for blacks to develop institutions and control certain segments of the industry, stressing hopefully, "We are not faced with insurmountable problems." Law added, "Individuals in positions of management and programmers must be accountable to the communities they serve in regards to music, lyric content, public affairs, and an emphasis on positive programming."

#### Advertising And Sales

I joined Lynn Rogers on the floor for this discussion, which introduced some meaningful statistics. In 1978 the black consumer market was worth \$80 million, while in 1980 that figure rose to \$120 million, and it's projected to hit \$200 million in 1982. Despite these figures, however, there are currently only 12 black full-service ad agencies, and only four generating in the neighborhood of \$10 million in billings. White agencies bill around \$35 billion annually, while black agencies bill about \$35 million, or 1% of the white total.

We learned that blacks spend \$16.4 billion on food annually, \$4.5 billion on gasoline, \$2.5 billion on furniture, and \$4.5 billion on fashion (clothes). Blacks represent 23% of the fine wine and champagne business and 11.6% of the travel market. And blacks spent \$500 million on records and tapes, representing a much higher percentage of earnings spent on music compared with the rest of the market. Yet Black radio continues to get the short end of advertising buys . . .

#### Career Development

Cordele Reagan, a specialist in career development, spoke on this subject and stressed the value of a communications career. He pointed out that most barriers holding people back are internal as opposed to external. He emphasized that "we must push ourselves; the key is participation and contribution."

#### Ratings

The subject of ratings is obviously one of BRAC's prime concerns for improving the status of Black radio. Ratings research specialist James Golden spoke on the impact of ratings, methodology, and how to increase your station's standing. He also declared that there's a dire need for a black representative on the official ratings advisory boards. He stressed that blacks should



Bob Law



Lynn Rogers



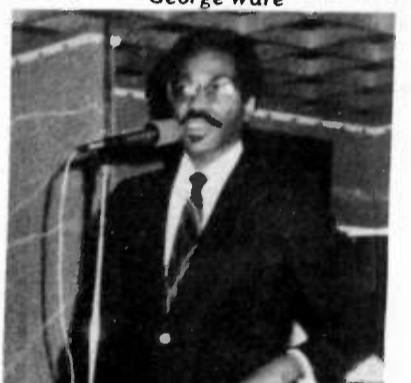
George Ware



Cordele Reagan



James Golden



Kenneth Gamble

lobby for more effective census measurements, and programmers should demand more qualitative ratings information. Golden added that it was vital for blacks in radio to learn how the ratings systems work.

Golden's discussion was followed by an open forum in which participants joined in a general question-and-

answer program. Kenneth Gamble then concluded the seminar with a few closing remarks. The first seminar was regarded as a success, and more are planned; if you have questions on this event or the BRAC in general, please contact George Ware at the BMA's office in Philadelphia, (215) 545-8600.

### People

William "Bunky" Shepard, VP of Promotion at 20th Century-Fox, is home recuperating from a recent operation. Get well, Bunky . . . Lee Armstrong, PD of WVON/Chicago, and his wife Jeannette recently celebrated the birth of Tori Leigh, who weighed in at seven lbs. 12 oz. on October 21st . . . Jeff Kelly is the new Program Director at WDMT/Cleveland . . . Floyd Little is the interim PD at WAMM/Flint, coming from in-house . . . John Rezabeck is now the Music Director at KADX/Denver, as former MD Bill Neal moves into the Program Director slot . . .

WJLB/Detroit has a new Production Manager, John Tatum. Formerly of WAMM/Flint, Tatum was most recently Program Director as well as Production Director of the Michigan outlet . . . Ed W. Wright recently purchased KNAC/Long Beach. Wright comes from an extensive radio, advertising, and consulting background as well as having cofounded the Black Music Association . . . Dennis Gordon is now the Northeast Regional Black Product Manager for A&M Records. Gordon was most recently with the Prelude label . . . Bert Coleman is the new National Promotion Director for SAM Records. Coleman was formerly with Pickwick in St. Louis . . . Congratulations to Gary Byrd, afternoon drive personality at WWRL/New York, whose wife, Shatima, recently gave birth to a bouncing baby boy (10-4) . . . WTJZ/Newport News, VA has a new General Manager/Sales Manager, Roy Scott, formerly of WRAP-WVAD/Norfolk . . . Remember, you don't have to be a reporter to contribute to this section. Address all pictures, promotions, etc., to Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

### Places

The Sheraton on Interstate 55 North in Jackson, MS was the place the Young Black Programmers Coalition meeting was held on November 8-9 . . . Myron's, a local club in Los Angeles, was the place KDAY officially held its Halloween costume ball, with the station's J.J. Johnson and Steve Woods in attendance . . .

### Things

WILD/Boston recently celebrated a "Week Of The Stars" promotion whereby local listeners could win tickets to several artists' concerts that all occurred in the city within the same week. The artists were the Pointer Sisters, Donald Byrd, Ashford & Simpson, and Stevie Wonder . . . WJLB/Detroit is looking for a good communicator. Please forward all tapes and resumes to Tom Collins at WJLB c/o the City National Bank Building, Detroit, MI . . . WGIV/Charlotte recently welcomed Lenny Williams and the McCrarys for on-air visits . . . WYLD/New Orleans, meanwhile, hosted the Pointer Sisters and Brick, with WVKO/Columbus featuring guest appearances by LTD and Stacy Lattisaw . . . The Clark College Jazz Band has recently released an album. All interested parties should contact WCLK or write 240 Chestnut S.W., Atlanta, GA 30314 . . . WKXI/Jackson, MS recently held a party at local venue Stage II to show appreciation for the eight-year reign of air personality "Heavy" Herb Anderson. Anderson is leaving the station for life in Philly, where he will operate a private business. Good luck, Herb!

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- KOOL & THE GANG**  
"Celebration" (De-Lite)
- STEVIE WONDER**  
"Master Blaster (Jammin')" (Tamla)
- TEDDY PENDERGRASS**  
"Love TKO" (Philadelphia International)
- JACKSONS**  
"Lovely One" (Epic)
- GEORGE BENSON**  
"Love X Love" (WB)
- CAMEO**  
"Keep It Hot" (Chocolate City)
- PRINCE**  
"Uptown" (WB)
- LARRY GRAHAM**  
"When We Get Married" (WB)

## CLIMBERS

Following are listed in order of their airplay activity.

**REDDINGS "Remote Control" (BID) 55%** reporting. Added at KMJQ, climbing at WYLD, WEDR, WLOU and WGIV, and hot at WDIA and WJMI in the South. New at WBMX and WVON, climbing at WKWM and WJMO, and hot at WCIN, WTLC, WWWS and KATZ in the Midwest. The East shows it climbing at WWIN and WWRL while hot at WILD and WDAS. Medium airplay at KSOL and hot at KDAY in the West.

**PATRICE RUSHEN "Look Up" (Elektra) 55%** of our reporters are on it. Debuting at WJMO and WWWS, climbing at WCIN, WTLC, WBMX, KAEZ, KATZ and WVON, and hot at WDAO and WAMM in the Midwest. Added at WEDR, WGIV, WHRK and WVEE, climbing at WJJS and WLOU, and hot at WNOO in the South. New at WXYV, climbing at WILD in the East. New at KSOL and climbing at KDIA in the West.

**HEATWAVE "Gangsters Of The Groove" (Epic) 53%** reporting airplay. New at WJMO, climbing at WCIN, WKWM, WAMM and KATZ, and hot at WDAO and WTLC in the Midwest. The South shows an add at KAPE, climbing at WDIA, WJMI, WOIC, WHRK, WVEE and WNOO. Medium airplay at WAMO, WXYV and WWRL while hot at WDAS in the East. Added at KSOL and hot at KDAY in the West.

**TEENA MARIE "I Need Your Lovin'" (Gordy) 50%** reporting action. Climbing at WPXI and WEDR while hot at WYLD, WDIA, WJJS, WHRK and WVEE in the South. Climbing at WWWS, WAMM, KAEZ and KATZ, hot at WJMO, WBMX and WVON in the Midwest. Hot at WAMO, WWIN and WXYV in the East. Hot at KDIA and KSOL in the West.

**MANHATTANS "I'll Never Find Another" (Columbia) 50%** reporting activity. Added at WVON and climbing at KATZ, WAMM, WTLC, WCIN, WDAO and WJMO in the Midwest. New at WPDQ and WGIV, climbing at WEDR, WOIC, WHRK and WVEE in the South. Debuting at WAMO while climbing at WWIN, WXYV and WWRL in the East. New at KDAY and KSOL in the West.

**ZAPP "More Bounce To The Ounce" (WB) 47%** reporting action. Climbing at KMJQ, WEDR and WENN; hot at WYLD, WOIA, WJJS, WPDQ, WHRK and WVEE in the South. The Midwest shows medium airplay at WKWM, hot at WJMO, WBMX, KMJM, KAEZ and WVON. Hot rotation at WWIN, WDAS and WXYV in the East.

**LENNY WHITE "Kid Stuff" (Elektra) 47%** reporting. Climbing at WJMO, WBMX, WKWM and KAEZ, hot at WCIN, WWWS and KATZ in the Midwest. The South shows medium airplay at WYLD, KMJQ, WHRK and WVEE while hot at WJJS and WDIA. Climbing at WAMO, WXYV and WDAS with hot airplay at WILD in the East. Hot at KSOL in the West.

**LAKESIDE "Fantastic Voyage" (Solar) 47%** reporting activity. Added at WAMO, climbing at WXYV and WDAS in the East. New at WGIV and WOIC, climbing at WLOU, WJMI, WHRK, WVEE and WNOO, and hot at KAPE in the South. Debuting at KATZ and WCIN; climbing at WJMO, WDAO, WTLC, WWWS and WAMM in the Midwest.

**ARETHA FRANKLIN "United Together" (Arista) 45%** of our reporters are on it. New at WPDQ, WGIV, WANT and WOIC while climbing at WDIA, WENN, WHRK and WVEE in the South. Climbing at WXYV while hot at WWIN and WWRL in the East. The Midwest shows an add at WBMX while climbing at WDAO, WAMM, KAEZ and WVON. New at KDAY in the West.

**EARTH, WIND & FIRE "You" (ARC/Columbia) 45%** reporting. New at WDAO, WTLC and WKWM while climbing at WCIN and WVON in the Midwest. Added at WYLD, WPXI, WEDR, WLOU and KAPE, climbing at WOIC, and hot at WHRK and WVEE in the South. New at WWIN, climbing at WDAS, and hot at WWRL and WXYV in the East.

**STYLISTICS "Hurry Up This Way Again" (TSOP) 43%** reporting airplay. Hot rotation at WDAS, WXYV and WAMO, climbing at WILD in the East. Medium airplay at WENN while hot at WYLD, WJJS, WEDR, WHRK and WVEE in the South. Hot at WKWM; climbing at WCIN, WAMM and WVON in the Midwest. Climbing at KDIA and KSOL in the West.

**CAMERON "Funkdown" (Salsoul) 42%** of our reporters are on it. Hot at WDAO and WKWM with medium airplay at KMJM, WJMO and KATZ in the Midwest. The South shows medium airplay at WDIA, WHRK and WVEE; hot at KAPE, WENN, WGIV and WLOU. Climbing at WAMO, WXYV and WILD in the East. Climbing at KSOL in the West.

**SEAWIND "What Cha Doin'" (A&M) 39%** reporting activity. Medium airplay at WAMO, WXYV and WDAS while hot at WWIN, WILD and WWRL in the East. Climbing at WHRK, WVEE and WJJS in the South. Added at WVON; climbing at WAMM, WWWS, WTLC and WDAO in the Midwest. Climbing at KDAY in the West.

**SWITCH "Love Over And Over Again" (Gordy) 39%** reporting. Added at KSOL in the West. New at WBMX; climbing at WJMO, WDAO, WKWM and KAEZ, and hot at WTLC in the Midwest. Hot at KAPE, climbing at WDIA, WJMI, WOIC, WHRK and WVEE in the South. New at WWRL and climbing at WXYV in the East.

**PARLIAMENT "Agony Of DeFeet" (Casablanca) 39%** reporting. Added at WOIC, WLOU, WPDQ, WGIV and WNOO; climbing at WHRK, WVEE, WEDR and WJMI, and hot at KAPE in the South. New at WKWM and WJMO; climbing at WTLC and KATZ in the Midwest. Climbing at WXYV in the East.

**RAY, GOODMAN & BROWN "Happy Anniversary" (Polydor) 39%** reporting activity. New at WKWM, climbing at WJMO, and hot at WDAO, WBMX, WAMM and WVON in the Midwest. The South shows hot rotation at WGIV and WJMI with medium airplay at WDIA, WLOU, WENN and WOIC. Climbing at WILD, WDAS and WWRL in the East.

**ASHFORD & SIMPSON "Happy Endings" (WB) 37%** of our reporters are on it. Added at WVON, climbing at WJMO, WAMM and KAEZ, and hot at WDAO in the Midwest. Hot at WJMI; climbing at WEDR, WGIV, WOIC, WHRK and WVEE in the South. Climbing at WXYV and WILD; hot at WWRL in the East.

**DONNA SUMMER "The Wanderer" (Geffen) 32%** reporting. Hot at WXYV in the East. Climbing at WJJS and KMJQ while hot at WPXI, WPDQ, WOIC, WHRK and WVEE in the South. Medium airplay at WBMX and KMJM with hot rotation at WJMO in the Midwest. Climbing at KSOL in the West.

**BOOTSY "Mug Push" (WB) 32%** of our reporters are on it. Added at WPDQ; climbing at WJMI, WOIC, WHRK, WVEE and WNOO in the South. The East shows medium airplay at WXYV and WDAS. Hot at WBMX; climbing at WTLC, WAMM and KATZ in the Midwest.

**LTD "Shine On" (A&M) 32%** of our reporters are on it. The South shows it hot at WOIC with medium airplay at WLOU, WJMI, WHRK and WVEE. Added at WTLC and WAMM while climbing at WDAO and WCIN in the Midwest. Climbing at WWIN, WXYV and WDAS in the East.

**SWEAT BAND "Freak To Freak" (Uncle Jam) 32%** reporting activity. Added at WWWS, climbing at WJMO and WKWM, and hot at WTLC and KATZ in the Midwest. New at WANT, climbing at KMJQ and WOIC, and hot at WLOU and WENN in the South. Debuting at WWIN and climbing at WDAS in the East.

**POINTER SISTERS "Could I Be Dreaming" (Planet) 32%** reporting. New at WAMO and WXYV, climbing at WILD, and hot at WWRL in the East. New at WPXI, WLOU, WHRK and WVEE; climbing at WOIC in the South. Medium airplay at WDAO and WTLC in the Midwest. Climbing at KDAY in the West.

**CON FUNK SHUN "Too Tight" (Mercury) 32%** reporting airplay. New at WDIA, WLOU, WJMI and WOIC, climbing at WHRK and WVEE, and hot at KAPE in the South. Added at WTLC, WAMM, KAEZ and WVON in the Midwest. Climbing at WXYV in the East.

**MICHAEL HENDERSON "Prove It" (Buddah) 32%** reporting. Added at KMJQ, climbing at WEDR, WGIV and WOIC, and hot at KAPE, WJMI and WLOU in the South. New at WAMO, climbing at WILD, and hot at WWIN in the East. Climbing at WTLC and KATZ in the Midwest.

## NEW & ACTIVE

**KANO "I'm Ready" (Emergency) 29%** reporting airplay. Hot rotation at WNOO, WPDQ, KMJQ and WPXI; climbing at WHRK and WVEE in the South. Climbing at WAMO and WXYV while hot at WWIN in the East. Hot at WWWS and WKWM in the Midwest.

**TAVARES "Love Uprising" (Capitol) 29%** reporting activity. New at WLOU, WHRK and WVEE; climbing at WPXI, WEDR and WGIV in the South. Added at WXYV, climbing at WWRL, and hot at WILD in the East. Climbing at WVON in the Midwest. Medium airplay at KDAY in the West.

**LA TOYA JACKSON "If You Feel The Funk" (Polydor) 29%** of our reporters are on it. Climbing at WWIN and WILD; hot at WDAS in the East. Climbing at WDIA, WENN, WJMI and WOIC in the South. Added at WDAO; climbing at WCIN and WAMM in the Midwest. Medium airplay at KDAY in the West.

**NARADA MICHAEL WALDEN "The Real Thang" (Atlantic) 26%** reporting. Climbing at WJMO, WCIN, WBMX, WKWM and KATZ in the Midwest. The West shows it climbing at KSOL and hot at KDAY. Climbing at WJJS and WDIA in the South. Medium airplay at WDAS in the East.

**WILTON FELDER "Inherit The Wind" (MCA) 26%** reporting action. Hot at WNOO and WEDR; climbing at WOIA and WJMI in the South. The East shows it climbing at WWIN and WDAS. Hot at WAMM while showing medium airplay at WWWS, WKWM and KAEZ in the Midwest.

**CHI-LITES "Heavenly Body" (Chi-Sound) 26%** reporting. Hot at WLOU; climbing at WDIA, WEDR and WENN in the South. Climbing at KAEZ, KATZ and WVON in the Midwest. Climbing at WILD and WWRL in the East. New at KDIA in the West.

**FATBACK BAND "Let's Do It Again" (Spring) 26%** reporting action. New at KAPE and WGIV with medium airplay at WDIA and WJJS while hot at WLOU in the South. Hot at WDAO; climbing at WKWM, WJMO and WCIN in the Midwest. Medium airplay at WILD in the East.

## JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- HERBIE HANCOCK** ..... Mr. Hands (Columbia)
- DAVE VALENTIN** ..... Land Of The Third Eye (GRP/Arista)
- GROVER WASHINGTON JR.** ..... Winelight (Elektra)
- SPYRO GYRA** ..... Carnival (MCA)
- HUBERT LAWSON** ..... Family (Columbia)
- SADAO WATANABE** ..... How's Everything (Columbia)
- AHMAD JAMAL** ..... Intervals (20th)
- JUDY ROBERTS BAND** ..... The Other World (Inner City)
- RON CARTER** ..... New York Slick (Milestone)
- STANLEY TURRENTINE** ..... Use The Stairs (Milestone)
- SONNY ROLLINS** ..... Love At First Sight (Milestone)
- HIROSHIMA** ..... Odori (Arista)
- AZYMUTH** ..... Outubro (Milestone)
- DAVID CHESKY BAND** ..... Rush Hour (Columbia)
- RODNEY FRANKLIN** ..... Rodney Franklin (Columbia)
- TOMMY FLANAGAN** ..... Trinity (Inner City)
- WILTON FELDER** ..... Inherit The Wind (MCA)
- MONTY ALEXANDER** ..... Ivory & Steel (Concorde)

## NEW & ACTIVE

- ERIC GALE** ..... Touch Of Silk (Columbia)

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Jonethen Breslau. SOUTH: WCLK/Atlanta, GA, Requesa Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Pester. WEST: KJLH/Los Angeles, CA, Lawrence Tarter.

Pop/Rhythms  
Hottest  
November 21, 1980

EAST	SOUTH	MIDWEST	WEST
Jacksons Stevie Wonder George Benson Teddy Pendergrass	Jacksons Stevie Wonder Teddy Pendergrass	Teddy Pendergrass Stevie Wonder Jacksons Prince	Stevie Wonder Jacksons

# Regionalized Adds & Hits

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

## EAST

**WXYV**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Rod Stewart  
Tavarez  
B.T. Express  
O'Jays  
Pointer Sisters  
Patrice Rushen

**HOTTEST**  
Prince  
Tom Browne  
George Benson  
S.O.S. Band  
Stylistica  
Teddy Pendergrass  
Stevie Wonder  
Jacksons  
Earth, Wind & Fire "You"  
Zapp

**WWRL**  
New York, NY  
Bob Law/Linda Haynes

**ADDED**  
Switch  
Herb Alpert  
Chocolate Milk  
Revelation  
Booker T. Jones

**HOTTEST**  
Pointer Sisters "Dreaming"  
Earth, Wind & Fire "You"  
Seawind  
Stevie Wonder  
George Benson  
Ashford & Simpson  
Commodores  
Hubert Laws  
Aretha Franklin  
Larry Graham

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
O'Jays  
Michael Wycoff  
Barbara Mason  
Della  
Brass Construction  
Earth, Wind & Fire "You"  
Tierra  
Peaches & Herb  
Futurae  
Pure Energy  
Skyy  
Maze  
Forecast  
Dez Daze  
Sweet Band  
Temptations  
Frank Hooker  
Lamar Thomas

**HOTTEST**  
Kano  
Jacksons  
George Benson  
Aretha Franklin  
Teena Marie  
Zapp  
Cameo  
Michael Henderson "Prove"  
Jones Girls "Man"  
Seawind

**ADDED**  
Grover Washington Jr.  
Bar-Kays  
Michael Wycoff  
Platinum Hook  
Rockie Robbina  
Frank Hooker  
Jones Girls "Man"  
Instant Funk  
Melba Moore

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Not Available

**HOTTEST**  
Stevie Wonder  
Kool & The Gang  
Jacksons  
Prince  
Reddings  
Teddy Pendergrass  
Zapp  
Stylistica  
La Toya Jackson  
Heatwave

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Michael Henderson "Prove"  
O'Jays  
Pointer Sisters  
Lakeside  
Manhattans  
Dramatics  
Lippe, Inc.  
Eloise Laws  
Lou Rawls

**HOTTEST**  
Stevie Wonder  
Spinners  
S.O.S. Band  
Diana Ross "Coming"  
Stylistica  
Jacksons  
Grandmaster Flash  
Teena Marie  
Teddy Pendergrass  
One Way "Pop"

**WILD**  
Boston, MA  
Steve Crumblay

**ADDED**  
Grover Washington Jr.  
Bar-Kays  
Michael Wycoff  
Platinum Hook  
Rockie Robbina  
Frank Hooker  
Jones Girls "Man"  
Instant Funk  
Melba Moore

**HOTTEST**  
Paris  
Stevie Wonder  
Jacksons  
Teddy Pendergrass  
Kool & The Gang  
George Benson  
Tavarez  
Seawind  
Reddings  
Lenny White

## MIDWEST

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Earth, Wind & Fire "You"  
Dynasty  
Parliament  
Ray, Goodman & Brown

**HOTTEST**  
Teddy Pendergrass  
Jacksons  
Cameo  
Kano  
Stylistica  
Cameron  
George Benson  
Diana Ross "Coming"  
Stephanie Mills  
Stevie Wonder

**WVON**  
Chicago, IL  
Lee Armstrong

**ADDED**  
One Way "Something"  
Spinners "I Just"  
Reddings  
Manhattans  
Ashford & Simpson  
Dynasty  
Con Funk Shun  
Z.Z. Hill  
Seawind

**HOTTEST**  
Stevie Wonder  
Kool & The Gang  
Mtume  
George Benson  
Zapp  
Teena Marie  
Ray, Goodman & Brown  
Change  
Kurtis Blow

**WWWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
Mike Mendell  
Sweet Band  
Patrice Rushen

**HOTTEST**  
Kano  
Queen  
Leon Huff  
Lenny White  
Jacksons "Heartbreak"  
Jimmy Bo Horne  
Prince  
Jacksons "Lovely"  
Reddings  
Diana Ross "Coming"

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Jones Girls "Man"  
Bar-Kays  
Con Funk Shun  
LTD "Shine"  
T.S. Monk  
Earth, Wind & Fire "You"

**HOTTEST**  
Junie  
Sweet Band  
Switch  
Teddy Pendergrass  
Jermaine Jackson  
Reddings  
Mahdi & Tracy Kerr  
Heatwave  
Larry Graham  
Commodores

**KMJM**  
St. Louis, MO  
Chris Turner

**ADDED**  
Tierra

**HOTTEST**  
Zapp  
Stevie Wonder  
LTD "Where"  
Christopher Cross "Sailing"  
Queen  
Teddy Pendergrass  
Commodores  
Tom Browne  
Della "Touched"  
Jacksons

**KAJZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Lamar Thomas  
Con Funk Shun  
Freddie Gorman

**HOTTEST**  
Jacksons  
Stevie Wonder  
Earth, Wind & Fire "Talk"  
Teddy Pendergrass  
Diana Ross "Coming"  
Prince  
Zapp  
Larry Graham  
Linda Clifford  
Cameo

**WCIN**  
Cincinnati, OH  
Michael Roberts

**ADDED**  
Dionne Warwick  
Lakeside  
Tierra  
Grover Washington Jr.

**HOTTEST**  
Prince  
Reddings  
Cameo  
Spinners  
Teddy Pendergrass  
Lenny White  
Kenny Rogers  
Stevie Wonder  
Larry Graham  
Brick

**KATZ**  
St. Louis, MO  
Earl Parnell

**ADDED**  
Lakeside  
Futurae  
Jacksons "Heartbreak"  
Della "Passion"

**HOTTEST**  
Stevie Wonder  
Jacksons  
Teddy Pendergrass  
Prince  
Kool & The Gang  
Kurtis Blow  
Cameo  
Sweet Band  
Lenny White  
Reddings

**WENN**  
Birmingham, AL  
Dave Donnell

**ADDED**  
O'Jays  
Pleasure

**HOTTEST**  
Queen  
Alex Taylor  
Melba Moore  
Sweet Band  
Grandmaster Flash  
Vernon Burch  
Cameron  
Tom Browne

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Sweet Band  
Young & Company  
Grover Washington Jr.  
Aretha Franklin

**HOTTEST**  
Stevie Wonder  
Jacksons  
Lou Rawls  
Brick  
LTD "Where"  
Kool & The Gang  
Michael Henderson "Wido"  
Teddy Pendergrass  
Slick

## WEST

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Lippe, Inc.  
Aretha Franklin  
Manhattans

**HOTTEST**  
Kool & The Gang  
Jacksons  
Heatwave  
Stevie Wonder  
Reddings  
George Benson  
Narda Michael Walden  
Larry Graham  
Seventh Wonder  
Teddy Pendergrass

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
Chi-Lites  
Taste Of Honey  
Revelation

**HOTTEST**  
Change  
George Benson "Broadway"  
Teena Marie  
Jacksons "Give It"  
Stevie Wonder  
Rodney Franklin  
Earth, Wind & Fire "Sail"  
Temptations  
Norman Connors "Black"  
Bobby Bland

**KAPE**  
San Antonio, TX  
Jeff Jackson

**ADDED**  
Rockie Robbina  
Shadow  
Enchantment  
Jones Girls "Man"  
Heatwave  
Earth, Wind & Fire "You"  
Bobbi Walker  
Fatback Band

**HOTTEST**  
Con Funk Shun  
Bar-Kays  
Lakeside  
Switch  
Parliament  
Cameron  
Forecast  
Michael Henderson "Prove"  
Floeters  
M. Manchester/Peabo Bryson

**KSOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
Patrice Rushen  
Manhattans  
Lippe, Inc.  
Heatwave  
Switch

**HOTTEST**  
Jacksons  
Teddy Pendergrass  
Stevie Wonder  
Prince  
George Benson  
Kool & The Gang  
Teena Marie  
Lenny White  
Diana Ross "Coming"  
Cameo

**KDKO**  
Denver, CO  
John Anderson

**ADDED**  
None

**HOTTEST**  
Zapp  
Tom Browne  
Queen  
Jacksons  
Diana Ross "Coming"  
Grandmaster Flash  
Lenny Williams  
Earth, Wind & Fire "Talk"  
Stevie Wonder  
Stephanie Mills

**WNOO**  
Chattanooga, TN  
Dwight Harrison

**ADDED**  
Carrie Lucas  
Bar-Kays  
Dionne Warwick  
Yellow Magic Orchestra  
Parliament  
Kenny Doss  
Wille "Beaver" Hole  
Mtume "Star"  
B.T. Express

**HOTTEST**  
Superwolf  
Keno  
Jacksons  
Evelyn Champagne King  
Patrice Rushen  
Chaka Khan  
Vernon Burch  
Cameo  
Wilton Felder  
Tyrone Davis

## SOUTH

**WOIC**  
Columbia, SC  
Bob Walters

**ADDED**  
Bar-Kays  
Con Funk Shun  
Lakeside  
Parliament  
Diana Ross "Turn"  
Jones Girls "Man"  
Aretha Franklin

**HOTTEST**  
Kool & The Gang  
Teddy Pendergrass  
Jacksons  
LTD "Shine"  
Larry Graham  
Cameo  
Dynasty  
Donna Summer  
Meze  
O'Jays

**WOIV**  
Charlotte, NC  
Jo Ann Graham

**ADDED**  
Manhattans  
Rose Royce  
Lakeside  
Patrice Rushen  
Eloise Laws  
Tierra  
Aretha Franklin  
Quinnella  
Fatback Band  
Parliament

**HOTTEST**  
Teddy Pendergrass  
Kool & The Gang  
Jacksons  
Ray, Goodman & Brown  
Cameo  
McCrarys  
Cameron  
Flakes  
Diana Ross "Turn"  
Gledys Knight

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Mtume  
Con Funk Shun  
Spinners "I Just"

**HOTTEST**  
Cameo  
Ray, Goodman & Brown  
Prince  
Stevie Wonder  
Reddings  
Kool & The Gang  
Al Jareau  
Chaka Khan  
Ashford & Simpson  
Michael Henderson "Prove"

**WHRK**  
Memphis, TN  
Ron Olsen

**ADDED**  
Rod Stewart  
Tavarez  
B.T. Express  
O'Jays  
Pointer Sisters  
Patrice Rushen

**HOTTEST**  
Prince  
Tom Browne  
George Benson  
S.O.S. Band  
Stylistica  
Teddy Pendergrass  
Stevie Wonder  
Jacksons  
Earth, Wind & Fire "You"  
Zapp

**KMLQ**  
Houston, TX  
Robert V

**ADDED**  
Michael Henderson "Prove"  
Reddings

**HOTTEST**  
Grandmaster Flash  
Teddy Pendergrass  
Kano  
Stephanie Mills  
Stacy Lattisaw  
Queen  
Stevie Wonder  
LTD "Where"  
Pointer Sisters "Shy"  
Michael Henderson "Wido"

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
Bar-Kays  
Con Funk Shun  
Temptations

**HOTTEST**  
Teddy Pendergrass  
Jacksons  
Reddings  
Teena Marie  
Lenny White  
Tyrone Davis  
Zapp  
Cameo  
Stevie Wonder  
Prince

**WYLD**  
New Orleans, LA  
Brute Bailey

**ADDED**  
Earth, Wind & Fire "You"  
Diana Ross "Turn"  
Moments

**HOTTEST**  
Jacksons  
Stevie Wonder  
Zapp  
Diana Ross "Coming"  
Teddy Pendergrass  
S.O.S. Band  
Prince  
Spinners  
Teena Marie  
Stylistica

**WPXI**  
Charleston, SC  
Tony Jamison

**ADDED**  
Earth, Wind & Fire "You"  
Pointer Sisters

**HOTTEST**  
None  
Jacksons  
Grandmaster Flash  
Geraldine Hunt  
Teddy Pendergrass  
Donna Summer  
Stevie Wonder  
Earth, Wind & Fire "Talk"  
George Benson  
Prince

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Parliament  
Earth, Wind & Fire "You"  
Con Funk Shun  
Pointer Sisters  
Tavarez  
Geraldine Hunt  
Linda Clifford

**HOTTEST**  
Cameo  
Kool & The Gang  
Fatback Band  
Shadow  
Sweet Band  
Cameron  
Vernon Burch  
Chi-Lites  
Kurtis Blow  
Michael Henderson "Prove"

**WPDQ**  
Jacksonville, FL  
Nat Jackson

**ADDED**  
Bohannon  
Manhattans  
Johnnie Taylor  
Herb Alpert  
Aretha Franklin  
Bootsy  
Parliament

**HOTTEST**  
Tom Browne  
Jacksons  
Stevie Wonder  
Zapp  
Kool & The Gang  
Grandmaster Flash  
Queen  
Kano  
Donna Summer  
Prince

**WEDR**  
Miami, FL  
Jerry Rushin

**ADDED**  
Mtume "Star"  
B.T. Express  
Enchantment  
Yarborough & Peoples  
Patrice Rushen  
Earth, Wind & Fire "You"  
Trammps  
Mammatapee

**HOTTEST**  
Minnie Riperton  
Kwick  
Jacksons  
Stylistica  
Cameo  
Shotgun  
Norman Connors  
Stacy Lattisaw  
Tom Browne  
Wilton Felder

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Rod Stewart  
Tavarez  
B.T. Express  
Pointer Sisters  
Patrice Rushen  
O'Jays

**HOTTEST**  
Prince  
Tom Browne  
George Benson  
S.O.S. Band  
Stylistica  
Teddy Pendergrass  
Stevie Wonder  
Jacksons  
Earth, Wind & Fire "You"  
Zapp

**WJJS**  
Lynchburg, VA  
Robert Goins

**ADDED**  
None  
**HOTTEST**  
Stevie Wonder  
Earth, Wind & Fire "Talk"  
Zapp  
Stylistica  
Teena Marie  
Jacksons  
Hubert Laws  
Lenny White  
Grandmaster Flash  
Larry Graham

# OPPORTUNITIES

## Openings

### EAST

Rock 107, Northeast PA Superstars AOR, expecting a future opening for an air personality. Send tape and resume to Chris Norton, WEZX, 149 Penn Ave., Scranton, PA 18503. EOE M/F (11-21)

WVVA/Wheeling, WV in need of midday personality for number one Country music station. Tapes and resumes only to Tom Miller, Capitol Music Hall, Wheeling, WV 26003. A Columbia Pictures radio station. EOE M/F (11-14)

Announcers needed for middle market AOR/Adult Contemporary. Send tape and resume to Ken Williams, WGLU, The Landmark, Main St., Johnstown, PA 16001. No calls. EOE (11-21)

Production: Rare opening for strong production person. Tape and resume to Tom Bersanti, WTIC, One Financial Plaza, Hartford, CT 06103. EOE M/F (11-21)

Suburban Washington, DC Pop/Adult station seeks full-time announcer with strong production. Tape and resume to Johnny Long, WPRW, Box 1460, Manassas, VA 22110. EOE M/F (11-21)

Q106/York-Harrisburg looking for talented air personalities with an act for possible future openings. Send tapes and resumes to Steve Gallagher, Q106, Box M-88, York, PA 17406. EOE M/F (11-21)

If your news copy makes people want to listen and you can deliver it with personality, then KICKS Country, Washington's new Country station, wants to hear your tape. Write to Paul Bottoma, ND, WVXK Radio, 510 King St., Alexandria, VA 22314. EOE (11-21)

Outstanding production pro needed! Also must be able to do an airshift. Send tape and resume to Bill Monihan, WPXN, 55 St. Paul St., Rochester, NY 14604. No calls please. EOE M/F (11-21)

Needed: Production Wiz. Great with razor blade, great with writing, creating, and utilizing. No less than 15 of the best voices in town. Unlimited opportunities. Two stations, two production studios, AM Pop/Adult and FM Abrams. Send tape, resume, copy samples to Dave Mason, WBBF, 850 Midtown Tower, Rochester, NY 14604. No calls. EOE M/F (11-21)

FM106 Superstars AOR in Charleston, WV is interested in hearing from serious and creative individuals for present and future openings. Superstars experience would be helpful. Small to medium AOR personalities. Contact Chuck Geiger, PD, at (304) 722-3308. EOE M/F (11-21)

WWKS/Beaver Falls, 50,000 watt suburban Pittsburgh FM (More Music Pop/Adult), still looking for someone to fill its announcer/public affairs coordinator position. If you have the experience or the desire and ability to get into public affairs, rush tape and resume to Rick Pantale, PD, WWKS, Box 719, Beaver Falls, PA 15010. Disc jockeys and personality types need not apply. No calls please. EOE M/F (11-21)

WBRK & K101-FM have opening for Pop/Adult entertainer/MD in beautiful Berkshires. Tapes and resumes to Dennis Jackson, GM, Box 987, Pittsfield, MA 01201, or call (413) 442-1563. Females encouraged. EOE M/F (11-21)

One-year-old Contemporary Hit Radio station looking for air talent to fill midday, afternoon, and night openings. Very dependable and willing to work hard. Send tapes and resumes to Gary Mitchell, PD, WQIT-FM (QT-101), Grafton, WV 26354. (11-14)

WPST is looking for a full-time on-air personality with good production skills and experience. Send tapes and resumes to Tom Taylor, Box 9750, Trenton, NJ 08607. EOE M/F (11-14)

WIFI/Philadelphia is interested in building talent bank for future openings... personality air talent and personality news people. If you've got something to say, we'd like to hear from you. We are looking for experience, but if you've got talent, your present market size is not important. Your talent on tape and your thoughts on paper to Tom Bigby, WIFI Radio, One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. EOE M/F (11-14)

## Openings

WKBO/Harrisburg needs afternoon drive personality with production ability. Send tape to Tim Burns, 411 S. 40th St., Harrisburg, PA 17111. (11-14)

News and jock openings in beautiful central Vermont at growing Pop/Adult operation under new ownership. Tapes and resumes to Ed Stokes, WCVR, Radio Drive, Randolph, VT 05060. EOE M/F (11-14)

### Radio & Records Sales Opening

Radio & Records is searching for an East Coast marketing representative. We're looking for an experienced radio sales manager or strong sales person. Must have excellent communications and presentation skills. Prefer person based in/near Washington or New York. Resume and salary requirements to Bill Clark, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F (11-14)

### SOUTH

WZZQ/Jackson, MS looking for an experienced young jock for AOR format. Tape and resume to David Parkins, WZZQ, Box 2171, Jackson, MS 39206. EOE M/F (11-21)

WLCS/Baton Rouge needs midday personality. It's still in the 80's down here. Tape and resume to Gene Nelson, WLCS, 1 American Place, Suite 2420, Baton Rouge, LA 70826. EOE M/F (11-21)

WQID/Biloxi seeking full-time staff announcer for future opening. 3 years on-air and production experience required. Tape, resume and example of production to Mickey Coulter, PD, WQID, Box 4808, Biloxi, MS 39533. (11-21)

Looking for experienced news person. Must be strong on delivery, writing, and reporting. Tape, resume and writing samples to Shirley Smith, News Director, Kentucky Network, 2043 Consul Crest Dr., Louisville, KY 40299. EOE (11-21)

WZXR/Memphis needs an experienced evening rocker. Minimum professional AOR experience: 2 years, preferably Superstars. The right attitude plus killer instinct gets the nod. Tapes and resumes to Red Beard, PD, WZXR, 1385 Lamar, Memphis, TN 38104. EOE M/F (11-21)

Newscaster needed at WTMC/Charleston, SC. No beginners, please. Tapes and resumes to Brad Harris, Box 31089, Charleston, SC 29407, or call (803) 556-5680. EOE M/F (11-21)

Black or Hispanic air personalities needed to work a Contemporary Hit format. If you are willing to work hard, follow direction and progress with a growing organization, no matter what your experience, send tapes and resumes today to KFMK, 8420 Richmond, Suite 800, Houston, TX 77057. No calls EOE M/F (11-21)

Need morning announcer/production, 92nd market Southeast, WFTC/Kinston, NC. Need a News Director for small market WRMT/Rocky Mount, NC. Also need announcer/sales person small market WEYE/Sanford, NC. Contact Bob Manning at (919) 775-3021. EOE M/F (11-21)

96WKOS/Nashville is accepting tapes and resumes for future openings. We are within days of having power increased to 100,000 watts with tower that will give us a superior signal in the Nashville market. The music city is one of most exciting markets in the country. Contemporary Hit/Pop Adult/AOR jocks send information to Bear Bradley, VP, Programming, WKOS Radio, Box 17386, Nashville, TN 37217. No calls. EOE M/F (11-21)

WROQ is looking for a part-time announcer. Must have two years commercial radio experience. Send tapes and resumes to Jim Ballard, 400 Radio Road, Charlotte, NC 28216. No calls please. EOE (11-14)

## Openings

Unless you're one of those who has "paid your dues" in a 10 watt educational station and are ready to program WLS, we may have an opening for you. Airchecks and resumes to Scott K. Smith, KRBC, Box 178, Abilene, TX 79604. No calls please. EOE M/F (11-21)

WQRK/Norfolk looking for night time communicator. Excitement, creativity but no screamers or beginners. Commercial production and outside appearances a must. No calls. Send tapes and resumes to Ralph Wimmer, WQRK, 160 Newtown Road, Suite 315, Virginia Beach, VA 23462. EOE M/F (11-21)

Experienced announcers and news persons wanted. Minimum 3 years experience. Tapes and resumes to Gary King, WJBO/WFMF, Box 498, Baton Rouge, LA 70821. No calls please. EOE (11-21)

WDXI, top rated station in Jackson, TN has immediate opening for Director of Programming. WDXI is the best medium market Country station in America. If you would like a great opportunity with excellent compensation in a terrific market, contact Betty Mastick, GM, WDXI Radio, Box WDXI, Jackson, TN 38301. WDXI is part of Community Service Broadcasting. EOE M/F (11-21)

WTNT/Tallahassee, FL, a Robert Ingsted station, is expanding the market's number one news operation. We need a seasoned authoritative anchor/reporter to work with and direct our news team. Salary open. Send statement of news philosophy along with tapes and resumes to Tom Flanigan, WTNT, Box 1047, Tallahassee, FL 32302. EOE M/F (11-21)

50,000 watt WAAY/Huntsville is still looking for that top notch News Director for our award winning news department. A station with a real commitment to news, not just music. Send tapes and resumes to Jerry Dean, WAAY, Box 551, Huntsville, AL 35804. (11-21)

Experienced morning personality and Program Director needed for top-rated modern Country station. Send application with aircheck, references and salary requirements to GM, WCOS-FM, Box 748, Columbia, SC 29202. No calls accepted. EOE M/F (11-14)

Q101, East Mississippi and West Alabama's #1 100,000 kw Contemporary Hit Radio is looking for a strong air personality with strong production. Come join a winner. Rush tapes and resumes to Don Holmes, Box 5314, Meridian, MS 39301, or call (601) 683-2381. (11-14)

Midday opening available immediately in Central Florida. Looking for Pop/Adult pro with good voice/natural delivery and above average production abilities. Minimum 2-3 years experience required. Ability to follow format absolutely necessary. Tapes and resumes to PD, WSIR, Box 633, Winter Haven, FL 33880. No calls please. EOE M/F (11-14)

Experienced News Director needed for top rated modern Country station. Send application with aircheck, references and salary requirements to GM, WCOS-FM, Box 748, Columbia, SC 29202. No calls accepted. EOE M/F (11-14)

KRGV/McAllen-Brownsville, TX, part of a growing Sunbelt chain, is looking for air personalities. Looking for a reliable, clever, community-minded morning man. Also, need a midday communicator. If ambition and dedication are your trademarks, we're looking for your tape. Mail tapes and resumes, production samples and salary requirements to Bob Perry, Box 626, Weslaco, TX 78698. EOE M/F (11-14)

Needed: A mature one-to-one communicator who knows how to have fun in AM drive and wants to work for a winning company and a winning 200,000-watt FM. Excellent money, benefits and environment. RUSH your tapes and resumes to Bill Thomas, Operations Director, WRVQ, Box 1394, Richmond, VA 23211. EOE M/F (11-14)

WGRK/Greensburg, KY has immediate opening for experienced announcer and anyone who likes to do production. Good pay for the right person. Format is Pop/Adult and AOR. Tapes and resumes to Michael R. Wilson, WGRK-AM-FM, Box 246, Greensburg, KY 42743, or call (502) 932-7401. EOE (11-14)

## Openings

Last call for afternoon drive position at Contemporary Hit station. Last ARB 48, Bucks will make it worthwhile to live in sunny west Texas. Contact Chris Showalter, KBST, 603 Johnson, Big Spring, TX 79720, or call (915) 287-8391. EOE M/F (11-14)

Needed: Adult communicators. Tapes and resumes to Bruce Clark, WKYX, 400 Kentucky Avenue, Paducah, KY 42001. EOE M/F (11-14)

WSHE/Ft. Lauderdale-Miami, Superstars AOR, looking for the right person to fill a full-time opening. At least three years AOR experience and strong production a must. Tapes and resumes to Neil Mirsky, WSHE, 3000 SW 60th Avenue, Ft. Lauderdale, FL 33314. No calls please. EOE (11-14)

Y102(WHYY-FM)/Montgomery still looking for midday production ace. Send tapes and resumes as soon as possible to Neil Harrison, Y102, Box 2744, Montgomery, AL 36106. EOE (11-14)

### MIDWEST

Looking for AOR jock. Good production. Send tapes and resumes to Wayne Shayne, PD, Apple-FM, Box 1519, Appleton, WI 54913. EOE M/F (11-21)

WXLP (97X)/Quad Cities seeking qualified candidates for highly rated 7pm-midnight shift. AOR experience necessary. Tom McGuire at (319) 326-2541, or write Box 3788, Davenport, IA 52808. EOE M/F (11-21)

WDIF/Marion, OH needs a news person. If you're a self starter, enjoy investigative reporting, and would like to work for an award winner, I'd like to hear from you. The money's good, but the opportunity to make yourself a news personality is even greater. Tapes and resumes to Jim Roberts, Operations Manager, Box 10,000, Marion, OH 43302. EOE M/F (11-21)

KQ102, brand new small market powerhouse looking to fill immediate morning opening. Good dollars for right person. Get in on the ground floor of young aggressive radio organization. Tape and resume to Tari Caldwell, KQCA, Box 8, Canton, MO 63435. (11-21)

Continuity/Production Director for WSAI-AM-FM (AOR and Country formats). Strong administrative and creative writing skills most important. Razor blade background helpful. Everything from spec spots to traffic coordination. Prefer 2 years minimum radio experience. Send sample and resume to Dale Turner or Corinne Baldassano, PD's WSAI-FM, West 8th & Matson Pl., Cincinnati, OH 45204. No calls. Minorities and females encouraged. (11-21)

AOR announcer who cares about future needed for medium market state-of-the-art station. Decent production skills. We offer top money plus benefit! Tape and resume to GM, KQDS, Box 6187, Duluth, MN 55808. (11-21)

Aggressive PD for adult-oriented, Contemporary format. Personality, production, and drive-time air experience required. Tapes, resumes, and salary requirements to WILS, 800 W. Cavanaugh Rd., Lansing, MI 48910. No calls please. (11-21)

#### PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## CHANGES

### Radio

SAMUEL JOHNSON joins WWWW-FM/Detroit, MI as Account Executive.  
SHEILA O'CONNOR joins WCFL/Chicago, IL as Account Executive, from RKO Radio Chicago.  
DAN DIAMOND LUSK, formerly with WPRZ-AM/Evanston, IL, joins WCFL/Chicago, IL as Account Executive.  
KENDRA WHITTLE has been appointed Account Executive at WCFL/Chicago, IL from WWMM/Arlington Heights.  
LEE CORY, formerly with KYGO/Danver, CO, joins KEYN-FM/Wichita, KS as PD.  
JIMI WEBB joins KRBC/Abilene, TX from KNUS-Z97/Dallas, TX.  
STEVE BRAZILL appointed Weekend Newscaster at KNTF/Ontario, CA.

### Record

JUDE WILDER appointed Associate Director, Customer Merchandising, CBS Records.  
JANE BERK named Manager, Tour Publicity, East Coast, Columbia Records.

### Industry

SUSAN KOSCIS has been appointed Manager, Press and Publicity, CBS Masterworks.  
DOUGLAS G. SAGES named Manufacturing Controller for CBS Records.  
GORDON VAN HORN appointed National Distribution Manager for Capitol Records.  
ELAINE CHIRICHELLA named Administrative Assistant to Senior Vice President, Finance for Arista Records.  
JOEY AVERBACK named Elektra/Asylum West Coast A&R Manager.  
LAURENCE BRAVERMAN appointed National College Radio Representative for Elektra/Asylum Records.

BETTY BOSE joins Krøgen & Company as Administrative Assistant to Gordon Bennett.  
BOB CUTARELLA promoted to Chappell Director, Talent Acquisition, at Chappell.





# THE BACK PAGE

## BREAKERS

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

### DOOBIE BROTHERS One Step Closer (WB)

68% of our reporters on it. Moves: Up 79, Same 21, Down 1, Adds 58 including WKBW, JB105, Z93, KXOK, Q102, WOKY, WBLI, K104, B97, FM100, KZ93, K98, KMJK, KWWL. See Parallels, charts at number 29.

### BARRY MANILOW I Made It Through The Rain (Arista)

60% of our reporters on it. Moves: Up 58, Same 27, Down 0, Adds 53 including WPGC, WCKX, WLS, WDRQ, CKLW, KS95-FM, WZZP, KOPA, 14Q, WFMF, CK101, KSTT, WRBR, KGW. 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.

**JOHN COUGAR "This Time" (Riva) 118/8**  
Moves: Up 68, Same 37, Down 5, Adds 8, WKBW, WFIL, KJR, WRJZ, WEFM, KYNO-FM, WROV, KELO, 94Q 16-10, KSLQ 12-8, WHB 7-4.

**DON WILLIAMS "I Believe In You" (MCA) 114/10**  
Moves: Up 74, Same 18, Down 12, Adds 10, WNBC, WKBW, WBBF, 14Q, G100, WNAP, KNBQ, WGUY, KFYZ, KQDI, KVIL 21-16, WZUU 13-11, K TSA 5-2.

**DR. HOOK "Girls Can Get It" (Casablanca) 111/15**  
Moves: Up 68, Same 27, Down 1, Adds 15, WBEN-FM, WCKX, KS95-FM, WTRY, Q106, 14Q, KINT, WRBR, WHOT, KTAC, KTKT, WSGA, KSEL, KWWL, KSLY.

ANDY GIBB "Time Is Time" (RSO) 109/45  
Moves: Up 32, Same 32, Down 0, Adds 45 including WCAO, KRLY Z93, Q105, K11S-FM, KC101, WJDX, WSKZ, WOW, KKXX, KMJK, WSGA, KSEL, KYIA.

**KOOL & THE GANG "Celebration" (Delite/Mercury) 99/14**  
Moves: Up 81, Same 4, Down 0, Adds 14, WGCL, KOPA, WTRY, WBLI, K TSA, KWIC, G100, WAXY, WKIX, WNAP, KRUX, KILE, KPUR, KDZA, WXKS 20-7, KRLA 26-19.

**CHEAP TRICK "Stop This Game" (Epic) 95/18**  
Moves: Up 41, Same 36, Down 0, Adds 18, WKBW, JB105, WLS, KSFX, KUPD, WOLF, KBFM, WBBQ, WSEZ, WNAP, KERN, KYNO-FM, KMJK, WCIR, 95SGF, WKXY, KQIZ-FM, KWWL.

**DIANA ROSS "It's My Turn" (Motown) 75/17**  
Moves: Up 49, Same 8, Down 1, Adds 17, WFLI, 94Q, Q105, WOKY, KPLZ, WBBF, WAEB, KINT, WAXY, BJ105, WTMA, KSTT, WNAP, WOHQ, WXLK, KENI, KBOZ.

**WAYLON JENNINGS "Theme From 'Dukes Of Hazzard'" (RCA) 75/4**  
Moves: Up 47, Same 18, Down 6, Adds 4, CKGM, WZUU, KIOA, KRQ, WPGC 23-20, WOKY 11-7, WOLF 23-19, KEEL 24-13, KRAV 14-8.

**PAUL SIMON "One-Trick Pony" (WB) 73/1**  
Moves: Up 47, Same 21, Down 4, Adds 1, KHFI, KJR 19-17, KPLZ 28-26, WTIK 30-26, KLAZ 20-16, WSEZ 13-9, WGBF 20-14, FM103 22-19.

**EDDIE RABBITT "I Love A Rainy Night" (Elektra) 69/16**  
Moves: Up 37, Same 16, Down 0, Adds 16, KBEQ, WZZP, WTRY, WKEE, WERC, 92Q, WRJZ, WKIX, KSTT, WOHQ, KEZR, KERN, WISE, FM99, KCBN, KATI, 94Q 30-26, WHB 21-19, KPLZ 29-27.

**AC/DC "You Shook Me All Night Long" (Atlantic) 67/2**  
Moves: Up 32, Same 19, Down 14, Adds 2, WLS, U93, JB105 15-12, Q105 15-10, Q102 19-17, 13K 30-27, KUPD 4-2.

STEELY DAN "Hey Nineteen" (MCA) 66/65  
Moves: Up 0, Same 1, Down 0, Adds 65 including WBEN-FM, WCAO, F105, WPGC, Z93, 94Q, KSLQ, KBEQ, WGCL, KEARTH, K11S-FM, KJR, KUPD, B97, KZZP, Z102.

**TIERRA "Together" (Boardwalk) 65/16**  
Moves: Up 32, Same 15, Down 2, Adds 16, WKBW, WCAO, PRO-FM, KOPA, WTRY, KC101, WHYN, KWIC, B97, WAPE, WBBQ, WVLC, WGUY, WTSN, KILE, KDZA, WROR 29-24, KFI 11-4, K11S-FM 5-2.

**STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 54/0**  
Moves: Up 21, Same 14, Down 19, Adds 0, WXLO 1-1, WXKS 8-5, KRLY 2-1, KEARTH 14-10, K11S-FM 7-5, KFMR 26-20, WKIX 11-7, KHYS 16-10.

**BABYS "Turn And Walk Away" (Chrysalis) 53/13**  
Moves: Up 21, Same 19, Down 0, Adds 13, WFLI, WGCL, KSFX, WPST, WAQY, KQ94, G100, WAPE, KSTT, WOW, KIOY, KNBQ, WGUY, JB105 32-30, KWK 4-3, KUPD 25-21.

**BOB SEGER "The Horizontal Bop" (Capitol) 51/15**  
Moves: Up 16, Same 20, Down 0, Adds 15, WGCL, WOLF, WTRY, WAEB, WKEE, KINT, WTIK, Y103, WRJZ, KJ100, KIOY, KNBQ, KRUX, WGUY, 95XIL.

## Radio & Records

# NATIONAL AIRPLAY/30

November 21, 1980

THREE WEEKS AOO	TWO WEEKS AOO	LAST WEEK		
2	1	1	1	KENNY ROGERS/Lady (Liberty)
7	4	2	2	LEO SAYER/More Than I Can Say (WB)
11	8	6	3	CHRISTOPHER CROSS/Never Be The Same (WB)
6	5	5	4	DARYL HALL & JOHN OATES/You've Lost That Lovin'... (RCA)
5	3	4	5	CLIFF RICHARD/Dreaming (EMI America)
23	14	8	6	NEIL DIAMOND/Love On The Rocks (Capitol)
22	15	11	7	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
25	19	12	8	JOHN LENNON/(Just Like) Starting Over (Geffen)
15	11	9	9	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
1	2	3	10	BARBRA STREISAND/Woman In Love (Columbia)
27	23	14	11	BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
30	26	19	12	AIR SUPPLY/Every Woman In The World (Arista)
4	6	7	13	DONNA SUMMER/The Wanderer (Geffen)
13	10	10	14	DIANA ROSS/I'm Coming Out (Motown)
12	12	13	15	JACKSONS/Lovely One (Epic)
28	24	20	16	ROGER DALTRY/Without Your Love (Polydor)
21	18	17	17	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
9	9	16	18	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
29	28	26	19	KORGIS/Everybody's Got To Learn Sometime (Asylum)
3	7	15	20	DOOBIE BROTHERS/Real Love (WB)
26	25	24	21	RANDY MEISNER/Deep Inside My Heart (Epic)
8	13	18	22	QUEEN/Another One Bites The Dust (Elektra)
		30	23	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
		29	24	POLICE/De Do Do Do, De Da Da Da (A&M)
		27	25	HEART/Tell It Like It Is (Epic)
		→	26	BLONDIE/The Tide Is High (Chrysalis)
	30	28	27	HARRY CHAPIN/Sequel (Boardwalk)
		→	28	ROD STEWART/Passion (WB)
		→	29	DOOBIE BROTHERS/One Step Closer (WB)
		→	30	BARRY MANILOW/I Made It Through The Rain (Arista)

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

### MOST ADDED

- STEELY DAN "Hey Nineteen" (MCA)
- BLONDIE "The Tide Is High" (Chrysalis)
- DOOBIE BROTHERS "One Step Closer" (WB)
- BARRY MANILOW "I Made It Through..." (Arista)
- ANDY GIBB "Time Is Time" (RSO)

Complete Regionalized Listings on Pages 30 and 31.

### HOTTEST

- KENNY ROGERS "Lady" (Liberty)
- LEO SAYER "More Than I Can Say" (WB)
- BRUCE SPRINGSTEEN "Hungry Heart" (Columbia)
- NEIL DIAMOND "Love On The Rocks" (Capitol)
- B. STREISAND/B. GIBB "Guilty" (Columbia)

Parallel Listings Begin on Page 32.

## Others Getting Significant Action

- KINGS "Beat Goes On/Switchin' To Glide" (Elektra) 47/14**  
Moves: Up 15, Same 15, Down 3, Adds 14 including KDWB, WPST, KINT, WOKI, WVLK, KEZR, WGUY, WFLB, WRKR, WXEZ 28-20, KJ100 14-10. Note: Some stations programming only "Switchin'..."
- VAPORS "Turning Japanese" (UA) 47/0**  
Moves: Up 26, Same 19, Down 2, Adds 0, PRO-FM 22-17, JB105 7-3, CHUM 5-3, Y100 4-1, WDRQ 15-12, KEARTH 6-3, KRLA 11-8, KFI 28-22, Q106 15-10, KKXX 15-12.
- NIELSEN/PEARSON "If You Should Sail" (Capitol) 46/0**  
Moves: Up 20, Same 20, Down 6, Adds 0, WDRQ 29-27, WZZP 12-10, KPLZ 31-29, WKEE 32-28, KQ94 20-17, WVIC 40-37, KEYN-FM 21-19.
- EARTH, WIND & FIRE "You" (ARC/Columbia) 43/18**  
Moves: Up 13, Same 12, Down 0, Adds 18 including WCAO, JB105, Y100, WDRQ, KPLZ, KHFI, KLAZ, WBBQ, WAYS, KEZR, WHEB, WANS-FM.
- MAC DAVID "Texas In My Rearview Mirror" (Casablanca) 42/7**  
Moves: Up 18, Same 16, Down 1, Adds 7, K11S-FM, KPLZ, WHYN, KEEL, KKXX, 13FEA, 95SGF, WROR 26-22, KEARTH 24-22.
- CLIMAX BLUES BAND "Gotta Have More Love" (WB) 38/6**  
Moves: Up 20, Same 12, Down 0, Adds 6, KSFX, WSKZ, KYSN, WHYY, KILE, WSPT, WBEN-FM 39-37, 94Q 26-23, WBBQ 30-24, KATI 34-30.
- ABBA "The Winner Takes It All" (Atlantic) 34/18**  
Moves: Up 6, Same 10, Down 0, Adds 18 including WCAO, WOLF, WICC, KWIC, WNOE, WOKI, KSTT, 13FEA, WHYY, FM99, KKLS, KWWL, KBOZ.
- MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 34/14**  
Moves: Up 6, Same 14, Down 0, Adds 14 including WPGC, KSLQ, KBEQ, KFI, WOLF, WKEE, WNOE, WRVQ, WGBF, KIOY, KCPX, WFBG, 96KX 30-28, WGCL 20-18.
- BOZ SCAGGS "Miss Sun" (Columbia) 33/22**  
Moves: Up 5, Same 6, Down 0, Adds 22 including WXKS, Z93, WKEE, KXX106, KX104, WCSC, WVIC, KRAV, KENO, WJBQ, WCGQ, KOOK, CK101 40-36.
- POINTER SISTERS "Could I Be Dreaming" (Planet) 32/6**  
Moves: Up 15, Same 11, Down 0, Adds 6, KRLY, KEARTH, WOLF, KLAZ, KJ100, KIOY, WXKS 26-23, 94Q 25-20, Y100 17-12, WJDX 21-17, Y103 40-36.
- MARCY LEVY & ROBIN GIBB "Help Me!" (RSO) 32/4**  
Moves: Up 11, Same 17, Down 0, Adds 4, KFI, WSGN, WFOX, KVOL, WKEE 34-32, Y103 36-32, BJ105 31-28, WCSC 16-14, KCPX 32-27.
- EAGLES "Seven Bridges Road" (Asylum) 31/17**  
Moves: Up 6, Same 8, Down 0, Adds 17 including WBEN-FM, Q105, WFLY, K104, WNOE, KX104, WQRK, KYSN, FM103, WHYY, WANS-FM, KOOK, 96KX 28-24, KBEQ 23-21.

Continued on Page 35