

Radio & Records

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INSIDE R&R:



Ferris Exits With No Regrets. The departing FCC Chairman describes his achievements in an extensive

interview 6

FCC Votes For Radio Deregulation. What it means for radio, how it came about, and why Tyrone Brown voted no. 4

Lee Abrams On The State Of AOR. The format's leading consultant discusses music, the evolution of the Superstars stations, and new directions for AOR. 40

KIIS-FM Goes Bilingual. Courting L.A.'s sizable Hispanic audience, evening jock Val Valentine mixes English and Spanish phrases in what may be a signpost to the future. 24

WBEN Takes Over Buffalo, WZXR Captures Memphis. Plus Arbitron results for Milwaukee, Providence, Norfolk, Portland, Columbus, San Antonio, Louisville, Dayton, Birmingham, Hartford, Albany, and Oklahoma City 16, 18

Cox Buys 20% Of Wold For Satellite Access. And Karl Eller may join Columbia Pictures to head a Media Division. Plus other network, syndication, rep, and sales news. 12

Four New Advisory Council Members Speak Their Minds. As they take their seats the new councillors outline their goals and hopes for a more active role with Arbitron 14

Pat Breuer New WSAI GM After 19 Years With Station. Eric Margolis new PD for WSAI-FM as Corrinne Baldassano exits 3

Country FM's Make Strong Progress. KIKK/Houston and WQYK/Tampa cite consistency to explain their winning ways 50

Dick Hungate Named WYSP PD. Rick Harris leaves station to program WLRS/Louisville 3

Radio Welcomes Deregulation

Few Changes Expected In Public Affairs, Commercial Ceilings

Following the FCC's passage of a deregulation program by a 6-1 vote last week, radio broadcasters responded with strong approval. But the near-universal conclusion that could be drawn from an extensive R&R phone survey of radio managers and programmers was their conviction that radio would not abuse its new freedom by increasing commercial loads and eliminating nonentertainment programming such as public affairs shows. The elimination of logging and ascertainment requirements were almost unanimously regarded as entirely constructive anti-bureaucratic steps (see Page 4 for details of the deregulation proposal).

Burt Sherwood, GM at NBC's WMAQ/Chicago, told R&R, "We look at deregulation as a step in the right direction." WBOW/Terre Haute VP/GM Harvey Glor commented, "I think it's refreshing to see the government finally trusting the people that pay their bills to be responsible citizens. Broadcasters are good, honest people. Every broadcaster I've ever met wants to do well and to work for his community. They will continue to do so." WMCA/New York President Ellen Straus stressed the need for a degree of government involvement: "I think deregulation is important, but at the same time I think government has to stay in the picture to make sure stations follow some kind of guideline." And KFMK/Houston GM Dan Mason summed up the feelings of many by saying, "Deregulation is a privilege, and I really believe that each individual station will continue to police itself."

Patton Becomes Bonneville VP/GM

John Patton, former Vice President/General Manager of RAM Research, has assumed a similar position with Bonneville Broadcast Consultants effective January 19. Patton, who left RAM when Don Cole sold the firm last summer, told R&R that he will be in charge of day-to-day operations, freeing Marlin Taylor, President of the firm, to concentrate on the company's Beautiful Music programming and station consultation activities.

When asked why he stepped out of the radio ratings field, Patton

PATTON/See Page 26

Radio stations of all formats overwhelmingly reaffirmed their commitment to public affairs and community-related programming in the wake of deregulation. Viacom President Al Greenfield stated, "To be a full-service radio station you have to fulfill many commitments to an audience. We can't cut back just because the FCC says it's all right." WMAZ/Macon VP/GM Albert Sanders declared, "We were doing a good

bit of public affairs years ago before there was a stringent requirement, and that's part of the success of our operation - serving the community." KHJ/Los Angeles PD Charlie Cook said, "We plan to do over and above what has been required in news and public affairs. It will not change at all."

Station reactions may vary by format, however. Dennis Israel, President of Talk-formatted WGLI/Long Island, thinks so: DEREGULATION/See Page 26

HALL NAMED VP/ENTERTAINMENT DIVISION

R&R Expansion Continues

Reflecting the organization's growth in the entertainment field and a strengthening of its newspaper base, R&R has expanded further with several new appointments and broadenings of responsibilities. Washington Bureau Chief Jonathan Hall has been named

VP/Entertainment for the company, supervising and coordinating R&R film, multimedia, and television projects; he will also continue to direct the Washington Bureau.

Joel Denver, R&R's Washington Editor since October, has been named Contemporary Hit Radio Editor and will relocate at R&R's Los Angeles headquarters. Denver programmed a number of CHR stations before joining R&R, including KSLQ/St. Louis, 96X/Miami, and WBSB/Baltimore. John Leader, who had been doubling as CHR Editor and Executive Editor, will now devote full time to supervising the administration of the newspaper along with fellow Executive Editor Ken Barnes. Bob Wilson remains as R&R's Editor/Publisher, but a greater proportion of his time will be devoted to the demands of the company's new projects.

Brad Woodward is R&R's new Washington Editor, coming from R&R/See Page 18



King Rally

Mobilizes Radio, Records

Last week's rally supporting a national holiday on Dr. Martin Luther King Jr.'s birthday (January 15) drew an estimated 150,000 to Washington, DC. Stevie Wonder, who originally catalyzed support for the rally and dedicated a track on his latest album to the proposal, led a large contingent of entertainment and political notables who spoke, while Black radio was a key force in sponsoring tour groups, acquiring transportation, and securing signatures for supportive petitions. Above, a participant in the crowd holds a portrait of Dr. King and an American flag aloft. More pictures and coverage on Page 58.



Don Colberg

Colberg Heads Polygram Promotion

Don Colberg has been appointed Vice President/Promotion for Polygram Records, following 11 years with CBS Records, most recently as Managing Director of National Promotion for Columbia. He takes charge of national promotion for the label's record product, with Polygram's entire national, regional, and local promotion staffs for pop, rock, and country reporting directly to him.

Polygram Exec. VP/GM Bob Sherwood, who made the announcement, commented, "Don's experience with major record companies as well as independent distribution on a national, local, and regional basis makes him the perfect choice for this position. He has proven over the last 20 years that he is one of the very best at his craft. Don has a great feel for music and people, with a marked proficiency in the skills required to develop airplay. He can work effectively with all other creative and marketing personnel to develop an artist's potential to the maximum."

New Year Country Conversions

WWWW Abandons AOR

After eight years as an AOR, WWWW/Detroit switched to Country when it segued into the "Clear Creek" syndicated country special Sunday morning (1-18). Program Director Frank Holler and Promotions Director Rich Piombino had exited the Shamrock-owned outlet the previous Thursday, but the remainder of the station staff has stayed on.

WWWW General Manager Joe Archer detailed the conditions affecting the changeover, "We figured if we climbed back to sixth or seventh in the market with AOR, where would we be? Right in the middle of a dogfight with four stations, facing a depressed rate situation." WWWW/See Page 18

KSD To Shift From News/Talk

KSD-AM/St. Louis will join the growing list of converts to Country programming, switching from its present News/Talk format on February 1. Walt Turner, OM at WBAP-KSCS/Dallas-Ft. Worth for the past week, will return to St. Louis as Program Director for the Combined Communications outlet.

Wally Clark, KSD General Manager, explained the motivation behind the conversion: "I was anxious to do something to make us exciting in St. Louis, so I wanted to take us Country. We are looking to put together a first-class radio station and looking for an airstaff will be a priority as soon as Walt gets back to town." Clark added that

KSD/See Page 18



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WSAI-FM Appoints New GM, PD & MD

Pat Breuer has been upped to General Manager, Eric Margolis promoted to Program Director, and Mary Kuzan named Music Director at AOR-formatted WSAI-FM/Cincinnati. Breuer has been Business Manager for WSAI-FM and its AM since 1961 and in her new post will serve as GM for the AM side as well. Exiting GM Gil Rozzo has taken a new, unspecified position. Margolis, most recently MD for WSAI-FM, joined the station a year ago, having previously served as PD for WYSP/Philadelphia. Kuzan had been working as a nighttime air personality for WSAI-FM prior to her promotion.

"It's great," said Breuer, commenting upon her appointment. "WSAI has been my first love and I'd be lying if I said it wasn't something I've wanted WSAI/See Page 18

ULETT UPPED TO MD

Balis Elevated To KSHE PD Post

Rick Balis has been promoted to Program Director at KSHE/St. Louis, with station air personality John Ulett assuming Balis's former duties as Music Director of the Century AOR. Balis, a 4 1/2-year veteran of the firm, described the move as "a nice vote of confidence on the part of Century," noting that the station had been without a PD since Ted Habec departed to join the chain's KWST/Los Angeles as MD in December 1979.

Century VP/National Director of Operations Shelly Grafman, commenting on the promotion, told R&R: "He's earned it. He did an outstanding job as MD for KSHE, and we're confident that with all he's learned and participated in, that he's now most capable of being PD for the station."

SIMON NEW SR. VP

Polygram Restructures Marketing Staff

Continuing its reorganization, Polygram Records has announced a new structure for its marketing department, which will be headed by former Mercury Sr. VP/Product Development Lou Simon, now titled Sr. VP/Marketing for Polygram.

Polygram Exec. VP/GM Bob Sherwood complimented Simon's knowledge and expertise, calling him a "mainstay of Phonogram/Mercury," and added in a more general vein: "Our objective in the marketing area was to strengthen the organization while at the same time maintaining vital continuity. I feel we have accomplished this through promotions, relocations, and by increasing responsibilities in many cases. All of the key positions have now been filled within Polygram."

Epad, Brown, Levy Named VP's

In further promotions, Len Epad was named VP/Press & Artist Relations, moving to the label's New York headquarters from his Director of Publicity/Polygram West position. Former Mercury A&R Director Miek Brown becomes VP/Marketing, West Coast; while Bill Levy was promoted from Director to VP/Creative Services.

Jim Lewis, most recently Sr. VP and head of POLYGRAM/See Page 18

HARRIS EXITS TO PROGRAM WLRS

Hungate Named PD At WYSP

Dick Hungate has been promoted to Program Director at WYSP/Philadelphia. Hungate comes to the position from the WYSP airstaff, having previously served as PD for WWWW/Detroit. Prior to that, he was Assistant PD at WMMR/Philadelphia as well as having been PD for WKQQ/Lexington.

"I'm thrilled to be back in Philadelphia," Hungate told R&R, "especially as PD of WYSP. My General Manager, Frank Feller, knows this market better than anyone, in that he grew up here and was an announcer on one of the most legendary Top 40 rockers, WIBG. The confidence he's expressed in me is really gratifying. "I have many friends at WMMR," Hungate continued, "and respect for the job Charlie Kendall is doing there. We're not interested in starting a 'radio war,' so we can 'destroy' the competition. To me, that seems childish and naive. Our only goal is to have WYSP sound as good as it possibly can."

Meanwhile, exiting WYSP PD Rick Harris has been named PD at WLRS/Louisville and will begin HUNGATE/See Page 18

KJ100 GM, PD JOIN

WQHI/Louisville Sold For "Rock & Roll"

WQHI/Louisville has been purchased by the Other Corporation for over \$2 million from John Rutledge's Whatever's Fair, Inc. The Other Corp.'s primary owner is Frank Wood, owner of AOR WEBN/Cincinnati, and while he told R&R the former automated CHR (which applied for new call letters WQMF) will announce its format within a week, he did say, "It's going to be a rock & roll station. It's not going to be a WEBN clone. It will reflect the Louisville market."

As reported earlier in R&R, KJ100/Louisville manager John Otting will become Station Manager at the future WQMF; he will also become a part-owner of the station. Former KJ100 PD C.C. Matthews will become the station's new PD. They are currently assembling an air staff.

Williams Named PD At WSGA-Z102

Ray Williams has been appointed Program Director for WSGA-Z102/Savannah. Williams comes to his new position from WISE/Asheville, NC and replaces Brady McGraw, who will announce his future plans shortly.

Jerry Rogers, General Manager of the Savannah stations, commented on the changes to R&R: "Brady's been with us for almost five years and has been an integral part of the success we've had in this market. He will be sorely missed, but he has gotten a tremendous radio opportunity elsewhere that will move him into other phases of broadcasting. I feel that Ray WILLIAMS/See Page 18

R&R

PAGE 3

this week...

1-23-81

THE NEW POP/ADULT MUSIC SYSTEM

The P/A section converts to a more logical all-rotation system to more accurately reflect the format's music emphasis.

Page 55

MARTIN LUTHER KING JR. RALLY COVERAGE

Exclusive pictures from the huge Washington gathering, plus a recounting of the contributions from the radio and record industries.

Page 58

TALK IN A MUSIC FORMAT

The conclusion of a two-part series details how AOR, Black, and Country stations are incorporating talk blocks in their programming.

Page 38

PROMOTING A SINGLE IN "TV GUIDE?"

Jupiter Phonodisc is running a contest in the expensive pages of that very magazine to circumvent the need for (and perhaps to attract) radio airplay.

Page 8

STATION SWITCHES FORMAT — BUT NOT TO COUNTRY

Zeta 4/Miami changes from AOR to new CHR identity I-95.

Page 20

HOW TO FIND PRACTICALLY ANYTHING

The "National Directory Of Addresses And Telephone Numbers" is a handy paperback with listings for places to learn practically anything a radio station (or individual) might want to know.

Page 23

features

Washington Report	4	TV News	22
What's New	8	Brad Messer	23
Ratings & Research	14	Picture Page	39
Street Talk	20	Opportunities	61
Gary Owens	22		

formats

Contemporary Hit Radio	24	Country	50
News/Talk	38	Pop/Adult	55
AOR	40	Black Radio	58

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Radio's New York "Diamond Jubilee"

The International Radio & Television Society and the New York Market Radio Broadcasters Association co-hosted a special IRTS Newsmaker Luncheon in New York celebrating radio's 60th anniversary (or "Diamond Jubilee"). A record 1200-plus attended, including a sizable complement of radio's biggest stars from all eras of the medium's history. Plans are being developed to offer radio groups in other states customized versions of this anniversary celebration concept, designed to raise radio's glamor profile. Pictured (l-r) are NYMRAAD Chairman Nick Trigony and IRTS President Ave Butensky (cohosts of the affair), co-MC's Bert Parks and Virginia Graham, and Program Committee Chairman Jack Thayer, VP/GM of WNEW/New York.

Washington Report

CERTAIN OBLIGATIONS STILL IN FORCE

FCC Approves Radio Deregulation

Brown's Vote A Surprise

"Radio is being treated like an adult," concluded the FCC as it voted 6-1 last week to deregulate radio, adopting essentially the policy described in the R&R Radio Deregulation Preview (R&R 1-9). The big surprise came when outgoing Commissioner Tyrone Brown cast the lone "no" vote due to "trouble with the language concerning the source of programming designed to meet community needs."

Washburn Asks For More Time

An actual vote on the proposal looked doubtful at one point when Commissioner Abbott Washburn asked for "a further notice of inquiry, as some of the final proposals are different from what the public has been commenting on."

Response from other Commissioners was quick. Bob Lee said, "I am open to this idea, but would rather vote on what we have." Commissioner Joe Fogarty countered, "I would feel more comfortable with another short comment period."

But at this point, Commissioner Jim Quello made a move to "vote upon the material as written." Commissioner Anne Jones added a second to the motion, and while Tyrone Brown dissented, giving his first hint of opposition, the vote was called for.

FCC staff attorney Roger Holberg, who spent most of the past year constructing radio deregulation, explained, "The Commission has gone to unprecedented lengths to determine public opinion. We have logged over 20,000 comments,

and the material is very similar to what was proposed."

More Broadcaster Flexibility

Radio deregulation allows broadcasters to:

- Determine community needs without standard ascertainment interviews.
- Eliminate time-consuming program logs.
- Dispense with non-entertainment guidelines of 8% for AM and 6% for FM.
- Do away with the 18-minute per hour commercial restriction and run program-length commercials.

Originally, Tyrone Brown was one of radio deregulation's "biggest supporters," according to surprised observers. Early in the meeting, before specific language of the rulemaking was discussed which led to his "no" vote, Brown described the proposal as "a flexible means for the broadcaster to become even more responsive to the marketplace." Brown made his feelings known on his vote at a Capitol Press Club meeting that evening (see related story).

FCC Chairman Charles Ferris cautioned, "Radio deregulation still imposes obligations on the broadcaster to serve the public and determine community needs. This will serve to encourage dialogue between stations and the markets they serve."

Showing her support for deregulation, Commissioner Anne Jones observed, "It strikes me that we have been treating radio broadcasters like a 'mother.' Even in the largest community, a station cannot go all-music because it will still have an obligation to serve the public."

Broadcast Bureau Chief Dick Shiben explained, "We are recommending that stations determine the significant issues of the community as they have been doing and place that in the Public File. Along with this list we recommend an 'Issues Program List' demonstrating the programming the station has done to address community needs." According to Shiben, the Issues Program List should show:

- Subject of issue addressed.
 - Time broadcast, and duration of program.
 - Participants in program and source, either local or national.
- Shiben added, "Radio will still need to be cognizant of all current FCC rules and regulations dealing with lotteries, obscenity, political announcements, technical rules, EEO, and the Fairness Doctrine.

"We expect challenges to radio deregulation in the courts and petitions for reconsideration filed at the FCC. This will become law in 30 days when it is published in the Federal Register, barring any stays of action from the courts," he concluded.

Call For

Legislative Deregulation

Commissioner Jim Quello in his statement said, "I wholeheartedly support the Commission's action. This represents a foot in the door for further deregulation in areas of license terms, political broadcasting, and the Fairness Doctrine, which can come only through Congressional action."

A concurring statement from Abbott Washburn said guardedly, "I hope the Commission's infatuation with deregulation won't prevent us from looking for imperfections and uncertainties when it comes back to us for reconsideration."

Ferris displayed a great deal of pleasure with the outcome of the vote, commenting, "Today we have translated the rhetoric of 'deregulation' into reality. We have undertaken an exhaustive survey on how the radio marketplace functions in the area of commercialization and news and informational programming. I am most pleased that we have finally acted, and acted in a responsible manner."

"VERY DISAPPOINTED"

Tyrone Brown Explains "No" Vote On Deregulation

Departing FCC Commissioner Tyrone Brown's surprise "no" vote came as a shock to many at the Commission. At an award ceremony at the Capitol Press Club (1-14), he explained, "I have long been a supporter of deregulation, but the language did not specify the need for locally produced programs to address local issues in the community."

Brown had reportedly spent many hours working with the FCC staff hashing out "acceptable language" for deregulation. He remarked, "I am very disappointed with how it came out."

Brown praised other aspects of the deregulation rulemaking. He called program logs "a waste of time" and ascertainment "a ritual which has made broadcasters more aware but no longer serves its purpose."

Call For Minority Commissioners

"I have mixed feelings about leaving the FCC, Brown told those gathered, "but I feel very good about my three years at the agency because a great deal was accomplished and I ask all of you to continue to support the work that this FCC has started but has gone unfinished."

Before being given his award for "service to minorities" while at the FCC, Brown again called on President Reagan to "make sure there is minority representation on the FCC." He emphasized, "Unless there is a minority Com-



Tyrone Brown, commissioner, and unless minorities get involved with the deliberations, the FCC will lose a minority perspective."

Brown leaves the FCC January 31 and will join the Washington area law firm of Steptoe & Johnson. But he remarked, "If I ever have the chance to serve the public again, I will consider doing so."

TRADE ASSOCIATION NEWS

NAB Radio Board Nominees Revealed

NAB announced last week (1-15) nominees for 13 of the 31 seats on its Radio Board of Directors. Elections will be held in February, with final results announced March 5. Those nominated are:

District 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island & Vermont): E.H. Close, WKNE-WNBX/Keene, NH; Jerry Pratte, WEGP-WTMS/Presque Isle, ME.

District 3 (Delaware, District of Columbia, Pennsylvania, West Virginia & Maryland): Ed Giller, WFBG-AM-FM/Altoona, PA; Harry Haas, WFLN-AM-FM/Philadelphia.

District 5 (Alabama, Florida, Georgia, Puerto Rico & Virginia): Clyde Price, WACT-AM-FM/Tuscaloosa, AL; Bill Stakelin, WHOO-AM-FM/Orlando, FL.

District 7 (Kentucky & Ohio): Henry Lackey, WSON-WKQD/Henderson, KY; Bob Pricer, WCLT-AM-FM/Newark, OH.

District 9 (Illinois & Wisconsin): Ed Allen Jr., WGOR-AM-FM/Sturgeon Bay, WI; Bill Hansen, WJOL-WLLI/Joliet, IL.

District 11 (Minnesota, North Dakota & South Dakota): Dean Sorenson, KCCR/Pierre, SD; Jim Wychor, KWOA-AM-FM/Worthington, MN.

District 13 (Texas): Dick Osborn, KYKX/Longview, TX; Dudley Waller, KEBE-KOOL/Jacksonville, TX.

District 15 (California excluding Los Angeles, San Diego and others): Harry Barker, KQMS/Redding; Ramsey Elliott, KFBK-KAER/Sacramento.

District 17 (Alaska, Oregon & Washington): Don Bennett, KREW-AM-FM/Sunnyside, WA; Tom Read, KQIN/Burien, WA.

Class A (population 500,000+): Rick Devlin, WOR/New York; Len Hensel, WSM-AM-FM/Nashville.

Class B (population 100,000 to 499,999): Charlie Sanford, WGAN-AM-FM/Portland, ME; Ted Snider, KARN-KKYK/Little Rock, AR.

Class C (population 15,000 to 99,999): Dick Painter, KYSM-AM-FM/Mankato, MN; Dave Palmer, WATH-WXTQ/Athens, OH.

Class D (population below 14,999): Walter May, WPKE-WDHR/Pikesville, KY; Kay Melia, KLOE/Goodland, KS.

FCC: At A Glance

Court Upholds FCC Decision For KOB

A 40-year controversy has been settled between KOB/Albuquerque and WABC/New York by the U.S. Court of Appeals in Washington. Both stations operate on 770 kHz, and KOB finally won the right to go on the air at night with Class II-A status. WABC has for years been a Class I-A station with exclusive nighttime use of that frequency. In 1976 the FCC gave KOB Class II status but rejected its 1978 request for Class I-A operation.

Common Control Needed For AM/FM Combo Advertising

The FCC has ruled that AM and FM stations serving the same area must be commonly controlled, not commonly owned, to qualify for combination rate advertising. The matter came to light when a complaint was filed against KZAN-FM/Ogden, UT, which was selling time in combination with KRGO/Granger, UT. KZAN is 80% controlled by Group Communications Inc., which is KRGO's licensee. The FCC called the actions of KZAN and KRGO "inconsistent with our policy and the public interest."

Annual Programming Report Date Extended

Owing to delays in the printing and mailing of this year's Annual Programming Report (Form 303-A), the FCC has extended the deadline for filing from February 1 to March 1, 1981.

KSRF To Make Modifications

Upholding an earlier decision (7-17), the FCC has dismissed a petition for reconsideration by KOCM/Newport Beach, CA and will allow KSRF/Santa Monica to move its transmitter location and raise its power and antenna height. KOCM had argued that because the two stations share the same channel, the changes would increase interference to its operation.

THE BEAST BREAKS OUT!



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"I AM A POLITICAL ANIMAL"

Ferris Steps Down With No Regrets

The FCC's most active and controversial Chairman, Charles Ferris, will step down to Commissioner status soon after Ronald Reagan is sworn into office. Ferris was free-wheeling and candid as he spoke to R&R last week (1-15) on his accomplishments and future plans.

R&R: Congratulations to you and the Commission on getting radio deregulation passed before you step down.

CF: Thanks. The important thing to remember is that the listeners will perceive no change in how the radio station operates except in a positive direction. Radio deregulation was done because of a flourishing, competitive radio environment (which imposes natural restraints) rather than the FCC's behavioral regulation, which was a dinosaur and was no longer justified. We had an obligation to remove that type of detailed regulation, which has vividly distorted the relationship between the FCC and the radio broadcaster. I am most pleased about it.

R&R: Were you aware beforehand that Abbott Washburn was going to ask for a further notice of inquiry? Did you know that Tyrone Brown would vote no?

CF: I knew what Abbott was going to do, but Brown was a surprise to me. Brown even surprised himself with his "no" vote (see Page 4). Tyrone voted "no" on the basis of language for locally produced programs of community interest. There is no way you can get a national program to accomplish these needs. It is really a semantical difference that got distorted in the meeting.

R&R: Wasn't Tyrone Brown originally one of radio deregulation's biggest supporters?

CF: Yes, he put a lot of work into it. Because of this one little problem, he couldn't go along with it. In 1978 when we first started thinking about radio deregulation the odds were against us. We have achieved 98% of what could be done for deregulation by the FCC. Legislation will have to tackle the subject of comparative renewals, as that is part of the Communications Act.

R&R: Commissioner Joe Fogarty warned that radio deregulation would not fly without a test. The idea for a test was proposed but never implemented. Do you expect challenges?

CF: I certainly do expect challenges at the FCC and in the courts. The records we have compiled along with years of data will totally justify what we have done. If one doesn't recognize the difference in the environment between 1934 when there were around 500 radio stations, and now when there are over 9000, then one does not have the foresight and imagination to make the changes of this decade. Deregulation will make broadcasters more sensitive to the community for competitive reasons.

R&R: Isn't deregulation a 360-degree change from earlier rulings in which you sent out hearing notices to stations proposing less than 6% non-entertainment programming — as in the case of WQAL/Cleveland?

CF: At that time it was the law. We set policy and live by policy and are not benevolent dictators. We don't have that power. Yesterday (1-14) we changed that law. We have no alternative when it goes against the law, as in the case of WQAL. We also had to rule against WMAL/Washington because Hardin & Weaver, while ad-libbing, went over 60 seconds for sponsors. Again, it was the law. Now, if listeners don't like it, all they have to do is turn the dial. There is no need for us to prescribe such entertainment guidelines.

R&R: If a local group of broadcasters decided to jointly discuss a community's needs, and divided up those areas by format as a means of protection against challenges, would this involve antitrust?

CF: I can't be sure. It would not be a classic antitrust case. I think it might evolve between stations informally rather than a firm agreement. All stations



"Bob Lee told me, 'They pay you \$3000 more a year to work four times harder than the rest of us.'"

will still have to be sensitive to all areas of community needs. Ascertainment is still an obligation to determine these needs, but how you go about it is now up to the station. A broadcaster should bear in mind that challenge could come at any time, and you had better make sure you have done enough in this area.

R&R: Do you still subscribe to the theory that "more is better?"

CF: Yes. More is better, because more means less regulation with more diversity available to the audience. I think it is far better for our role to be making more broadcast opportunities available than to be imposing our behavioral judgments on radio stations.

R&R: What do you consider to be unfinished business for radio?

CF: 9 kHz reduced spacing, more FM allocations, postcard renewal. These are subjects that are in motion and hopefully will happen. Any project that utilizes better use of the spectrum and cuts down on paperwork is unfinished. There is always fine-tuning to be done, but we have accomplished a great deal with the clear channel breakdown and radio deregulation.

R&R: You once made the statement that EEO would be your main concern if it was up to you. Can you explain?

CF: Our EEO efforts are not a duplication of the EEOC. Our program is based on communication policy. We have shielded broadcasters in First Amendment areas as much as we can. EEO is the flip side of this. I get letters from citizens and Congressmen on station



"All stations will still have to be sensitive to all areas of community needs . . . A broadcaster should bear in mind that challenge could come at any time, and you had better make sure you have done enough in this area."

content. We don't get involved. Broadcasters must realize a sensitivity in hiring practices. We have set guidelines and asked them to make prudent decisions based on these rules. I'm sure radio would rather be involved with this type of responsibility than to have the FCC jumping into their First Amendment rights.

R&R: What is radio's role today as you see it?

CF: I think radio is an extraordinarily essential information and entertainment influence. People watch TV, but radio is the first thing we really pay attention to in the car going to and from work. Radio reflects the attitudes of people, and I think it will only get better and better as time goes on.

R&R: Do you think Broadcast Bureau Chief Dick Shiben's plan to fold Complaints & Compliance into the Renewal Branch Division will ever happen?

CF: I think Dick has made an excellent case for it. I don't like to use Complaints & Compliance in search and destroy missions. I prefer our role to be one of policing the station's obligation to respond to market forces and needs. If we get complaints, fine, we'll look into it. I pick my management very carefully, and if Dick thinks one of his areas can be utilized more efficiently, then I listen to what he has to say.

R&R: What other changes can you foresee in the Broadcast Bureau?

CF: Dick Shiben is never satisfied and is always moving into untouched areas. I forecast great improvements with the lessening of paperwork. Dick's improvements so far have been most beneficial.

R&R: Many have accused you of being a "political animal." Care to comment?

CF: I am a "political animal"! There is no real partisan feeling in this job. Politics is the avenue of getting things done by appraising a situation and assess-



"This is the first job I have ever had that I feel I really finished, especially in the areas of policy blocs."

sing policies, then implementing them. I think politics is the most honored of all professions. Our policies here reflect some sense of reality and pragmatism of what the world is about today.

R&R: Your handling of the proposed FCC move to Rosslyn has been criticized. But this too is a political accomplishment, right?

CF: Yes it is. Knowing whom to make the case to and making it well usually ends up with things falling in line. Getting permission for the FCC to move out of DC was political. There have been objections to it. Now, I get feedback from the committee formed to investigate office space in DC that the only place for the FCC to move is Rosslyn.

R&R: Do you think there is too much power in the Chairman's office?

CF: The structure of this Chairmanship is classified as a very weak office compared to other regulatory agencies. There have been studies done on it. Under this agency, every GS-14 or higher promotion and hiring must be approved by the full Commission. No other Chairman has to go through this. The power here is not one granted by the job but by the individual doing the job. In the beginning I put in 80 hours a week. I have pushed hard for policy and have often forced it, but I like an active environment. Bob Lee told me, "They pay you \$3000 more a year to work four times harder than the rest of us."

R&R: Bob Lee has been given the best odds as interim Chairman. Do you think he might be approached?

CF: They could do a hell of a lot worse! He would be great. The problem would be to keep him around past June 30. He is 68 years old, but you wouldn't know it. He acts very youthful, even more so than people I know who are 35. His attitudes are fresh and he would be a pleasure to work with. I don't know what they will do when he retires. After 28 years at the FCC, his perspective is invaluable, and when he leaves there will be a void.

R&R: Do you think Jim Quello has a better chance for reappointment now that Ty Brown has resigned?

CF: I can't judge that one. Jim and I are rumored as not getting along. On some issues we have disagreed but we have worked on many others favorably. He has a different experience background. Jim was a big radio deregulation supporter. Disagreement is part of the job and it sharpens policy. It never carried over into our personal affairs.

R&R: Sen. Barry Goldwater (R-AZ) has criticized you recently. Is that political in nature?

CF: Barry and I get along very well, actually. I laughed when he called me inept. When he called for my removal a half-hour after Reagan is sworn in, I called him and said, "We shouldn't stop the inauguration just to throw me out, should we?" Barry is a marvelous human being. I am enough of a political animal to know how these things work. After all, "tis the season" for political spouting.

R&R: Do you have any regrets about stepping down as Chairman?

CF: You know, I don't. It bothers me that I don't. You are never supposed to finish your job, but I feel we accomplished a lot. This is the first job I have ever had that I feel I really finished, especially in the areas of policy blocs. I told the staff how proud I was of all their efforts. It took time to get organized but everything really flowed well and I feel very gratified.

R&R: Once you step down as Chairman, how long will you stay at the FCC?

CF: I expect to stay on for a couple of months or so to aid in the transition and to maybe help with some other unfinished items that I discussed earlier. I will probably end up in private law practice here in Washington. I have had maybe a dozen or so law firms make overtures but I haven't been able to talk yet. This is such a touchy and peripheral business that there might be conflicts at this stage.

SEE DEBORAH HARRY HOST "SOLID GOLD" JANUARY 31*

Photographer: Merrill Hoffman



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Chrysalis
Records and Tapes

The Album CHE 1290 The Single CHS 2485
Produced by Mike Chapman
Direction: ALIVE



Discs Relatively Unaffected By Proposed Postage Hike

The postage rate increases recently recommended by the **U.S. Postal Rate Commission (PRC)** staff will have little effect on records and tapes, raising the special fourth class rate for recordings a mere .06 percent — the same amount that the **U.S. Postal Service (USPS)** sought when it proposed its own postage rate increases last April.

Interestingly, the PRC recommended that first class postage rates only be increased from 15 to 18 cents, less than the 20 cents proposed by the USPS. The PRC staff recommendation must now be ruled upon by the full Postal Rate Commission, who will then pass it along to the postal governors for a final decision.

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First Prize: \$1000.00
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1000	1000	500	500
500	500	200	200
200	200	100	100
100	100	50	50
50	50	25	25
25	25	10	10
10	10	5	5
5	5	2	2
2	2	1	1

PRESENTED BY
JUPITER PHONODISC
 IN CELEBRATION OF THEIR NEW SINGLE RELEASE
MAGICAL MAN BY MARIANUS



CONTEST RULES

1. Count the number of times the words "Magical Man" appear on the cover of the TV Guide magazine for the week of January 19-25, 1981.

2. Submit your answer to JUPITER PHONODISC, P.O. Box 1000, Danvers, MA 01923.

3. Entries must be received by midnight on January 26, 1981.

4. Correct answers will be drawn to determine winners.

5. All winners must be 18 or older and live in the U.S.

6. Let "Magical Man" be a little magical into your life this week. It's a product of JUPITER PHONODISC, 1981.

Jupiter Phonodisc Promotes Record With Ad In TV Guide

In what has to be one of the most unusual (not to mention costly) promotion campaigns to date, Andover, MA-based label **Jupiter Phonodisc** has placed a full-page ad in **TV Guide** on behalf of "Magical Man," a recently-released 45 from label artist **Marianus**. Running in the January 17 issue of **TV Guide**, the ad will be seen in 22 markets in the Southeastern U.S. and Atlantic Seaboard.

An estimated 10 million people will see the ad, which takes the form of a contest asking entrants to guess the number of times the title appears in the song. 25 cash prizes are offered.

To support the ad, Jupiter Phonodisc has prepared a number of posters to be displayed in retail record stores as reinforcement for the contest, which closes March 31. A similar contest, open to the radio industry, was announced with a full-page ad in the December 12 issue of **Radio & Records**.

Harte-Hanks Consolidates Entertainment, Broadcast Areas


Harte-Hanks Communications Inc. recently announced its Broadcast Operations area will be retitled **Broadcasting & Entertainment**. The move reflects the firm's expanding involvement in the development of entertainment products and services as well as the consolidation of **R&R Entertainment**, the entertainment division of **Radio & Records, Inc.**, with other similar Harte-Hanks activities.

In making the announcement, Harte-Hanks President **Robert Marbut** noted that the new Broadcasting & Entertainment structure will continue to include the Harte-Hanks Radio Group and Television Group as well as the firm's growing entertainment activities.

Now Why Didn't I Think Of That?

Giving new life to the old saw, "Build a better mousetrap and the world will beat a path to your door," new products unveiled at a recent **International New Technology Exhibition** included a musical toothbrush (talk about filling a void in the market), a do-it-yourself blood test kit (marriage license not included), and a hairbrush that tints as it brushes . . .

British Firm Hatches "Churkey"



The "churkey," a cross between a chicken and a turkey, has been cooked up by leading U.K. chicken marketer **Buxted** in an attempt to capitalize on the rising cost of beef in the British Isles. Buxted, which currently holds over 30 percent of the \$70 million-plus British chicken market, is targeting its "churkeys" directly at Britain's traditional Sunday pot roast consumers with a price roughly double that of chicken, but half that of beef.

Buxted is also taking great pains to point out that it has not bred some sort of Frankensteinian fowl, as its "churkey" is in reality a 60-day-old turkey weighing between three to five pounds. The company claims "churkey" tastes like "an old barnyard chicken" due to a special marinade that Buxted cooks up from its older egg layers.

This marinade, together with chicken fat, is injected into the turkey during processing, after which the "churkey" is frozen. Buxted hopes this "magic essence" will aid in overcoming consumer resistance to turkeys, which are viewed as being relatively tasteless and too large (normally between six and eight pounds) for a family meal. The idea has yet to cluck with consumers, and it remains to be seen whether Brits will gobble up the newfound fowls.

TV News Vets Earn Double What Radio News Vets Get

Although rookie radio news broadcasters earn almost as much as their television counterparts, by the time they've both spent a few years in the business, the TV newscaster may make nearly twice the salary of a radio news veteran, according to the latest survey on the subject conducted by **Southern Illinois University** professor **Vernon Stone** for the **Radio-Television News Directors Association (RTNDA)**.

The survey's results, culled from questionnaires returned by 389 commercial radio stations and 495 non-satellite commercial TV stations, showed that the average staff low salary during the summer of 1980 was \$207 in radio news and \$208 in TV. However, the average top TV anchor was making \$548 per week, versus the \$263 commanded by the average top radio anchor.

Figures for news directors were similar, with TV news directors pulling in an average of \$494 weekly compared to \$275 for radio news directors.

Record While You Sleep



While several studies have shown that most videocassette recorder owners purchased their VCR for its ability to record video programs while they were away from home or otherwise preoccupied, a Santa Rosa, CA-based firm, **Codart Inc.**, has developed a device that enables you to record FM and cable TV programs while you sleep. Currently being tested in San Francisco, the Codart tape machines record programs over blank cable TV/FM channels, generally from midnight to 7am.

Codart subscribers buy a \$95 editor (pictured) and hook it up between FM or TV receivers and audio or video tape recorders. Users select programs from a monthly listing and telephone the Codart office for program code numbers. These numbers are then fed into your editor's computer.

The device matches codes in its memory with those preceding each cable-cast segment (programs are broadcast in jumbled, five-minute length sections). When the codes match, the editor switches your tape machine on through its pause control. If the codes don't match, the recorder is automatically turned off. When you awaken, your custom tape is ready to play.

Codart hopes that in the future, manufacturers will build its decoder into the VCR's. For further information, contact Codart at 709 Davis St., Santa Rosa, CA 95401.


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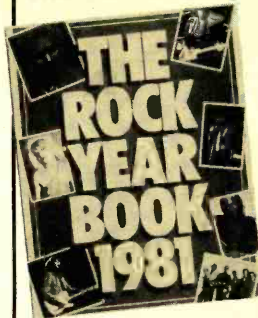
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"The Rock Yearbook 1981" Showcases Last Year's Models



"The Rock Yearbook 1981," a 256-page, 8½" x 11" volume co-edited by U.S. rock critic/author **Michael Gross** and **Virgin Books-U.K. Managing Director Maxim Jakubowski**, provides a comprehensive overview of last year's pop music scene. Lavishly illustrated with over 500 photos (many full-page and many in full color), the book not only contains a daily calendar of 1980's notable music events, but also mini-reviews of most of the albums and singles released in the past year.

A number of the year's top acts (**Blondie**, the **Pretenders**, the

Clash, the **Police**, etc.) are profiled, and the editors devote several pages to 1980's most quotable quotes from the lips of the stars themselves. "The Rock Yearbook 1981" also features sections on 1980's rock films, books, and fashion trends, as well as chart listings (U.S. and U.K.), major recording studios, rock publications, radio stations, concert halls and clubs, and the editors' picks to click in '81.

Most interesting because of its decidedly British viewpoint, the book's strengths are the aforementioned quotes, daily calendar, and photos, which summan up in a glance the everchanging face of pop in 1980. "The Rock Yearbook 1981" retails for \$11.95 and is published by **Delliah/Grove Press**.

Tell-Tale Telephone



Tired of arguing with **Ma Bell** about your phone bill? Simply press a button and this extension phone from **Tele-Control** provides you with a detailed record of your calls — length, date, number dialed, and cost. The manufacturer describes the device as a complete phone accounting system in one box. Available for \$995 from **Tele-Control** at 10120 N.W. Freeway, Suite 216, Houston, TX 77092.



SPRINGTIME IN FLORIDA

NARM Sets '81 Convention Dates

The **National Association of Recording Merchandisers (NARM)** recently announced its 1981 convention will take place April 11-15 at the Diplomat Hotel in Hollywood, Florida. Operating under the theme, "Plan To Be There," the organization's 23rd annual meeting will cover five key areas: advances in audio technology, such as digital and direct-to-disc recordings; home video entertainment; creative tape packaging and merchandising; inventory management and bar coding; and "Give The Gift Of Music," a look at in-store merchandising, advertising, and promotional activities at the "grass-roots level."

Registration is open only to NARM's Regular and Associate Members. For further information contact NARM at 1060 Kings Highway North, Cherry Hill, NJ 08034, (609) 795-5555.

Numark Intros
Equalizer With
True Octave Spacing

The **Numark Electronics Corp.** recently introduced the "EQ 2500," a 10-band stereo graphic equalizer capable of being used in conjunction with any amp-preamp combination or any amp or receiver with a preamp output or a tape monitor loop. Notable features of the "EQ 2500" include each of its 20 linear sliding controls having a range of $\pm 15\text{db}$ (rather than the usual ± 12) for true octave spacing, and each stereo channel having a unity gain control with a $\pm 15\text{ db}$ range for a total range of $\pm 30\text{ db}$ overall.

In addition, the "EQ 2500" sports a five-level, three-color LED for each channel, including an amber signal light set at 0 db. The unit's frequency response at flat setting is 10 Hz to 100,000 Hz with a total harmonic distortion rate of less than .01 percent at 1 volt output. For further information contact **Bob Kotovsky** at Numark Electronics Corp., 503 Raritan Center, Edison, NJ 08817, (201) 225-3222.

Di Matteo Elevated To Pres. For CBS Records-Canada



Bernard DiMatteo

Bernard DiMatteo has been promoted to President at **CBS Records Canada Ltd.** A 15-year veteran of CBS, DiMatteo most recently served as Vice President of Operations for the **CBS/Records Group**, having previously held vice-presidential posts within the **CBS Records International** organization.

In his new position, DiMatteo will oversee all activities for the **CBS Canadian** label, including manufacturing, marketing, A&R, retailing, rack jobbing, and music publishing.

Pro:Motions

Baker Named VP/Corporate Communications At Sony

William Baker has been named Vice President of Corporate Communications for the **Sony Corporation of America**. Prior to his joining Sony, Baker had been involved in producing pilot television programming for automotive industrial users, having previously held public relations positions with the **Ford Motor Company**, **Volvo of America**, and **Flat Motors of North America**.



William Baker

Smith Named Nat'l Music Coordinator For Plough Chain

Sharon Smith has been named National Music Coordinator for the **Plough Broadcasting Company**. Most recently employed as a broadcast consultant for the Memphis-based **Data Communications** firm, Smith previously served as Assistant to the Program Director at **KBBC-FM/Phoenix**.

D'Anna, Lenarsky & Garrett Join Boardwalk's Business Department

Tony D'Anna, **Stan Lenarsky**, and **Pat Garrett** have been named Controller, Director of Administration, and Bookkeeper, respectively, at the **Boardwalk Entertainment Co.** A 10-year veteran of **Motown Records**, where he held posts as Controller, Treasurer, Auditor, and Head of Business Management, D'Anna previously served as Controller for **Stevie Wonder's Black Bull** music publishing firm.

Lenarsky most recently served as Director of Administration at **Casablanca Records**, having formerly been affiliated with **Warner Bros. Records** for five years. Garrett likewise was previously associated with **Casablanca Records**, prior to which she had been associated with **Motown Records**.

Durant Named Dir./Business Affairs For Solar

G. Jarbe Durant has been appointed Director of Business Affairs for **Solar Records** and **Dick Griffey Productions**. Most recently Durant served as an independent business and financial consultant, having previously held posts with the **Chemical Bank**, **Goldman, Sachs & Company**, and the **Prudential Insurance Company**.

In this newly-created position, Durant will serve as controller for the firms as well as be responsible for the organization and development of additional business opportunities for the **Solar** and **DGP** companies.

Candy Apple Records Established

Candy Apple Records, a subsidiary of **World Sound Recording Inc.**, has been formed in Detroit. **Dennis Gannage** will serve as President of the newly-formed firm. For further information contact **Candy Apple Records** at 20472 Purlingbrook, Livonia, MI 48152, (313) 478-3048.

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PRODUCED BY RICHARD DASHUT, KEN CAILLAT, AND FLEETWOOD MAC
ON WARNER BROS. RECORDS





Sales

Broadcasters, Film Firms Least Affected By Inflation

Broadcasters and motion picture companies are the least likely to be affected by inflation, according to a recent survey by international accounting firm **Ernst & Whinney**. The study, which examined the 1979 financial statements of almost 700 firms in 35 industries, found that broadcast and film companies recorded an income drop of merely 17.1 percent after constant dollar conversions. Publishing and printing firms, whose income was diluted only 20.9 percent, were pronounced second healthiest.

Ernst & Whinney partner **Norman Strauss** noted that industries which didn't bear up well under inflationary pressures were generally those composed of older, capital-intensive firms. Generally, inflation-adjusted 1979 annual reports showed corporate income declining 40 percent, return on equity dipping 50 percent, and income taxes up 33 percent over statutory rates.

Strauss explained that the traditional formula for return on equity is doubly affected by inflation, in that historical income is reduced, while net assets are simultaneously increased. Consequently, the average return on equity of 17 percent on an historical basis decreases more than 50 percent when it is adjusted for inflation. Similarly, the 33 percent increase in the income tax rate stems from a 40 percent jump on an historical basis to 53 percent on an inflation-adjusted basis.

Reps

PROradio

The rep announced the restructuring of its upper management, with General Manager **Sam Brownstein** serving as Chairman of the Executive Committee, which includes VP/Eastern Division Manager **Tom Hayes** and Pacific Division Manager **Bob Allen**. Hayes will also serve as Chairman of the rep's Plans Committee, which includes Chicago office manager **Pam Caldwell**, San Francisco office manager **Rick Holmberg**, and Detroit office manager **Nancy McLean**.

Bob Allen's duties will include chairing the Strategy Committee, which will be comprised of St. Louis office manager **Arnold Knippenberg**, **PRO/Riley** Dallas President **Jack Riley**, and New York City office account exec **Harvey Shelber**. **PRO Radio's** Finance Committee and the **PRO Radio Farm Group** will continue to operate as before.

Cox Buys 20% Of Wold

Atlanta-based **Cox Broadcasting** recently signed an agreement to purchase 20 percent of the stock of the Los Angeles-based **Robert Wold Co.**, a communications firm which derives most of its income by leasing blocks of satellite time, providing live feeds via satellite, and creating programming for satellite transmission. Although the purchase price was not disclosed, sources estimate it to be \$2 million, reflecting Wold's current annual gross revenues of \$10 million.

Reportedly the deal also provides Cox with an option to buy more or all of the FCC-licensed resale common carrier in the future. Both firms are expected to benefit from the transaction, with Wold receiving the necessary capital to finance its satellite service to additional markets and Cox being able to transmit programming among its existing radio and TV stations as well as its wholly-owned subsidiary, **Cox Cable Communications**.

Nets



RKO

"For The Record," a 90-second public affairs program, will begin to air via the net's affiliates on Mondays through Fridays at 3:15pm. Produced and broadcast by **RKO Radio Network** Feature Editor **Conni Gordon**, the program will address topics ranging from current new issues such as toxic shock syndrome and the Moral Majority to drug abuse, nuclear power, housing, and the economy.

ENTERPRISE RADIO

St. Louis-based brewer **Anheuser-Busch** has signed on as the initial sponsor for the recently-created all-sports network. The 30- and 60-second spots will rotate on all **Enterprise** programming including Sports Updates, Sports Features, and the 13-hour National Sports Talk Show.

AP Associated Press

Ben Avery has been promoted to Deputy Director of Sales and Membership at **AP Broadcast Services**, while **Bill Cook** has been elevated to General Broadcast Executive for the Western States, succeeding Avery. Cook most recently served as AP's General Broadcast Executive for the Central States.

Brent Kallestad will succeed Cook, coming from his post as AP's broadcast rep in Minnesota, North Dakota, South Dakota, and Wisconsin, with **Glenn Serafin** upped to General Broadcast Executive for the Eastern States. Serafin previously served as AP's broadcast executive in Pennsylvania, Delaware, New Jersey, Maryland, and Washington, DC.



The net provided live coverage of President **Ronald Reagan's** swear-

ing-in ceremony (1-20). The hour-long event aired from 11:30am (EST) to 12:30pm, anchored by **Mutual's Jon Bascom** and **Peter Maer** from a temporary studio site near the nation's capitol. Mutual Director of News Operations **Chuck Eldridge** produced the inaugural coverage.

RADIO abc

"Tax Tips," a series of 30 one-minute programs produced by **ABC News** as an aid to taxpayers, will be available to affiliates of all four **ABC Radio Networks**, beginning January 30. Anchored by ABC News correspondent **Tony Sargeant**, the shows will be fed in packages of six at a time over a 10-week period. Each package of six will be fed four times and will cover subjects ranging from this year's tax changes to what moving expenses you can claim to whether you should income-average.

Syndicators

TM Special Projects

The firm announces that a 24-hour **Beatles** radio special will be available for broadcast in early spring. The chronological study of the group's works will be produced by **Alan Lysaght** and **David Pritchard**, with Pritchard voicing the special.

Progressive Radio Network

"The Valentine's Day Special," consisting of six four-minute shows, is the latest in the firm's "Holiday Package" series. Described as "a warm and lighthearted look at the holiday by using contemporary music, comedy, interviews, and production techniques," the show is immediately available on a market-exclusive basis. For further information contact **Susan**

O'Connell at (212) 585-2717.

Westwood One

The firm announces the addition of four shows: "Tellin' It Like It Was," a 2½-minute spotlight on memorable moments in black history hosted by **Lee Bailey** and airing 10 times weekly; "The Concert Of The Month," a one-hour monthly concert series featuring top black recording artists; "Daybook," a 90-second twice-daily spot hosted by **R&R** columnist and noted newscaster **Brad Messer**, in which he reflects upon the day's events past and present; and "The Rock Years: Portrait Of An Era," a 48-hour special retrospective on the past 15 years of rock 'n' roll. The latter includes a number of exclusive interviews with major artists and is hosted by veteran radio personality **David Perry**.



REUNITED — The **Pams** vocalists, popular jingle singers of the 60's and 70's, were reunited recently in Dallas at a special jingle session where they recreated their original sound for a new series of radio ID's, "Old Gold 77." Seen just prior to delivering the pitch on pitch are (l-r) vocalist **Judy Parma**, **KXA/Seattle** owner **Pat O'Day**, vocalists **Jackie Dickson**, **Kay Hendrickson**, **Jim Clancey**, **Brian Beck** and **Bob Biegler**, syndicator **Toby Arnold**, and producer **Dolly Arnold**. "Old Gold 77" is available via Arnold's firm at (214) 661-8201.

People

New York

Noted communications entrepreneur **Karl Eller** is reportedly close to closing a deal with **Columbia Pictures Industries Inc.** whereby he will be heading up the expansion of the firm's communications division. Columbia currently owns five radio stations but is said to be eyeing additional radio and TV stations, outdoor and transit advertising companies, and several specialized trade publications in a major acquisition move. According to the **Wall Street Journal**, Eller will remain based in Phoenix and will retain his **Eller Media** and **Red River Resources** companies while bringing his **New York Subways Advertising Co.** into the Columbia fold.

Milt Melinger has been promoted to General Sales Manager and **Bob Alden** has been upped to Director of Special Sales Projects at **WOR/ New York**. Melinger most recently served as WOR's Local Sales Manager while Alden previously was Director/Sales Development at the station.

Memphis

Bob English has been elected Vice President of the **Plough Broadcasting Company Inc.** by its Board of Directors. English currently serves as General Manager for **WUBE-AM-FM/Cincinnati**, which was recently acquired by Plough from **Kaye-Smith Enterprises**.

Naperville, IL

Bob King has been promoted to General Manager for AOR-formatted **WONC-FM**.

Big Music America

John Sebastian - WCOZ Program Director

"The Big Music America Promotion takes all the problems of doing a "local" album out of your hands, while giving your station all the benefits. We HAD A TREMENDOUS RESPONSE!!!!"

Don't Just Do A Local "Homegrown" Album When You Can Offer Your Listeners Thousands Of Dollars In Cash And A Recording Contract.

Don't delay, to participate this Spring, call Cindy Black now!! (713) 961-1975

THESE STATIONS ARE HAVING A GREAT STAY AT "HEARTBREAK HOTEL"

WXLO 3-2
WKBW 10
WBEN-FM 9-7
WIFI 30-24
F105 ADD
WROR 25
WXKS 1-1
JB105 27-22
WPGC 7-6
CKGM 19-14
KRLY 11
Y100 13-11
O105 14
WCKX 13
WDRQ 22-18
CKLW 13-10
KEARTH 8-6
KRLA 16

KFI DEB 26
KHS-FM 11
KFRC 21-19
KSFJ ON
KJR 15
KOPA 27-24
WFBR 5-5
WOLF 7-3
KC101 ADD 29
WKEE 19-14
KNUS 18
KFMK DEB 26
KINT 8-6
KHFI 12-10
KBFM 1-1
WTIX 15-12
B97 11
WNOE 2-1

KEEL 14-8
WFMF 12-8
WJDX 12-8
KXX106 8-5
WERC 2-2
WAAJ 27-23
96X 4
WAXY 20-17
Y103 23-20
WAPE 12-10
BJ105 19-16
CK101 19-16
WBBQ 23-17
FM100 20
WHBO 22-19
KX104 18
WSEZ 16-10
WCSC 22

WTMA DEB 23
WVLK 11-6
WVIC 37-24
KSTT ADD
WIKS 19-12
WNAP 22-16
WDJX ADD
WHOT 22-19
KERN ADD 30
KYNO-FM 9-8
KIOY 9-6
KIDD 13-8
FM102 16-11
KGGI 13-9
KJRB 9-8
KNBO 13
KTAC 28-19
KCPX 28-26

KENO 8-5
KHYT 20-17
WGUY 4-3
WLBZ 10-8
WLAM ADD
WFBG 13-10
14WK 28-24
WCIR 12-8
WSGA 17
WISE ADD
WANS-FM 23-16
FM99 9-8
KSEL 15-9
KPUR 16-13
WTRU ADD
KWVL 9
KRLC 24-19

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Management: Welsner-Demann Entertainment and Joe Jackson

Cheap Trick®

"WORLD'S
GREATEST LOVER"

The New Smash Single From
Their Gold Album
"ALL SHOOK UP"



ON *Epic* RECORDS

Ratings & Research

"We are not limp-wristed patsies for Arbitron."

Advisory Council Members Speak Out

What kind of animal is the Arbitron Radio Advisory Council? Many broadcasters wonder if the Council members end up becoming subservient to Arbitron, people who enjoy jetting off to meetings with the Arbitron hierarchy several times a year — or if the Council is really a useful forum for broadcaster-Arbitron dialogue. With the recent election of six new Council members, the makeup and personality of the group will possibly undergo a change. What does this portend for Arbitron and for the industry as a whole? R&R talked with new Chairman Tom Hoyt (of Hefel Broadcasting), and a cross section of the recently elected members — Stephen Trivers of Fairfield Broadcasting and Kala Music, who'll be representing Beautiful Music stations in markets 51-plus; Jerry Blum of WQXI-AM-FM/Atlanta, representing Contemporary stations in the top 50 markets; and W. Cody Anderson of WDAS-AM-FM/Philadelphia, who'll be the spokesman for Black stations.

Hoyt: "Renewed Sense Of Cooperation"

According to AOR representative Tom Hoyt — the recently named Chairman of the Council — the past efforts of the Council have led to "a renewed sense of cooperation between the Council and Arbitron." Hoyt would like to continue that trend in 1981. Speaking of the Arbitron-Council meeting in December 1980, Hoyt told R&R that "the positions Arbitron took (on controversial items such as Qualidata) were consistent with previous Council input." Hoyt feels that one reason that Arbitron is engaging in what he feels is a meaningful dialogue is that Mike Membrado, VP/GM of Arbitron Radio, "has more confidence in the Council and is in a position to better understand the Council."

As for the problems Hoyt would like to tackle this year, foremost is getting more communications from broadcasters around the nation. The Chairman mentioned to R&R that "subscribers complain and complain, but they don't contact their Council representative to get a solution to the item causing the unhappiness." He hopes to be able to overcome industry apathy about the Council. When asked if broadcasters might not use the Council because some feel the members are too close to Arbitron, Hoyt responded, "We are not limp-wristed patsies for Arbitron."

In closing, Hoyt mentioned that he and Vice Chairman Perry Ury (of WTIC/Hartford) plan to encourage the six new Council members to "be open and cooperative with Arbitron," helping to maintain the productive dialogue that Hoyt feels is so necessary for the Council's usefulness to radio broadcasters.

Blum: "I'm Going To Have To Be Convinced"

Jerry Blum, GM of WQXI-AM-FM, admitted to R&R that he was pleasantly surprised to even be nominated, let alone elected to the Council. Since he apparently did not actively seek the slot, Blum has no specific goals for his Council participation except to say that "I'll do whatever it takes to properly serve my format constituents." Blum said, "I'll admit to being prejudiced against Arbitron. I'm going to have to be convinced."

Anderson: "New Ideas For Black Measurement"

One new member who does have some specific goals is W. Cody Anderson of WDAS-AM-FM. Anderson will represent stations with a Black format, and is the first black to serve on the panel. He told R&R that he'd like to offer to Arbitron "new ideas relating to the measurement of the Black community." However, he feels Arbitron's consideration of no longer using Telephone Retrieval to measure ethnic listening is "a negative move." Before Arbitron implements Differential Survey Treatment to replace TR, Anderson thinks that "minority interests need to see the research results that indicate this will be better than Telephone Retrieval." He seems concerned that there be a "more accurate measurement of black listening" implemented by Arbitron, and he plans to encourage black broadcasters to contact him with their thoughts on this issue.

When asked if being the first black on the Council meant anything special to him Anderson responded, "I really didn't consider that an issue. I will react on behalf of the interests of minority broadcasters and will try my darndest to do that."

Trivers: "Continuous Adversarial Dialogue"

Steve Trivers, who heads WQLR/Kalamazoo and runs the Kala Music syndication service, is also a member of the NRBA Board. When asked

Week In Review

Nielsen Decision Delayed

The decision as to whether or not Nielsen will enter the radio ratings field has been postponed. Although, as reported in R&R December 12, it looks doubtful that the firm will do battle with Arbitron, Nielsen VP Bill Stelk tells R&R the final decision will be made during the last week in January. Industry sources are still going along with what Stelk told R&R in December, namely that getting into the radio field was "a million-to-one shot." Even if Nielsen did enter the radio ratings arena, rates would be at least as high as Arbitron's, according to Stelk.

Arbitron Institutes Facility Form Reminder

Possibly as a result of the recent mediation hearing involving the issue of Arbitron's facility form package, the ratings company has instituted a reminder to stations to fill out the forms. Effective with the Spring '81 forms (now on the way to stations) Arbitron will, according to spokesperson Connie Anthes, be following up with a postcard mailing.

The postcard, which will be a separate mailing, will remind station management to fill in and return the package, and will include a telephone number for stations to call if they did not receive the initial mailing of forms. This effort is aimed at improving the return rate of the packages. In the past approximately 40% of stations have not returned the forms, which are the basis for Arbitron's editing decisions during production of the ratings.

why he ran for the Advisory Council, Trivers told R&R that besides being urged to do so by other NRBA officials who are on the Council, he wanted to see that the Council "provides and maintains a continuous adversarial dialogue with Arbitron." Trivers acknowledges the tremendously important role of radio research, and he'd like to see the newly defined Council "maintain the high level of the previous body."

Two Arbitron techniques will receive attention from Trivers. He especially will zero in on Expanded Sample Frame, which he calls "a bull in a china shop" and which he feels has still not been tested or proven to his satisfaction. Quarterly Measurement will be an important issue for Trivers as well. He feels QM is "long overdue and could lead to more stable, less hyped surveys." He stated that he suggested the idea of longer surveys to Arbitron back in 1973 or 1974.

More Dialogue In 1981?

As you can see from the comments above, there is a good chance that with Arbitron's continued cooperation the Advisory Council can serve as a useful facilitator of broadcaster-Arbitron discussions this year. However, it is up to interested broadcasters to take advantage of the forum offered by the Council. Failure to give the Council meaningful problems to work on with Arbitron will likely mean that broadcaster-Arbitron misunderstandings will continue unabated. That would be a real waste.

Q&A

Jay Meyers, Operations Manager for Greater Media's WCTC, recently wrote to ask "How do the Arbitron editors consider abbreviations in the slogan category? For instance, we use the slogan 'Central Jersey's Information Source.' If we list 'Cent. Jersey Inform. Source' (The 25-character maximum) will we get credit?"

In all probability, yes, Jay, WCTC would get credit. Most stations do not abbreviate their slogans when sending in the facility form information. This means that if the slogan consists of more than 25 letters Arbitron will make a decision on how to abbreviate the words to fit the 25-character limit. By providing the abbreviation yourself you may make Arbitron's job easier and you'll be sure that the abbreviation used is one you are comfortable with.

This may be a moot point, though, since few diarykeepers write in the type of slogan WCTC is using.

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**At Last, "A Chance" To Hear
Steve Winwood Again!**



"WHILE YOU SEE A CHANCE"

The Return Of
STEVE WINWOOD



Produced by Steve Winwood

On Island Records

Manufactured and Distributed by Warner Bros. Records

October/November '80 Arbitron Shares

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

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

Milwaukee

WTMJ Slips, Stays Ahead

Pop/Adult leader WTMJ maintained its 12+ lead but slipped 15.0-12.3. Right behind in second place was Beautiful Music WEZW, 12.0-11.8. WISN (PA) remained a strong factor, rising 10.3-11.0. WFMR, a Classical/Jazz-formatted station, jumped 2.9-5.0.

Others with a one share or better included: WAUA (B) 1.3-1.2, WBCS (C) 8.7-8.2, WBKV-FM (PA) 1.1-1.0, WKTI (R) 3.3-2.5, WLPX (A) 7.2-6.0, WKNE (C) (formerly WBCS-AM) debuting at 2.2, WNOV (B) 1.0-1.2, WNUW (PA) 1.3-1.5, WOKY (R) 3.4-3.0, WQFM (A) 3.7-4.3, WRJN (PA) 1.2-1.4, WRKR (R) 2.2-2.3, WYLO (C/RL) 7-1.5, and WZUU-FM (R) 4.0-4.8.

Chicago stations scoring better than a one share were WBBM (N) stable at 1.2, WIND (N) 6-1.0, and WMAQ (C) 1.7-2.1.

Providence

WLKW-FM Gains Two; WPRO-AM-FM Move Up

WLKW-FM (BM) added two shares to its already strong position, up 10.8-12.8. The new number two station was WPRO-FM (R), which moved 7.1-8.3. WPRO-AM (PA) scored an 8.3 as well, moving up from 5.8. WPJB, the former CHR leader, slipped 9.4-7.7.

Additional Providence stations that achieved a one share or higher include WBRU (A) 2.4-1.5, WBSM (PA) 3.7-3.2, WEAN (N) 5.7-5.5, WGNG (O) 2.3-2.8, WHIM (C) 4.4-2.2, WHJJ (PA) (previously WJAR) earning a 2.6 in its first book, WHJY (BM) 5.1-5.6, WLKW (BM) 2.3-4.7, WMYA (PA) 3.8-2.4, and WSAR (PA) 1.9-2.1.

Boston stations with a one share or better were WAAF (A) 1.9-2.0, WBZ (PA) 1.5-2.0, WCOZ (A) 1.6-3.8, WHDH (PA) 6-1.1, WJIB (BM) 1.1-1.0, WROR (R) 1.4-1.0, and WXKS-FM (R) 2.5-1.8.

Buffalo

WBEN Up Two, Recaptures Lead

Pop/Adult station WBEN added two shares, 12-14.3, to retake the lead in the metro. WJYE (BM), the previous market pacesetter, moved well also, 13.3-14.0. The other major winner was WKBW (R) which gained 9.2-10.1.

The remaining stations scoring better than a one share: WACJ (formerly WWOR) (O) earned a 1.8, WADV (PA) 5.0-3.5, WBEN-FM (R) 9.1-7.8, WBLK (B) 5.4-5.9, WDCX (RL) 0-1.0, WFXZ (PA) 1.4-1.6, WGR (PA) 9.0-9.5, WGRQ (A) 6.7-6.0, WJLL (PA) 4-1.1, WPHD (R) 5.0-4.1, WUFO (B) 1.9-1.2, WWOL (C) 2.5-2.8, WYSL (R) 2.2-2.6, and WZIR (PA) 5-1.3.

Norfolk

WOWI Adds Three, Becomes New Pacesetter

WOWI (B) jumped three shares 6.8-9.8 to lead the market. Stations showing slippage included WFOG-FM (BM) 9.2-7.6 and WMYK (A) 9.0-8.1. WGH (R) moved 7.1-5.5 while WQRK (R) increased 3.2-4.5.

Other area stations with a one share or higher were WBCI-FM (PA) 2.5-2.0, WCMS (C) 2.5-3.1, WCMS-FM (C) 8.2-8.0, WCPK (BM) 9-1.8, WGH-FM (CL) 2.6-3.1, WKEZ (BM) 4.3-3.9, WNIS (N/T) 2.7-2.9, WNOR (R) 2.6-1.3, WNOR-FM (A) 6.9-6.8, WPCE (RL) 3.6-3.2, WRAP (B) 5.3-5.0, WTAR (PA) 6.1-6.6, WWDE-FM (PA) 5.7-5.5, WXRI (RL) 1.0-1.3, WYVA (C) 1.2-1.6, and WZAM (A) 2.1-1.4.

Portland, OR

KGON Rises To Double Digits, Becomes New Leader

KGON (A) had the biggest upswing this book, rising 7.9-10.2 to emerge as the market kingpin. Former pacesetter KGW (R) dropped 11.1-9.1. Trailblazers basketball helped KEX (PA) gain 7.3-9.3, while KYXI (N/T) moved 3.7-4.9.

The remaining stations with a one share or more were KARO (PA) 0.7-1.3, KINK (A) 4.4-4.5, KKEY (T) 3.8-3.1, KKSN (A) 1.0-1.6, KLLB (R) 2.4-3.0, KMJK (R) 6.1-4.5, KCON, formerly KPAM-FM, (R) debuted 2.5, KPQD-FM (RL) stable at 1.1, KQFM (A) 2.3-1.8, KUPL (BB) 3.0-3.1, KUPL-FM (BM) 7.1-6.7, KWJJ (C) 5.6-5.1, KJIB (C) 2.1-2.8, KXL (BM/N) 4.5-5.5, KXL-FM (BM) 8.1-6.7, KYTE (C) 5.5-4.9.

Columbus, OH

WLWQ Adds To Lead, WTVN Rebounds

AOR WLWQ became top station for the second straight report, up 12.5-14.0. WTVN (PA) gained substantially, 10.0-12.3, while WNCI (R), the other double-digit station, slipped 11.6-11.1.

Remaining Columbus stations with a one share or more include WBBY (J) 1.1-1.8, WBNS (PA) 6.4-5.5, WBNS-FM (BM) 10.7-9.1, WCOL (PA) 6.8-5.2, WHOK (PA) 4-1.5, WHOK-FM (C) 2.9-3.7, WMNI (C) 7.0-6.1, WRFD (PA) 1.6-1.0, WRMZ (BM) 2.6-2.9, WVKO (B) 3.2-3.7, WVKO-FM (B) 2.9-2.2, and WXGT (R) 8.2-9.1.

San Antonio

KTSA Hits Double Digits; KONO Doubles

KTSA (R) held on to its lead in the market, up 9.1-10.7. Jointly-owned KTFM (R) did well also, 6.8-8.9. Biggest advance was made by KONO (R), jumping 3.4-8.0.

Remaining stations with a one share or more were: KAPE (B) 2.7-1.6, KBUC (C) stable at 2.7, KBUC-FM (C) 5.9-6.0, KCCW (C) 3.3-4.6, KCOR (S) 8.3-7.6, KEDA (S) 6.2-2.5, KITY (PA) 6.7-4.4, KKYX (C) 7.0-5.9, KMAC (PA) 1.7-1.2, KISS (A) 4.2-5.0, KMFM (CL) 1.1-1.0, KQXT (BM) 8.2-7.8, KUKA (S) 1.7-2.7, KVAR (S) 2.7-3.2, KZZY (R) 2.7-2.6, WOAI (N/T) 5.9-5.0, and WOAI-FM (BM) 3.9-3.3.

Memphis

WZZR Up Three To Take Top Spot

AOR WZZR became the new leader in Memphis, up 10.2-13.4. Three other stations were in double digits: WEZI (BM) jumped 10.5-12.1, WRK (B) slipped 12.6-11.1, and WMC (C) advanced 9.7-10.9.

Other stations with a one share or more included: KWAM (RL) 2.7-1.6, KWAM-FM (C) 2.3-1.0, WDIA (B) 8.7-5.9, WHBQ (R) 3.8-4.8, WLOK (B) 6.7-4.7, WLVS (R) 3.5-5.0, WMC-FM (R) 9.4-7.4, WMPS (C) 3.5-4.2, WQUD (PA) 5.6-5.4, WREC (PA) 4.5-4.2, and WVEE (N/T) 2.6-2.3.

Louisville

WAMZ, WKJJ Add Three, Rank 1-2

Country WAMZ became the market leader with an 8.8-11.7 move. WKJJ (R) rebounded 7.8-10.5, while WVEZ (BM) slipped 10.7-9.9. WLRS (A) added three shares to move 5.7-8.5, while WLOU (B) dropped 9.4-5.7.

Additional stations with a one share or better were WAKY (R) 9.8-9.5, WAVE (PA) 7.7-6.8, WFIA (RL) 1.4-1.1, WHAS (PA) 8.9-7.8, WINN (C) 5.9-5.0, WCH (C) (formerly WKJJ-AM), debuting with a 4.7, WQHI (R) 3.7-3.9, WRKA (PA) 3.1-3.6, WTMT (C) 2.8-2.9, WXLN (RL) stable at 1.1, and WZZX (A) 3.5-1.9.

Dayton

WHIO-AM, FM Slip; WTUE Scores Double Digits

WHIO-FM (BM), perennially number one, remained in that slot, but with a drop from 17.0-15.1. WHIO-AM (PA) eroded a bit as well 12.6-11.4. AOR WTUE rose into double digits with a 9.9-11.4 score. WING (R) also had a successful book, gaining three shares, 6.7-9.6.

The remaining stations with a one share or better were: WAVI (N) 5.8-6.0, WDAO (B) 7.5-8.8, WDJX (R) 6.2-7.2, WFCJ (RL) 1.5-1.1, WONE (C) 9.2-9.8, WPTW (PA) 1.3-1.5, and WVUD (A) 7.0-3.3.

Cincinnati area stations that snared a one share or more included: WLW (PA) 2.2-1.3, WSKS (R) (formerly WLWS) debuting at 1.5, and WWEZ (BM) 3-1.1.

Birmingham

WENN-FM, WKXX Tie For First

WENN-FM (B) slipped 12.4-11.1 and fell into a tie with WKXX (R), which went 11.0-11.1. No other stations hit double digits, but WSGN (R) remained stable at 8.3. WQEZ (BM) rebounded 3.5-6.1, while WRKK (A) gained 4.4-6.6, and WZZK (C) 5.7-7.7.

Remaining stations with a one share or higher include WAPI (PA) 2.4-3.4, WAPI-FM (BM) 6.3-6.1, WATV (B) 5.0-5.7, WBUL (B) 7-1.5, WCRF (PA) 1.8-1.2, WDJC (RL) 5.0-4.5, WENN (B) 4.8-2.4, WERC (R) 4.8-5.1, WJLD (B) 4.5-2.4, WVOK (C) 5.3-5.6, and WYDE (C) 3.9-2.9.

ARBITRON/See Page 18

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WWWW

Continued from Page 1

ation and with an audience which, due to its demographic structure, is essentially without a great deal of disposable income. It would be undesirable for advertisers.

"Plus, there's a big hole in Detroit radio for Country," Archer continued. "CKLW-FM is Country, but is required to carry no less than 30 percent Canadian content. Its news is all Canadian. Therefore, we're the only Country station on the FM dial in Detroit and that made the change very attractive."

Shamrock President Bruce Johnson commented on the absence of a PD, "We are sort of putting the cart before the horse (the station's current library, determined by Shamrock National PD Ross Regan, had been carted up Saturday night prior to the switch), because we don't even have a PD yet. We'll have that news within the next couple of weeks and until then Ross will take care of the programming."

Describing the new Country format as "tight and hit-oriented," Johnson stressed the importance of the music in WWW's new incarnation: "For the first 30 to 60

days we'll concentrate on the music, then, we'll develop the personalities and the personality of the station. Right now we have a 50-50 mix of old and new product. A blitz television campaign will spread the word at the start and when the new PD arrives, we'll go over our other marketing plans. We're FM stereo and that should give us an edge."

KSD

Continued from Page 1
KSD's powerful signal (5000 watts at 550 kHz), along with a modern approach to programming, will be the key to its success.

As for the prospect of entering into direct competition with his former employer, WIL-AM-FM, Clark quipped, "I just hope we didn't program and market WIL too well."

Commenting upon his abrupt switch, Turner told R&R: "Right now I am helping (WBAP-KSCS General Manager) Warren Potash find someone to replace me. Then I will return to St. Louis (Turner was formerly PD at WIL). I hadn't even moved my family yet. When I get to town I will put all the ideas down on paper for the program and get together a good staff. I think we'll have a dynamic modern Country station."



Polly Anthony

Anthony Named Epic P/A Promotion Manager

Polly Anthony has been appointed to the newly-created position of Manager/National Pop/Adult Promotion for Epic/Portrait/Associated Labels. She was most recently Assistant to the Director of Promotion for Portrait, following promotion experience at Management III.

In her new position, Anthony will concentrate on Pop/Adult radio, working with trade publications and tip sheets as well. She will report to E/P/A VP/National Promotion Al Gurewitz.

R&R

Continued from Page 1

a position as Special Assistant in the White House, where he was radio/TV specialist in the Carter Administration Press Office. He is a former News Director at WEMJ and WLNH/Laconia, NH.

Sales Strengthened

R&R has also bolstered the strength of its Sales Department, as Barry O'Brien has been named National Sales Director and Rick Harold takes the Display Advertising post. O'Brien, an account executive at Q107/Washington and F105/Boston for ten years, will be based in Washington and will concentrate on non-record accounts on the Eastern Seaboard. Harold, whose experience includes promotion positions at UA, Rocket, and Capricorn Records, will be based in L.A. and will work closely with VP/Sales & Marketing Dick Krizman.

Wilson, commenting on the expansion moves, said, "As we continue to grow, I'm happy to place greater trust in our key people and to be able to attract new staff members of the high-caliber cre-

dentials and skills shared by Brad, Barry, and Rick. Jonathan Hall has a strong background in film, and in heading up two divisions will now be able to exercise new facets of his abilities. Ken and John's commitment to the radio and record industries is as strong as mine; they're the first people I can say that about and I'm pleased to give them full day-to-day responsibility for the newspaper. Joel's strong CHR programming background makes him ideal for his new position."

Wilson continued, "All our expansion, covering as it does a wide variety of entertainment media, is carefully planned for maximum radio involvement. Our multimedia presentation, the 'Great Rock & Roll Time Machine,' brought \$150,000 in advertising to six L.A. radio stations when it ran in the area last summer, and we envision similar participation in future projects. At the same time, as we expand we intend to continue to strengthen the company's base, Radio & Records the newspaper, to make it an even more valuable tool for our readers."



Jam Packed With AOR And Country

Artists, radio, and record personnel of all formats and fields gathered for the seventh annual Charlie Daniels-sponsored Volunteer Jam in Nashville last week. Pictured during the festivities, which included several hours of musical performances, are (l-r) WKLS/Atlanta PD Alan Sneed (WKLS was flagship for the Volunteer Jam Radio Network), WLIR/Long Island PD Dennis McNamara, Billy Joel, Molly Hatchet's Dan Hubek, Ted Nugent, an unidentified fan, WZXR/Memphis PD Redbeard, EIP/A's Bob Feineigle, and Mickey Gilley.



Radio Records Inks Atlantic Distribution Deal

As foreshadowed (R&R 1-9), Florida-based Radio Records has signed a marketing and distribution agreement with Atlantic Records. Pictured at the pacting are, from left: Atlantic Exec. VP/GM Dave Glew, Radio Records Chairman Ed McGlynn, Atlantic Vice Chairman Sheldon Vogel, Atlantic Chairman Ahmet Ertegun, Radio Records President Dick Kline, and Atlantic President Doug Morris.

Hungate

Continued from Page 3

his new duties on January 26. WLR's owner Louisa Henson, commenting upon Harris's appointment, told R&R, "We've been searching for a very capable programmer and have been talking to a number of people. Rick was always our first choice and it's splendid we were able to get him. There's a very low turnover here. We make a commitment to our staff and we were looking for someone who was willing to make that sort of commitment to us."

Harris described WLR's as "very quality-oriented broadcasters," adding that his tenure at WYSP was "great. The people have been very nice to me."

Additional changes at WLR include veteran station air personality John Simon being appointed MD and Terry Meiners hired as Promotion Director from his previous post as Assistant PD for WKQQ/Lexington.

Williams

Continued from Page 3

Williams certainly will continue in the fine tradition of our two stations."

In a related development, WSGA morning man/Music Director Jack Acuff has resigned due to family reasons and will accept the Program Director position at WROM-WKXC/Rome, GA. Rogers told R&R that Acuff's replacement will be announced shortly.

WSAI-FM

Continued from Page 3

many times. I'm glad for the opportunity."

Margolis told R&R, "I feel real good about it. Corinne (Baldassano, exiting the PD post for an undisclosed position elsewhere) felt it was time to move on. A lot of the moves and changes we'll make at the station will be obvious ones, nothing drastic. The format will stay the same."

Polygram

Continued from Page 3

Polygram's Central Marketing Services, becomes VP/Marketing, Special Projects; while former Polygram Distribution VP/Planning Jules Abramson is now VP/Marketing & Product Development for Polygram Records.

Bianco Heads Polygram Finances

Another corporate change has Neil Bianco appointed Exec. VP of the parent Polygram Corp. Bianco, a partner in a prominent New York public accounting firm, will serve as Chief Financial and Administrative Officer for the company. And at Polygram Records, Sherrie Levy has been promoted from Mercury's Press Director position to Exec. Assistant to Sherwood.

October/November '80 Arbitron Shares

Continued from Page 16

Hartford

WTIC Retains Huge Lead

WTIC (PA) remains light years ahead of the other Hartford stations, with a 12+ share that went 24.2-23.0. The only other double-digit station in the past, WRCH (BM), dropped 11.5-9.2. WRCC (R) rebounded 3.3-5.3. WKSS (BM) gained 5.1-6.3 and WPOP (N) improved 4.4-5.6.

Others with better than a one share included: WCCC-FM (A) 4.1-3.6, WDRC-FM (R) 3.8-3.4, WHCN (A) 4.3-5.1, WKND (B) 2.4-2.2, WMLB (M) 1.5-1.4, WRCQ (PA) 3.8-2.7, and WTIC-FM (R) 7.9-6.2.

Stations outside the metro scored: WIOF (PA) 3.7-4.3, WKCI (R) 1.2-2.0, WPLR (A) 2.5-1.1, WWYZ (A) 3.1-3.4, and WAQY (R) 2.3-1.9.

Albany

WGY, WFLY Down Three; WROW-FM Up Three

Pop/Adult fixture WGY slipped 19.6-16.7 this sweep, while CHR leader WFLY dropped 10.7-7.1. At the same time, Beautiful Music WROW-FM surged 7.1-10.0. WROW-AM (BM) maintained a healthy share, 9.7-10.2.

Additional stations with a one share or better included: WCSS (PA) 1.5-2.3, WGFM (R) 4.1-3.8, WGNU (C) 4.7-4.3, WHRL (BM) 1.9-2.6, WPTR (R) 4.9-3.1, WPYX (A) (formerly WSHS) debuting with a 6.2 with the same format, WQBK (T) 5.9-6.2, WQBK-FM (A) 4.7-2.4, WTRY (R) 6.8-8.4, and WWOM (PA) 3.1-3.9.

Oklahoma City

KTOK Adds Two, Becomes New Leader

Pop/Adult KTOK, formerly market leader, rebounded 11.7-13.7 to recapture the top rung. Beautiful Music KKNG remained a strong number two, 13.6-13.0. Country KEBC hit paydirt, 10.9-12.2, KOFM (R) did well, moving 7.8-9.9.

Also scoring a one share or better were KAEZ (B) 3.6-3.0, KATT (A) 1.9-1.2, KATF-FM (A) 5.6-5.3, KJIL (R), 8-1.1, KKLIR (C) 2.9-2.6, KLTE (PA) 6.1-6.0, KOMA (C) 4.2-6.1, KXXY (A) 9.0-6.2, KZUE (R) 5.5-3.2, and WKY (R) 5.6-6.2.

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THE NEXT CHAPTER IN THE CONTINUING
SUCCESS STORY OF LEO SAYER'S AND
CLIFF RICHARD'S MASTER PRODUCER
ALAN TARNEY:

"JANUARY FEBRUARY"

BY **BARBARA DICKSON**



OUT-OF-THE-BOX
KFI



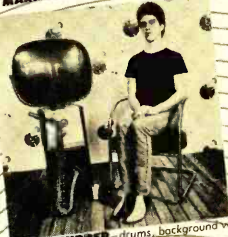
COLUMBIA

THE RECORD COMPANY
YOU CAN COUNT ON

THE RINGS

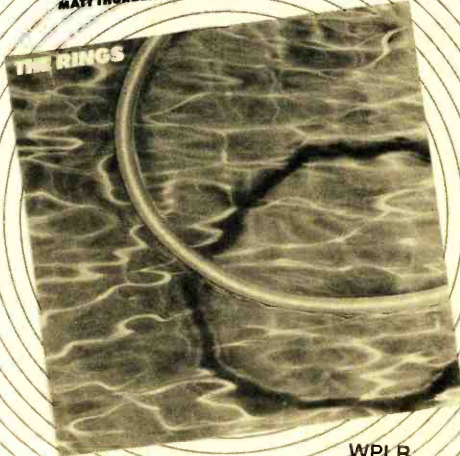


MARK SUTTON - lead guitar, keyboards, vocals



MATT NURBER - drums, background vocals

KLOS
WBCN
KWST
WCOZ
WCCC
KSJO
KZEW
KSHE
WXRT
KATT
WNEW
WLIR
KOKB
KWFM
WAAF
WGAS
WBLM
WYNZ
WGIR
WECM
WBRU
WERI



MIKE BAKER - guitars, keyboards, vocals



BOB GIFFORD - bass, vocals

WPLR
WQBK
WOUR
WAAL
WRNW
WHFS
WVAQ
WCMF
WRAS
WGLV
WKWP
WKQQ
KGOU
KYTX
KLBJ
WDEK
WWCT
WFRF
KFMH
WXUS
KQDS
KZOZ
KTIM
KIOK
KKSJ
KZEL
KRKN

SAS
A THELMA Production, Inc.
PRODUCED BY THE RINGS
MCA RECORDS



STREET TALK

Steve Kingston has now been officially promoted to Program Director at **WPGC/Washington**. Steve had taken over as interim PD in the wake of Scott Shannon's departure, but the station never mounted a search for a replacement, apparently feeling Steve was the right man for the job. Now it's official.

Bob Laurence has exited **Mariner Communications** and will move to Los Angeles to accept a programming position with **Drake-Chenault**.

In a daring move **WINZ(Zeta 4)/Miami** has changed formats but *not* to Country. The former AOR was reincarnated Monday morning (1-19) as a CHR station calling itself **I-95**. **Keith Isley** remains as PD.

Apparently **A&M Records** is making a concerted move toward the lucrative black music market with the hiring of **Jheryl Busby** as VP/Promotion and Marketing for black product. Further, **Michael Stokes** was reportedly named to the newly-created position of VP/A&R for Black Product at A&M.

The legendary **Bobby Ocean** has exited **KWST/Los Angeles**, where he had been a member of the air staff. Apparently economic cutbacks caused the situation and word has it that more changes may be forthcoming at the Century AOR outlet following the departure of **GM Paul Cassidy** and **GSM Bob Faulkner (R&R 1-16)**.

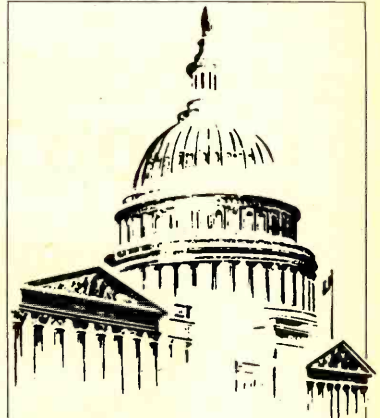
WPXI/Charleston, SC (WTMA's FM) has converted to CHR under the consultation of **E. Alvin Davis**. Reportedly the station has applied for the new calls **WSSX** and has already adopted the new on-air identity of **95-SX**.

Congratulations to **T.C. Dooley**, who exits **Y106/Orlando** to become the new PD at **WDAE/Tampa**. Back at **Y106**, **Bill Michaels** has been promoted to Program Director.

Billy Brill, who does entertainment features for L.A.'s version of Westinghouse's syndicated "PM Magazine" TV show, has signed a deal to provide similar material for "The Gary Owens Magazine" afternoons on **KMPC/Los Angeles**. Brill will cover the music business for Gary and actually "review" a different Los Angeles radio station each week. His first review victim, er, subject will be **KMPC** itself.

And speaking of Gary Owens . . . **G.O.** himself has been named to the 1980-81 edition of "Who's Who In The World," becoming the first contemporary radio personality to gain the honor. Plus, from the radio *and* record industries, **Paul Drew**, consultant and owner of **Real World Records**, was also honored with a listing in the fifth edition of "Who's Who In The World."

Ted "Ziggy" Ziegenbusch has left **KLAV/Las Vegas** to become PD and morning man at **XTRA/Tijuana ("The Mighty 690")**. He has adopted the new air name of **Ted Wayne**.



You Look Just Like . . .

For all those Washington, DC residents who weren't lucky enough to get invitations to President Reagan's inauguration, **WPKX & WVKX/Washington** came to the rescue.

Tuesday night (1-20) at a Georgetown nightclub, the stations threw their own inaugural celebration complete with two celebrity lookalikes from **Ron Smith's Celebrity-Lookalikes in Hollywood, CA**. Thirty-two lucky couples had their photos taken with **Ronald and Nancy Reagan** doubles, flown in from the West Coast to host the **KX Country Inaugural Ball**.

The entire evening was a huge success, and as **KX General Manager Bill Sherard** said, "Ten years from now, who'll know the difference?"

Congratulations to **KYUU/San Francisco's Don Bleu** who has joined **San Francisco's Channel 5** and the "Evening Magazine Music Review" show as writer/performer. Bleu will continue to do his PM drive shift at **KYUU** while reviewing one current record release for each "Evening Magazine" show.

And while we're in **San Francisco . . . KFRC** has come up with a Super Bowl-related contest that may top them all. With the well publicized feud between Oakland Raiders owner **Al Davis** and NFL Commissioner **Pete Rozelle**, **KFRC** felt the time was perfect for an "Al Davis Lookalike Contest." The idea is that whoever wins the contest (by looking the most like **Al Davis**) could fly to **New Orleans** with a friend (courtesy of **KFRC**) and accept the Super Bowl trophy from **Mr. Rozelle**. That way the real **Davis** and **Rozelle** wouldn't have to meet face-to-face. The one important assumption here, of course, is that **Oakland** will beat **Philadelphia**, which **PD Gerry Cagle** and all the other Bay Area residents are taking for granted.



EARTH NEWS

THIS WEEK
VARIOUS GUESTS

NEXT WEEK
STEVE ALLEN
PLUS VARIOUS GUESTS

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

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Steely Dan

Off The Record with Mary Turner



Walter Becker and Donald Fagen join Mary Turner for two remarkable hours of music and conversation. As Steely Dan does indeed go "Off the Record" to talk about their songs and the stories behind those songs. It's a witty, irreverent, and revealing discussion about their early days with Jay and the Americans, their years on the road and in the studio, and their roles as real life rock and roll heroes. Don't miss this rare event — the voices, the views, and the music of Steely Dan. **Off the Record** with Mary Turner. Another very special presentation of Westwood One, America's foremost producers of nationally-sponsored radio programs.

WESTWOOD ONE

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



Airing the weekend of January 23rd on more than 200 great stations, including:

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Albany
Albuquerque
Allentown
Altoona
Amarillo
Anchorage
Appleton/Osh
Asheville
Atlanta
Augusta, ME
Augusta
Austin
Bakersfield
Baltimore
Baton Rouge
Battle Creek
Beaumont
Bilings
Blow
Birmingham
Boise | WWMW
WNII
KWXL
WZZO
WYAM
KYTK
KRKN
WKAU
WBMS
WMLS
WBLM
WYMX
KLBJ
KXKX
WNY
WFMY
WLAV
KZOM
KYVA
WABB
WAAL
WKCX
KUUZ | Boston
Bridgeport
Buffalo
Burlington
Casper
Cedar Rapids
Charlotte
Charleston
Chicago
Cheyenne
Cincinnati
Cleveland
Colorado Sprgs
Columbus, GA
Columbus, OH
Corpus Christi
Dallas
Davenport
Daytona Bch
Dayton | WRCI
WRHD
WDOT
KATI
KKRQ
WTMA
WROQ
WKAC
KKAZ
WMET
KNVR
WSAL-FM
WVWM
KILQ
WNOK
WCCQ
WNCI
KEV'S
KZEW
WXLP
WJFL
WVUD | Denver
Des Moines
Detroit
Duluth
El Paso
Eugene
Evansville
Fargo
Flint
Florence, ALA
Fresno
Ft. Lauderdale
Ft. Myers
Ft. Pierce
Ft. Wayne
Grand Rapids
Great Falls
Green Bay
Greensboro
Greenville, SC
Greenville
Harrisburg
Hartford | KAZY
KMGK
WVWW
KQDS
KPAS
KZEL
WHKC
KQWB
WVCK
WQLT
KRDJ
WRNZ
WVWK
WVOV
WVXE
WLAV
KQDI
WKAU
WSEZ
WANS
WITN
WRHY
WCCC | Houston
Huntington
Huntsville
Indianapolis
Jackson, TN
Jackson
Johnson City
Kalamazoo
Kansas City
Killeen, TX
Knoville
Knoxville
Lansing
Lansing
Las Vegas
Lexington
Lincoln
Little Rock
Los Angeles
Louisville
Macon
Madison | KFMK
WKEE
WFHR
WFBQ
WPGV
WZZQ
WMAZ
WLAV
KBEQ
KXKS
WIMZ
KMET
WRRY
WLAJ
WVIC
KFMS
WRGQ
WFMQ
KXKY
KMET
WAKY
WRBN
WZEE | McAllen
Metbourne
Memphis
Miami
Milwaukee
Minneapolis
Missoula
Mobile
Mt Pleasant
Nashville
New Haven
New Orleans
New York
NE Penn
Norfolk
Oklahoma City
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Omaha
Oxnard
Peoria
Philadelphia
Pittsburgh | PORTLAND, ME
Providence
Pueblo
Raleigh
Reno
Rochester
Rockford
Sacramento
Saginaw
Salem
Salt Lake City
San Antonio
San Diego
Savannah
Seattle
Sioux Falls
Springfield
Springfield
Stueberville | WJOL
WNCZ
WLPX
WLOL
KYLJ
WABB
WMMH
WKQB
WCCC
WRNO
KISS
WNEW-FM
WEXZ
WCCJ
KXOY
WORJ
KZYD
WTKX
WKA
WYSP
WYDD | Stockton
St. Louis
Syracuse
Tallahassee
Tampa
Terre Haute
Toledo
Topeka
Tri-Cities
Tucson
Twin Falls
Utica/Rome
Waco
Washington DC
Wheeling
Wichita
Wilmington
Worcester
Yakima
York
Youngstown
Yuma | KSTN
KSHE
WOUR
WOWD
WRBQ
WRDJ
KROQ
KRQA
WOUR
KIXS
WVDC-FM
WOMP
KICT
WLCF
WCOZ
KATS
WRHY
WISD
KJOK |
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O.K., class . . . *quiz time* as you stop for a moment, coolly climbing over the knuckles of your co-workers on the corporate ladder. What album superstar holds the record as longevity champ for 3360 days or nearly TEN YEARS on the charts? Give up?

That's right, it's Johnny Mathis, with his Columbia LP "Johnny's Greatest Hits." And last week some 500 of Johnny's close friends gathered at the Beverly Hilton for a neat and magnificent evening celebrating his 25 years in the music biz.

Johnny guested on my nurl-ish radio show the day of the big event and I asked him what his own particular favorite song was over the past 25 smash years. Now, you've got to take into consideration, we're talking about biggies such as "Chances Are," "Wonderful, Wonderful," "The Twelfth Of Never," "A Certain Smile," "Too Much, Too Little, Too Late," "It's Not For Me To Say," "Misty," "Small World," and "Wild Is The Wind," plus at least a dozen more standards. Do you know what he said? "When Sunny Gets Blue," the great jazz piece that was on the flip side of "Chances Are," as I recall.

In high school, Johnny set basketball and track records, culminating in an athletic scholarship to San Francisco State College. While he was readying for the Olympic high jump trials, George Avakian of Columbia Records heard Johnny sing at the 440 Club and sent that now well-quoted telegram, "Have found phenomenal 19-year-old boy who could go all the way! Send contracts."

George was in the audience last week, as was the Noga family. Helen Noga spear-headed the career for young

Mathis to superstardom. We were chatting with Helen and daughter Beverly at the Hilton and recalling a party they threw for Johnny in 1959. It was a catered dinner, and Helen said she remembered it well (Maurice Chevalier sang that song through his French cuffs). They had been recently looking over past photographs of the show biz folk re: Johnny's anniversary. In the line with my wife Arleta and me were some talented young actors . . . a guy named Roger Moore who played an English cousin on "Maverick," an actor named Burt Reynolds, and a tall young man who was part of the "Rawhide" TV series, Clint Eastwood. (Whatever became of any of them?)

* * * * *

Congratulations to Michael O'Shea, another GO Column pal who has accepted a keen position as Manager of KBLE-FM/Seattle. Michael, who has lost so much weight he keeps sliding down the shower drain, did a fine job with Golden West Broadcasters as National PD for the chain.

I'm going to miss seeing him whiz into the building bedecked in his suit made of unborn beaver fetlock, but I told him to frequently play Gene Autry's recording of "I'm Back In Seattle Again" (I think that's how the song goes . . .).

I believe it was Michael who created the well-known radio phrase: "Thank God it's Friday . . . only two more working days this week!"



'Dallas,' CBS Top Ratings Again

"Dallas" extended its Nielsen number one streak to ten weeks (broken only by a holiday pre-emption), although the victory margin was slimmer than usual. "Dallas" earned a 33.4 rating in the week ending January 18, edging CBS's "60 Minutes" by 0.8 of a ratings point. With "Dukes Of Hazzard" and a special one-hour "One Day At A Time" finishing third and fourth, CBS swept the top four places and won the week with a 20.0 average rating. ABC emerged just ahead of NBC for second, 18.6 to 18.3.

The top 20 follows, again with last week's rankings for comparison:

LT	TH	PROGRAM (NETWORK)	LT	TH	PROGRAM (NETWORK)
1	1	Dallas (CBS)	11	11	The Terror Within Us (CBS Wednesday Movie)
7	2	60 Minutes (CBS)	12	12	Dynasty (ABC Monday Movie)
3	3	Dukes Of Hazzard (CBS)	13	13	The Waltons (CBS)
11	4	One Day At A Time (CBS)	14	14	House Calls (CBS)
9	5	Little House On The Prairie (NBC)	15	15	B.J. & The Bear (NBC)
5	6	M*A*S*H (CBS)	18	16	Real People (NBC)
—	7	Bob Hope's 30th Anniversary Special (NBC)	17	17	Too Close For Comfort (ABC)
6	8	Love Boat (ABC)	8	18	Alice (CBS)
14	9	Three's Company (ABC)	12	19	Fantasy Island (ABC)
—	10	Magnum PI (CBS)	—	20	The Choirboys (ABC Sunday Movie)

"WKRP In Cincinnati" fell from 34th last week to 43rd this week. CBS had 10 entries in the top 20, ABC six, NBC four.



ROCK AROUND THE CLARK — Columbia's Rockpile guested on "American Bandstand" recently. Pictured on the set are (l-r) group's Billy Bremner, host Dick Clark, and Rockpilers Dave Edmunds, Nick Lowe, and Terry Williams.

Music On TV

Dolly Parton will sing "9 To 5" on the "Golden Globe Awards" telecast January 31 on CBS . . . REO Speedwagon guests on "Fridays" January 23 . . . Conway Twitty stars on "Barbara Mandrell & the Mandrell Sisters" January 24 . . . Patrice Rushen makes an appearance on "Merv Griffin" January 28.

VIDEOSCOPE:

PANASONIC SETS VIDEODISC MARKETING EXEC TEAM: Panasonic Exec. VP Ray Gates, VP/Product Planning & Engineering Division Adam Yokoi, and Consumer Video Group General Manager Stan Hametz have been named to the executive team which will spearhead marketing efforts on behalf of Panasonic's VHD videodisc system. Gates will supervise the drive, which calls for the system's introduction in late 1981. Panasonic's venture involves its parent company, Matsushita Electric Industrial Co. Ltd., the General Electric Company, the Victor Company of Japan (JVC), and Thorn-EMI Ltd. Basic function of the team will be the coordination, planning marketing and development of the videodisc system in conjunction with the aforementioned firms . . . SANSUI TO ENTER VIDEODISC MARKET: Sansui Electronics announced its decision to introduce its first video product — a videodisc player in either RCA's CED or JVC's VHD format — in late 1981. Sansui will manufacture the units in Japan . . . RCA ACQUIRES VIDEODISC RIGHTS TO OLD TV SHOWS: RCA has announced the acquisition of episodes of "The Fugitive," "NBC's Saturday Night Live," "The Mary Tyler Moore Show," and "Little House On The Prairie," all of which will be offered on videodisc when RCA's CED system is introduced later this year . . . "GREASE" 11th VIDEO-CASSETTE TO GO GOLD: The hit musical "Grease," starring John Travolta and Olivia Newton-John, has become the eleventh videocassette to surpass the \$1 million mark in retail sales, according to ITA Inc. . . . VCI DEBUTS LINE OF RELIGIOUS VIDEODISC CASSETTES: Video Communications Inc. (VCI) launched its line of religious/inspirational videocassettes at the Winter Consumer Electronics Show in Las Vegas recently. The initial line includes 40 titles, including "The Cross And The Switchblade," "In Search Of Noah's Ark," and "The Greatest Heroes Of The Bible Series" . . . CVE PACTS SOUNDWORKS TO PRODUCE LIVE VIDEOS OF CBS RECORDING ARTISTS: CBS Video Enterprises has signed an agreement with Soundworks Recording Studios and Grand Slam Entertainment to produce a series of live music video programs featuring CBS recording artists. The programs will be recorded in digital stereo at the Soundworks/Studio 54 facility in New York, along with other New York venues, and will be available via pay cable, videocassette, and videodisc in the future. Soundwork's prior production projects include Steely Dan's "Gaucho" album and a video program, "James Brown — Live At Studio 54," for television syndication in 1981.

5 YEARS AGO TODAY

Radio & Records

- ★ JEFF SALGO EXITS AS OK102½/SEATTLE PD — Ed Mason takes over position.
- ★ STEVE SMITH NAMED PD AT KLBJ/AUSTIN
- ★ NUMBER ONE FIVE YEARS AGO: "50 Ways To Leave Your Lover" — Paul Simon (Columbia)
- ★ NUMBER ONE COUNTRY: "This Time I've Hurt Her" — Conway Twitty (MCA)
- ★ NUMBER ONE LP: "Desire" — Bob Dylan (Columbia)

BRAD MESSER



Inexpensive, As Godsend's Go

The District Attorney has issued a blanket subpoena for the local newspaper's files and notes. What are a couple of leading journalism schools where I might telephone experts who can explain the ethics and legalities?

That outspoken Baptist in Oklahoma has again insisted publicly that God doesn't hear the prayers of Jews. Where are the headquarters of several Christian religions with theologians who might comment on that?

The wire bulletin says the plane went down but there were survivors. What's the nearest hospital of any size, and what are the numbers of the Sheriff and State Police in that area?

Local lawmen say an overturned tank car is leaking something that smells rather like vinegar; the railroad shipping papers are partially destroyed, and only half the chemical name is visible. Is the stuff dangerous? How can I rapidly find a chemical expert?

Discos seem to be fading away here. Is that definitely the case in major cities across the country?

News reporters and talk show producers and hosts often have an overabundance of questions. Part of our professional worth is determined by how quickly we can find the correct answers. Most frequently we track down an expert and ask. Where do we find the appropriate experts in a hurry?

All the above answers can quickly be found among the people and organizations listed alphabetically and by categories in the National Directory of Addresses and Telephone Numbers, a big paperback from Bantam Books.

My wife Carole spent \$15 on my behalf a couple of weeks ago and brought a National Directory home, and while I appreciated the thoughtful gift, I was skeptical about its actual day-to-day usefulness. After a few hours of saved time I'm completely convinced the book is "an absolute Godsend," as Gene Shalit said, and probably deserves the "Outstanding Reference Book of the Year" designation it was given by the American Library Association.

For all sizable American cities there are numbers and addresses for the successful radio and TV stations, newspapers, libraries, museums, and big businesses. An alphabetical list of trade magazines and specialty publications, for quick information about dirt bikes, investing, criminology, traffic engineering, and other subjects we care nothing about until we have a sudden need to know. Ethnic newspapers nationwide, hospitals of 300 beds and over, ski areas, air freight offices, bail bondsmen, legal gambling casinos, and a whole lot more.

The directory is approximately the size of an SRDS. My 1980-81 "National Directory" is Bantam's fifth issue, so quite likely you've seen it on a bookstore shelf. If you use a telephone to gather information, even if only a couple times a week, there's a good probability the directory will not only save time but give you ideas.

It describes itself as "The No. 1 essential reference book for executives. The only book with the 50,000 most wanted numbers in the United States." That sounds like fullblown hype but it may become true to you, as it has to me. Bantam Books is at 666 Fifth Avenue, N.Y. 10019.

CALENDAR

Sinatra's World-Record Crowd

MONDAY, JANUARY 26: The largest crowd ever assembled to watch a single performer jammed into a stadium in Rio de Janeiro, Brazil a year ago today. Frank Sinatra's audience was estimated at 175,000.

Eight years ago after the first Wright airplane, designer Glen Curtiss designed and piloted the first seaplane, 70 years ago today. The Curtiss Hydroplane "Flying Fish" flew at San Diego today in 1911.

Paul Newman is 56. Eartha Kitt is 53. Jules Feiffer is 52.

"Distant Electric Vision"

TUESDAY, JANUARY 27: The invention of television took place over many years in a series of experiments in several nations. The cathode ray tube of 1897 became part of the definitive 1908 theory of "Distant Electric Vision," and 55 years ago today the earliest public demonstration of TV was given in London by John Baird. He had transmitted the first facial image experimentally in 1925, and today in 1926 he broadcast primitive TV.

The first videotape recording, by the way, was by Ampex in 1956. The name comes from the inventor's initials (Alexander M. Poniatoff) and "ex" for Excellence, according to the Guinness Book.

The Vietnam peace treaty was signed eight years ago today. Three astronauts died in the Apollo launchpad fire fourteen years ago.

Skitch Henderson is 63. Troy Donahue is 44. Donna Reed is 60. Mikhail Baryshnikov is 33.

Canada Rescues Americans From Iran

WEDNESDAY, JANUARY 28: Six U.S. Embassy employees who had been hidden by Canadians since the Iranian hostage kidnapping escaped a year ago today with the help of Canadian diplomats. Five of our people had run from the back door of the U.S. Embassy during the takeover, and all six had been hidden inside diplomatic residences in Tehran.

The first gas streetlights were in London, turned on tonight in 1807. The Emmy awards date from today in 1948. The Coast Guard was created in 1915.

Alan Alda is 45. Barbi Benton's birthday is today but she has an unlisted age.

Blackthorn Tragedy

THURSDAY, JANUARY 29: A year ago today the Coast Guard vessel "Blackthorn" collided with the oil tanker "Capricorn" in Tampa Bay, killing 23 seamen. It was the Coast Guard's worst peacetime disaster.

The Baseball Hall of Fame was established at Cooperstown, N.Y. 45 years ago today in 1936. The first five men inducted were Babe Ruth, Walter Johnson, Ty Cobb, Christy Mathewson, and Honus Wagner.

The first successful gasoline automobile was the Benz "Motorwagen," patented January 29, 1886, a three-wheeler capable of ten miles per hour. Two were built and one is still exhibited in running condition in a German museum (Deutsches in Munich).

Germaine Greer is 42. Claudine Longet is 39.

The Lone Ranger Gets His Name

FRIDAY, JANUARY 30: One of radio's most successful programs went on the air today in 1933, a terrible year for reality but great for escapist fantasy. It was the Great Depression, with unemployment around 30 percent and Prohibition of alcohol still in effect. Forty-eight years ago today the first "Lone Ranger" program was broadcast. (In that program six Texas Rangers are ambushed by the Cavendish Gang. A young man named Reed is saved by Tonto, who nurses him back from bullet wounds. Regaining consciousness, the lawman says, "Tonto, there were six of us in that canyon. The others . . . what about the other Rangers?" "Other Ranger all dead," comes the reply. "Dead?" "Uh!" The wounded man says, "One was my brother," but Tonto interrupts with "You only Ranger left! You . . . Lone Ranger!")

Marty Balin is 39. Gene Hackman is 50. Vanessa Redgrave is 44.

THIS WEEK, EVERYBODY'S HAVING LEO'S "FANTASY"!

THIS WEEK — 57 ADDS!

CKGM add	WIKS on
WLS on	WMEE on
WDRQ deb 30	WOHO add 29
CKLW add	KEZR add
KOPA add	KKXX add
WFBR add	KGGI add
WTRY add	KJRB add
WPST deb 31	KSPZ add 28
Q106 add	KYSN add
WHYN add	KENO add
WKEE add	KTKT add
KSRR add	14WK add
KINT add 40	WCIR add
KBFM add	WHHY add
KWIC add	Z102 add 32
B97 on	WFOX deb 33
WNOE add 33	WCGQ add
KXX106 add	WISE on
WSGN add	WANS-FM on
WAAY on	FM99 add
WLCY add	WKXY add
Y103 40-37	KSEL add
CK101 add 37	KPVR add
WBBQ add	KVOL add
WSKZ add	KKXL deb 24
WOKI add	KKLS on
WRJZ add	KWWL add
WCSC on	KENI add
WQRK add	KSLY add
WRVQ add	KCBN add
WGRD add	KATI add
WVIC add	KQDI add
WAKX add	KBOZ add
KEYN-FM add	KOOK add
WISM add	KRCL add
Z104 add	

LEO SAYER "Living In A Fantasy"

Produced by Alan Tarney



ON WARNER BROS. RECORDS



**John
Leader**

THIS CHR'S NIGHT SHOW IS BILINGUAL



KIIS-FM Speaks Your Language

Los Angeles has many English language stations and several Spanish language stations. However, this fair city now has a station that for a few hours each evening is bilingual.

Val Valentine, the evening personality on KIIS-FM, is putting his first language (Spanish) and his second language (English) together with some rather interesting results. I wanted to find out more about this bilingual experiment on a Contemporary Hit Radio station, so I spoke with Val and KIIS-FM Program Director Mike Wagner.

Reflecting The Market

Val informed me of a fact about L.A. that I was unaware of: except for Mexico City, no other city in the world has a greater Spanish-speaking population than Los Angeles. And that statistic was a prime motivator for Mike to let Val loose on an otherwise English-speaking station with Spanish.

Mike said, "When KIIS started moving away from Disco as a pure format, we knew that we had begun to attract a fairly significant Hispanic audience. Disco was on the wane and we knew KIIS should remain basically contemporary, so we took a good look at the market to find a new niche. Even before the release of the 1980 census data, we knew that L.A. was about 50% Spanish-speaking. We also knew that KRLA had a very large and loyal audience among the Hispanic community. All of us felt that as a contemporary station we could offer that large Hispanic audience something different, especially at night, and that they would listen."

This is where Val took the spotlight. Val had been with the station doing the all-night show, but had moved into the early evening slot when the station first began its Dancemusic format in 1979. But Val didn't speak much Spanish on his show until late last year.

"Except for Mexico City, no other city in the world has a greater Spanish-speaking population than Los Angeles."

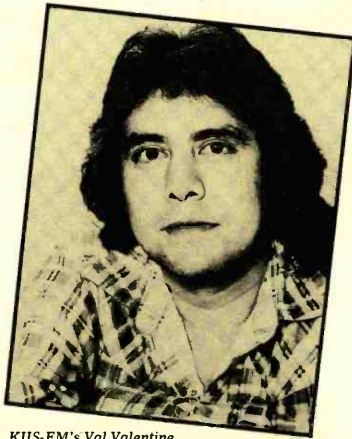
Then, with the approval of Mike and the KIIS management, Val began to use both Spanish and English at various times during the hour.

As KIIS sounds now during Val's shift, he'll say something in Spanish, like the first line of a weather forecast, and then immediately say the same phrase in English. For Anglos like me, who don't happen to speak Spanish, the effect is intriguing.

And what about the Hispanics? Val told me, "They love it! Nearly all the Spanish language music stations in L.A. play the standard type of Mexican music, which the young Chicanos appreciate, but it may not be their favorite type of music. The young Hispanics in this area like the music that the Top 40's play. And they especially like the mix of black and rhythm and rock music that KIIS programs. When they hear a jock on a station like KIIS speaking to them in their language, well, it's something special for them."

Request Lines And Dedications

The response has been overwhelmingly positive according to Mike. "I'd say that a good 50% of the requests that Val gets each night for dedications come



KIIS-FM's Val Valentine

in to us from Spanish-speaking listeners. We don't have a request line operator that speaks Spanish right now, so Val has to take those calls himself. He does dedications, which is something KRLA has been doing for years. But the really amazing thing is that the English-speaking kids like it, too. Let's face it, most students in the L.A. school system are learning Spanish either in class or by contact with their Hispanic friends, so for Val to be giving them free lessons in 'street Spanish' every night on the air... it's a nice bonus."

That last point Mike mentioned is worth amplifying. Val was born on an Indian reservation outside El Paso, Texas. He is in fact more Indian than Hispanic, but he learned both Spanish and English growing up in El Paso and Los Angeles. The Spanish words and phrases he uses on the air are not from Spanish textbooks. As Val pointed out, "Some of the things I say in Spanish might not even be understood in, say, New York where the Puerto Ricans have developed dialects all their own. L.A.'s Chicanos have their own language too, and that's the way I talk on the air."

It's A Natural

When I first heard Val doing his thing, I thought it sounded like a tough act to do, even though Val does it flawlessly. However, Val told me that's not the case. "Of all the jobs I've had in the last 10 years in radio, doing this is the most natural I have ever felt on the air. It's funny, but when I first got into broadcasting, I was told that I would have a much better chance of getting a good job if I could eliminate my Spanish accent. I worked on that for years, and now, instead of a minus it's a plus. This is something that I've always wanted to try, but no one has ever given me the opportunity before."

The most impressive thing about Val's bilingual show is in his execution. I don't speak Spanish, but as I listen more and more to his show, I find myself beginning to comprehend more and more of the Latino phrases he uses. The side-by-side presentation of Spanish and English creates the subliminal learning and it is also what keeps Val's act from alienating either ethnic group.

Programming Reality

Mike brought up another point in our discussion having to do with the EEOC and minority air personalities. "You know, the government has told all

radio stations that they must reflect the ethnic makeup of their communities with the people that they hire for their stations. That means that you have to have X-number of women, blacks, orientals, or Hispanics. But what most stations do is put a minority on the air, and especially in the case of contemporary radio, they want the minority to sound white. On the surface that's pretty ridiculous when you stop and think about it, especially if the minority person can speak to a large segment of the community, as in Val's case."

Mike's point is a good one, but Val is able to walk the line between Anglo and Chicano on the air so convincingly that apparently both sides listen. Naturally, the results of the extended measurement survey which ended in December will tell us a lot more about the reaction to KIIS's nighttime bilingual experiment, but so far the signs are encouraging.

Having a bilingual jock on the air is not an original idea; in fact, it was done many years ago in Los Angeles by the legendary Huggie Boy. But Huggie Boy's excursions into Spanish were almost exclusively for requests and dedications and were not as complete as Val's current bilingual efforts.

In New York, WKTU personality Paco will often speak a phrase or two in Spanish, but his program is primarily in English. In Miami on Y100, Kid Curry and newsman Jim Reithe will occasionally use bits of Spanish, but as Y100 PD Bill Tanner points out, in Miami the polarization between the Anglo and Cuban communities is at an all-time high right now. That would make the wisdom of trying the KIIS experiment rather questionable for South Florida.

Los Angeles does have a large Spanish-speaking population and KIIS is making an obvious effort to court some of those numerous listeners away from both the Spanish-speaking stations in the market and any other contemporary music stations that the Hispanics might listen to. Val's ability to bring the two languages together and make it sound natural is impressive. It is an experiment in innovative programming worth watching through the next few ARB's to see if its effects are as positive as both Val and Mike believe they will be.

Motion

KUHL/Santa Maria, CA has made several promotions and staff changes: Rick Baca has been upped to Production Director; Dave Holmes was promoted to Promotion Director; Jeff Randall moves from Promotion Director to Program Director; and Mike Garrity from KRQK/Lompoc, CA has joined KUHL for the early evening shift... KIOA/Des Moines has added three new personalities to its lineup: Ralph Bradley is new to morning drive; Mike Shannon takes over the 6-10pm shift; and Jason Douglas does 10pm-2am... Matt Siegel joins the staff at WXXS/Boston to do AM drive, coming from his most recent position as host of Boston's Channel 5 live late-night talk show. Prior to his TV show, Matt worked in radio at WBCN/Boston... Emery Kobor has been named News Director at Hefel's WYYS/Cincinnati, coming from a similar position at WKRR/Cincinnati. Kobor began his broadcasting career five years ago at WKDF/Nashville... Tom Clay is the latest addition to the KSTT/Davenport lineup. Tom, who has worked at KLWW/Waterloo and KRNA/Iowa City, was most recently at WAPL/Appleton, WI. He is now doing 7pm-12midnight at KSTT... Joanne Rosenzweig has been named Community Affairs Director at KFRC/San Francisco. Before joining the station Ms. Rosenzweig was an independent consultant/producer in San Francisco.

**The second Breaker from the album
"One More Song"**

**Thank you Epic for your
dedication and hard work,
and radio for your belief.**

Randy Meisner

**"Hearts On Fire"
RANDY MEISNER**

THE BACK PAGE

BREAKERS®

RANDY MEISNER

Hearts On Fire (Epic)

84% of our reporters on it. Moves: Up 64, Same 33, Down 0.
Add'l 44 including WKBW, CKGM, Z93, 94Q, Q105, WDRQ,
KBEQ, KSFX, KIMN, KUPD, WFBR, WTRY, WSGN, BJ105,
KMJK. See Parallels, debuts at number 29.

**Produced by
Val Garay**

Epic

Radio Welcomes Deregulation

Continued from Page 1

"I don't think it will mean anything in regard to the News/Talk format," citing his station's doubling of its news and public affairs percentage pledges. He continued, "Other than Beautiful Music and very highly-formatted AOR stations, I don't think it's going to make a lot of difference."

Some Concern

AOR responses covered a wide range. WRKK/Birmingham GM Dan Brennan stated, "People listen to us because we take our music very seriously. There should now be a recognition that radio has become more specialized and that the overall requirement for a total news commitment does not need to be the same for every format. I think we are serving the public needs as surely as an all-News station." WCCC/Hartford PD Paul Peyton expressed the hope that "we'll be less obsessed with the duration of a public affairs show and can devote full attention to its quality." KGB-AM-FM/San Diego GM Jim Price observed, "I don't think radio will back off from its obligation to cover, but this will allow stations to pick out and tie in events that fit their particular audiences."

There was some concern expressed by Black-formatted station executives. Most agreed with WCIN/Cincinnati PD Mike Roberts, who commented, "Stations like mine will probably not be affected very much simply because we don't want to decrease our commitment to the public." But some, like WTLC/Indianapolis GM Amos Brown, worried that other stations courting the black audience might not now be as responsive to community needs: "An operator should be free to appeal to the black community, but the general market media have an obligation to tell their listeners about the feelings of the black community. Deregulation will tend to isolate the general market even further from understanding the needs and concerns of minorities."

Perhaps surprisingly in light of the general relief at the elimination of time-consuming ascertainment procedures, a few commentators spoke out in favor of the practice. WGSO/New Orleans VP/GM Al Smith said, "I worry about the performance features — while they are a pain, they are also a way to document your service to the community. Without it, you might open yourself up to people challenging your performance." WAVI/Dayton Operations Manager Steve Hall, after discussing the issue with other area broadcasters, suggested, "We may want to continue ascertainment in some form or another because it helps us in our programming." WBZ/Boston VP/GM Bill Hartman agreed, citing his station's evening Talk blocs in stating, "A lot of our programming is predicated on what we learn in ascertainment, so we're going to continue doing that."

Radio Not Changing Its Spots

R&R's radio sample was close to unananimous in its disavowal

of increasing commercials now that the ceilings have been lifted. KOLO/Reno VP/GM Tim Gant generalized, "You need to continue to program your station — any station — to meet maximum audience listenership." WOW-KEZO/Omaha VP/GM Jim Eddens expanded on the theme: "Our commercial load will remain reasonable, because if you run 20 minutes per hour the marketplace will take care of it and you'll lose audience." WISN/Milwaukee PD Dave Denver agreed: "If we extended to 18 minutes or beyond, we would really be defeating our purpose." And WTAE/Pittsburgh VP/GM Ted Atkins summed up: "I don't foresee any stations running pell-mell to increase their commercial loads. I don't think there's a radio station around that would want to program more than 18 minutes of commercial time in an hour unless they're in a 100% non-competitive situation."

The Small Market View

One area where non-competitive situations are more common is the nation's smaller markets, and here opinions on commercials and public affairs varied. WSPT/Stevens Point, WI PD Pat Martin said, "It won't change anything here. A smaller market station like ours is the voice of the community, and we don't do news and public affairs because the FCC tells us we have to — we know we have to in order to keep our listeners happy." KRLC/Lewiston, ID GM Steven MacKelvie echoed those sentiments: "We're in daily face-to-face contact with the people in our community and cannot afford to let down our public affairs commitments."

But while many maintained their commercial loads would not change, others differed. KFGO/Fargo, ND PD Tom Wynn forecast, "We possibly will make a change. We are sold out already through March and we have an avail problem for national spots. So if we do increase the spotload it would be to 20 per hour." KRZI/Waco PD Clay Steele pointed out, "I was almost sorry to hear about it. In a smaller market, the general consensus is sell as much as you can, and one of my main pieces of ammunition with the sales department has always been, 'Gee, guys, we can't go over 18 minutes, sorry.' But now that's gone, and around here, I'm afraid they will."

Citizens' Groups File Opposition

Several citizens' groups have already filed appeals against the decision, a development which worries many broadcasters, among them Greater Media Radio Division GM Herb McCord: "We certainly think the Commission has taken a positive step and we just hope their rulings won't get bogged down in litigation by special interest groups." The United Church of Christ's Office of Communications, the National Citizens' Committee for Broadcasting, the Media Access Project, the Catholic Communications Office, and the National Council of Churches have all filed, while the National Black Media Coalition and possibly others may join

them. MAP called the decision "unjust, unsupportable, and unlawful." UCC's Rev. Everett Parker called it "irresponsible," telling the L.A. Times, "Nothing will be left for the minorities, the elderly, children, or the poor, because their special interests are not desirable from an ad viewpoint."

Organizations Approve

Predictably, the NAB and NRBA expressed approval of the decision, long-sought by the trade organizations. NAB President Vince Wasilewski called the action "a turning point in the history of broadcasting and regulation. The Commission is acknowledging that a station should be judged by what it broadcast, not by reams of paper submitted to a federal agency." NRBA Exec. VP Abe Voron remarked, "We are pleased about the decision on ascertainment, but this action is a mixed bag that eliminates red tape and paperwork but adds a considerable amount of uncertainty, vagueness, and subjectivity." ABC called it "an important first step to the elimination of unnecessary rules and requirements." NBC echoed those general feelings but asked for "greater clarification of the Commission's interpretation of operation within the public interest."

Despite a few uncertainties, however, the overall radio mood was highly positive. Ted Dorf, VP/GM of WGAY-AM-FM/Washington, colorfully captured the feelings of a great many broadcasters when he said, "It appears that the Commission recognized that some regulations were antiquated and had no bearing on whether or not we were serving the community. They did away with paperwork that was a pain in the ass to us and to the Commission."

Patton

Continued from Page 1
replied, "We did as much as could be done with RAM. I felt I could put those energies to work for Bonneville and have considerably more impact on the industry." Among Patton's goals are to package and promote Bonneville's services in a revised fashion, and to see that Bonneville clients are able to keep up with changes in ratings company methodology. Patton also hopes to introduce a comprehensive music management system to Bonneville clients.



DOES IT REALLY SNOW IN FLORIDA? — In a recent 14QPD (WQPD)/Lakeland, FL promotion it did. The station, along with the city of Lakeland, sponsored a whole day of Christmas fun, and the topper was 40,000 pounds of snow built into a mountain in 70-degree weather.



DIRTY BUSINESS — FM99/Tallahassee staffers are shown with the Dirt Band's Jeff Hanna before the station's cosponsored concert. Pictured (l-r) are: Jay Marks, PD Michael O'Malley, John Summers, Hanna, Ty Richards, and Shay St. Cloud.



JAZZ BAND AT KHTZ — Capitol's Los Angeles promotion person Susan Scherf brought along her own formally-attired jazz band when delivering Neil Diamond's "Love On The Rocks" single to KHTZ/Los Angeles MD Shaune McNamara. Susan, on the left, thought the jazz band was the perfect way to promote the first single from Neil's "Jazz Singer" LP.



WRQX HAS AN 'AFFAIR' WITH LAURA BRANIGAN — Atlantic's Laura Branigan recently visited WRQX/Washington, DC to present a copy of her debut single "Fool's Affair." Pictured (l-r) are WRQX's Vivian Vaughn, Cathy Kanner, and MD Rick Fowler, Laura Branigan, WRQX GM Ernie Fears, and Atlantic's Karen Fisher.

NEIL DIAMOND

HELLO AGAIN⁴⁹⁶⁰

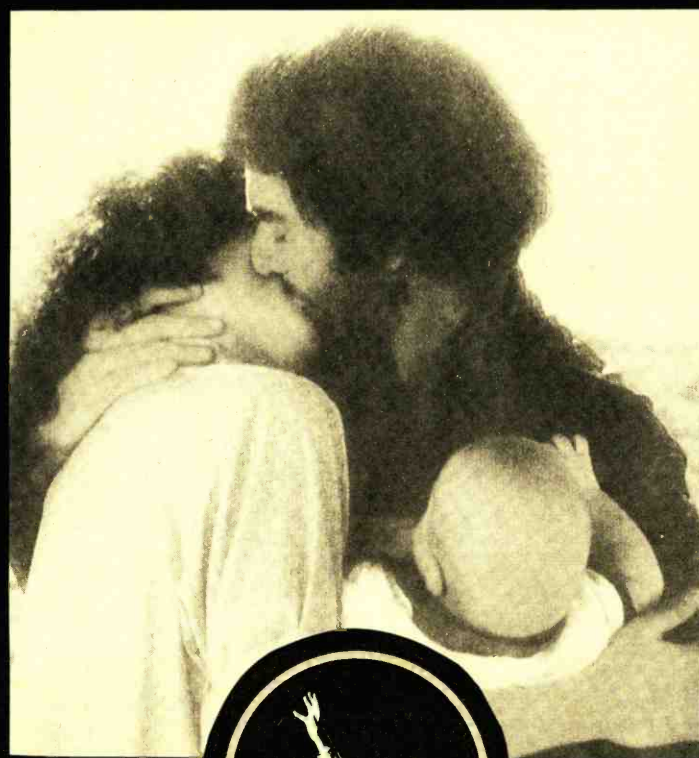
(Love Theme From "The Jazz Singer")

THE BACK PAGE

BREAKERS

NEIL DIAMOND
Hello Again (Capitol)

62% of our reporters on it. Moves: Up 19, Same 9, Down 0,
Adds 108 including WABC, WKBW, WBEN-FM, WFIL, WIFI,
WCAO, F105, KVIL, KRLY, Z93, CKLW, KS95-FM, KXOK,
KSLO, WHB, WGCL, WOKY, KEARTH, KFI, KIIS-FM, KFRC,
KPLZ, KIMN. See Parallels, debuts at number 30.



FROM THE BEST SELLING
CAPITOL ALBUM

Produced by Bob Gaudio

Capitol
RECORDS

THE JAZZ



SINGER

EAST Most Added... Hottest

Neil Diamond Don McLean Randy Meisner

EAST

PARALLEL TWO

140Q/Worcester, MA Cliff Blake RONNIE MILSAP STXY ... BLONDIE 1 1 STEELY DAN 3-2 KOOL & THE GANG 6-3 BARRY MANLOW 7-4 DOLLY PARTON 12-6

WBFF/Rochester, NY Dave Mason

RONNIE MILSAP NEIL DIAMOND RANDY MEISNER PAT BENATAR ... STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

WVBC/Wilmington, NC Bob Mitchell

PAT BENATAR ASSOCIATION ... NEIL DIAMOND 7-1 HEART 6-3 DAN FOUGERBERG 13-9 EDDIE RABBITT 15 10 KOOL & THE GANG 20-12

WKDN/Harrisburg, PA Betsy Kay

WVBE/MEISNER NEIL DIAMOND ... HEART 6-3 DAN FOUGERBERG 13-9 EDDIE RABBITT 15 10 KOOL & THE GANG 20-12

WKEM/Huntington, WV Gary Miller

PHIL SEYmour NEIL DIAMOND ... SUZI QUATRO TERRY GIBBS LOVERBOY ELVIS PRESLEY BLONDIE 2-1 ROD STEWART 6-2 BARRY MANLOW 7-4 STEELY DAN 10-5 DOLLY PARTON 14-8

WBFF/Savannah, GA

HALL & OATES DIRTY STRATS ... H. DAN SEALS SUZI QUATRO ... STEELY DAN 10-5 JACKSONS 3 MICHAEL STANLEY 8 12-4 RED SPEEDWAGON 11 5 ABBA 16-21

WPTF/Trenton, NJ Tom Tetterton

FIREBALL DON MCLEAN BRUCE SPRINGSTEEN STEVE WINWOOD SUZI QUATRO (dp) ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WTRY/Albany, NY Bob Cahill

RANDY MEISNER LEO SAYER NEIL DIAMOND BLONDIE ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WHYR/Springfield, MA Andy Carey

NEIL DIAMOND FIREBALL ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WBFB/Baltimore, MD Andy Steinhilber

NEIL DIAMOND LEO SAYER RANDY MEISNER GLEN CAMPBELL ... BLONDIE 1 1 STEELY DAN 4-2 DELBERT MCCLINTON 7 4 EDDIE RABBITT 13 7 RED SPEEDWAGON 21 8

WBLL/Long Island, NY Bill Terry

PAT BENATAR DON MCLEAN RANDY MEISNER NEIL DIAMOND ... BLONDIE 2 1 STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

WTIC/FM/Hartford, CT Rick Donahue

PAT BENATAR DON MCLEAN STXY ... BLONDIE 2 1 STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

101W/Port, PA Steve Gallagher

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THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK: WBBC/New York PRO-FM/Toronto CHUM/Toronto WAEZ/Allentown KLBB/Little Rock 92Q/WBVI/Nashville WNBC/Columbus 95XL/Parkersburg WFLB/Fayetteville KYVA/Billings

SOUTH

PARALLEL TWO

B106/Olando, FL Tom West OUTLANS SUZI QUATRO NEIL DIAMOND JOHN LENNON 1-1 RONNIE MILSAP 8-5 AIR SUPPLY 8-5 BARRY MANLOW 10-7 DAN FOUGERBERG 12-8 STEELY DAN 14 10

WBFB/Altoona, PA Tom Booth

ABBA NEIL DIAMOND SUZI QUATRO JOHN COUGAR ... BLONDIE 2 1 STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

101W/Port, PA Steve Gallagher

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SOUTH

PARALLEL TWO

B106/Olando, FL Tom West OUTLANS SUZI QUATRO NEIL DIAMOND JOHN LENNON 1-1 RONNIE MILSAP 8-5 AIR SUPPLY 8-5 BARRY MANLOW 10-7 DAN FOUGERBERG 12-8 STEELY DAN 14 10

WBFB/Altoona, PA Tom Booth

ABBA NEIL DIAMOND SUZI QUATRO JOHN COUGAR ... BLONDIE 2 1 STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

101W/Port, PA Steve Gallagher

RANDY MEISNER NEIL DIAMOND ... STEEL & THE GANG 1 1 HEART 6-3 DAN FOUGERBERG 13-9 EDDIE RABBITT 15 10 KOOL & THE GANG 20-12

WVBC/Wilmington, NC Bob Mitchell

PAT BENATAR ASSOCIATION ... NEIL DIAMOND 7-1 HEART 6-3 DAN FOUGERBERG 13-9 EDDIE RABBITT 15 10 KOOL & THE GANG 20-12

WKDN/Harrisburg, PA Betsy Kay

WVBE/MEISNER NEIL DIAMOND ... HEART 6-3 DAN FOUGERBERG 13-9 EDDIE RABBITT 15 10 KOOL & THE GANG 20-12

WKEM/Huntington, WV Gary Miller

PHIL SEYmour NEIL DIAMOND ... SUZI QUATRO TERRY GIBBS LOVERBOY ELVIS PRESLEY BLONDIE 2-1 ROD STEWART 6-2 BARRY MANLOW 7-4 STEELY DAN 10-5 DOLLY PARTON 14-8

WBFF/Savannah, GA

HALL & OATES DIRTY STRATS ... H. DAN SEALS SUZI QUATRO ... STEELY DAN 10-5 JACKSONS 3 MICHAEL STANLEY 8 12-4 RED SPEEDWAGON 11 5 ABBA 16-21

WPTF/Trenton, NJ Tom Tetterton

FIREBALL DON MCLEAN BRUCE SPRINGSTEEN STEVE WINWOOD SUZI QUATRO (dp) ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WTRY/Albany, NY Bob Cahill

RANDY MEISNER LEO SAYER NEIL DIAMOND BLONDIE ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WHYR/Springfield, MA Andy Carey

NEIL DIAMOND FIREBALL ... BLONDIE 1 1 RED SPEEDWAGON 10-2 CLIFF RICHARD 13 9 KOOL & THE GANG 17 2 STX 28 20

WBGM/Memphis, TN Mike Scalzi

NEIL DIAMOND DON MCLEAN RANDY MEISNER NEIL DIAMOND ... BLONDIE 2-1 ROD STEWART 6-2 BARRY MANLOW 10-7 DAN FOUGERBERG 12-8 STEELY DAN 14 10

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WBKX/Charlotte, NC Dayna Steele

ALAN PARSONS DELBERT MCCLINTON JOHN LENNON 1-1 DONNIE IRIS PHIL SEYmour POLICE ... BLONDIE 2 1 STEELY DAN 10-7 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

KSBH/Houston, TX Rick Lambert

AMBROSIA FLEETWOOD MAC LEO SAYER ... BLONDIE 3-1 EDDIE RABBITT 6-3 KOOL & THE GANG 9-5 RED SPEEDWAGON 15-10 DOLLY PARTON 16-11 JOHN LENNON 26-18

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WHYR/Springfield, MA Andy Carey

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B97/New Orleans, LA

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WHYR/Springfield, MA Andy Carey

STYX



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STYX

PARADISE THEATER



TEMPORARILY CLOSED



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JACKSONS
Heartbreak Hotel (Epic)
LP: Triumph

1129 51%

Regional	National
A 129	U 112
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

JOHN LENNON
Woman (Geffen)
LP: Double Fantasy

1087/10 94%

Regional	National
A 108	U 111
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

BARRY MANILOW
I Made It Through... (Arista)
LP: Barry

1530 89%

Regional	National
A 153	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

DELBERT MCCLINTON
(Giving It Up For... (Capitol)
LP: The Jesus Kind

1414/4 88%

Regional	National
A 141	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

ALAN PARSONS PROJECT
Their People Play (Arista)
LP: The Turn of A Friendly Card

17013 77%

Regional	National
A 170	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

QUEEN
Flash's Flash (Elektra)
LP: Flash Gordon: Soundtrack

10015 45%

Regional	National
A 100	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

KOOL & THE GANG
Celebration (Delmo/Mercury)
LP: Celebrate

1737 78%

Regional	National
A 173	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

RANDY MEISNER
Hearts On Fire (Epic)
LP: One New Song

14164 84%

Regional	National
A 141	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

DON McLEAN
Crying (Millennium)
LP: Crying

17441 79%

Regional	National
A 174	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

RONNIE MILSAP
Smoky Mountain Rain (RCA)
LP: Smoky Mountain Rain

1411/4 84%

Regional	National
A 141	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

DOLLY PARTON
9 To 5 (RCA)
LP: 9 To 5 & Other Odd Jobs

1978 89%

Regional	National
A 197	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

EDDIE RABBITT
I Love A Rainy Night (Elektra)
LP: I Love A Rainy Night

1832 87%

Regional	National
A 183	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

BARRY MANILOW
I Made It Through... (Arista)
LP: Barry

1530 89%

Regional	National
A 153	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1

ALAN PARSONS PROJECT
Their People Play (Arista)
LP: The Turn of A Friendly Card

17013 77%

Regional	National
A 170	U 161
B 204	S 129
C 214	W 130
D 129	DOWN 10
ADD 0	ADD 0

ART	P1	P2	P3
WABC 3-1	WABC 3-1	WABC 3-1	WABC 3-1
WBTV 2-1	WBTV 2-1	WBTV 2-1	WBTV 2-1
WRAP 2-1	WRAP 2-1	WRAP 2-1	WRAP 2-1
WCBS 2-1	WCBS 2-1	WCBS 2-1	WCBS 2-1
WISN 2-1	WISN 2-1	WISN 2-1	WISN 2-1
WISN 2-1	WISN 2-1	WISN 2-1	

REO SPEED WAGON
Keep On Loving You (Epic)
LP: Hi Infidelity
194/5 88%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

CLIFF RICHARD
A Little In Love (EMI America)
LP: Fun No More
180/8 81%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

LEO SAYER
Living In A Fantasy (WB)
LP: Living In A Fantasy
71/57 32%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

BOZ SCAGGS
Miss Sun (Columbia)
LP: Hit
133/6 87%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

PHIL SEYMOUR
Practice To Me (Boardwalk)
LP: Phil Seymour
57/25 28%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

MICHAEL STANLEY BAND
He Can't Love (EMI America)
LP: He Can't Love
98/6 44%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

STEVEY DAN
Hoy Nisten (MCA)
LP: Gauche
21/21 96%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

STYX
The Great Escape (A&M)
LP: Paradise Theater
198/25 90%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

ROD STEWART
Passion (WB)
LP: Foolish Heart
190/10 86%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

STEVIE WONDER
I Ain't Gonna Stand... (Tamla)
LP: Motter Than July
135/9 81%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

PETER ALLEN
Fly Away (A&M)
LP: Fly Away
137/4 75%

Regional	National
1	5
2	8
3	10
4	12
5	15
6	18
7	22
8	28
9	35
10	45

S		
1	2	3
EAST	WEST	WEST
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12
WABC 10-12	WABC 10-12	WABC 10-12

LAKESIDE
Fantastic Voyage (Solar/CA)
LP: Fantastic Voyage
137/4 75%

Regional	National
1	5
2	8
3	10

**"OOO-EEE,
I LOVE YOU"!**



**Nicolette
Larson**

"OOO-EEE"

Produced by Ted Templeman



**Climax
Blues
Band**

"I LOVE YOU"

*Produced by John Ryan
For Chicago Kid Productions*

**THE HOT
NEW SINGLES**



On Warner Bros. Records



Everybody's Talking — Even The Music Stations

The last News/Talk column (R&R 1-9) discussed the increase of talk on music-formatted stations as viewed by CHR and Pop/Adult stations. This week we pick up with comments from Black radio, AOR and Country. Their insights provide interesting reading.

Black Radio

"We are probably going through what most AM stations are and that's basically the threat of the FM's. There is no comparison as far as quality. We think there are many other things an AM station can do and one of those is to try some variety in the programming which includes telephone talk." Those are the sentiments of former WVON/Chicago Program Director Lee Armstrong. WVON's daily 8pm-12midnight "Hotline" originally began as a one-hour show from 11pm-12mid in 1963. While its sister station WGCI gears itself primarily to the 18-34 music group, WVON opted to go after more adults. In addition to its talk programming, the station was awarded an NBA franchise last summer and now carries Chicago Bulls games. Listener and advertiser reaction have both been very encouraging, with the show sponsored by a local savings and loan association. Armstrong continues, "I'm extremely proud of the show. You can't always be concerned with the ratings. I think a radio station has an obligation, yet they always seem to program the public service talk shows when as few people as possible listen. If you're really going to do some good for the public interest, why do you hide it at midnight or 3am?"

WILD/Boston, another Pop/Rhythm-formatted station, broadcasts "Boston Perspective" on Monday and Tuesdays from 10am to 11am. Hosted by News Director Karen Holmes, the live call-in show spotlights community events and relevant issues such as the resurgence of the Ku Klux Klan. According to Holmes, there is some degree of crossover, with a white audience which calls

in regularly to contribute. Remarking upon the growing need for information, Karen states, "I think information is becoming as important to people as the music. Especially Black stations. People need some place to find a black perspective on issues that may or may not be covered on white Talk stations. Even though the news topic may be the same, we offer a black perspective."

AOR

In the October 24, 1980 issue of R&R, AOR Editor Jeff Gelb profiled WBAB/Long Island, which does a five-nights-weekly talk show. Other AOR's following in those footsteps are KMET/Los Angeles, WPLJ/New York, and WRIF/Detroit, whose chief concern, says Program Director Tom Bender, was "working ourselves out of the preconception and mold that in order to be an AOR station you have to be terribly hip. We try to approach it with a total concern for the listener and not put ourselves into a bag of saying, 'we're a rock and roll station and we don't have to deal with that because the News station does.'"

WRIF airs two shows. In tandem with the station's music format, "Not For Musicians Only" runs every Monday at 11:30pm and consists of musician interviews.

News/Talk

—Gail Mitchell

from the local and national realms, which explore beyond the usual "When's your next album coming out," conversations. Areas such as the legal side of the business as well as the state-of-the-recording-art have been discussed, with listeners invited to contribute. "Spare Change," a public affairs type of show, is on Sundays from 10pm to 2am. The three-year-old show has even gone on location, once from inside Jackson State Penitentiary, where listeners called to talk with the inmates. Both of these shows follow a premise Bender strongly believes in. "What we have tried to do is not to segregate news and information as a function and a department from the rest of the radio station. But try to meld it in."

Has being sister station to Talk-formatted WXYV rubbed off at all? Bender answers, "No. I think it's more the evolution of this station to become specialized in the sense of specializing in one audience. But at the same time, to try and become more full-service in dealing with that audience not just as music junkies but as real-life human beings. It is a very tricky area trying to assess correctly the needs of the audience listening to you and the style in which they want that information conveyed."

There are no plans to expand the talk segments any further, with Bender emphasizing quality rather than quantity. And as he reiterates, WRIF's success as a radio station depends first and foremost upon the music. Bender continues, "I don't necessarily think that trying to recreate a hybrid radio station, half talk, half music or any proportion thereof is really in the cards given the fact of the fragmentation and specialization that has and

is happening in radio." Echoing the feelings explained in the last column by KSL's George Lemich regarding format goals, Bender adds, "It really is an effort to stay in touch with the audience and to create a unique style and something of more interest in between those records, since as a music station all of us are more and more playing very similar or the same music. It's just getting it right, which is a more slippery issue than either doing it or not doing it."

Country

Since many radio people should and do have an ear for music it would stand to reason that one should also develop an ear for talk. That's just what has happened at WHK/Cleveland between Operations Manager Ron Jones, morning personality Gary Dees and midday jock Joe Finan. And an ear for talk is necessary to maintain the successful balance of country music and talk which WHK debuted in 1974. Ron Jones elaborates, "We felt we wanted to give our audience a little more than country music so we integrated portions of talk with it. We certainly don't want to take away from country music. But I think it gives a forum where people can get things off their chests and make us aware of things happening in the community."

At the personalities' discretion, phone calls are taken between records, dealing either with topics suggested by the jocks or with those from listeners. The midday show tends to lean more toward a feminine forum type of program which also at times relates to the male listeners as well. From time to time the three come together to analyze the shows' direction. Jones states, "I think WHK probably has something to say that other radio stations don't. We're not afraid to let our feelings be known and to do the same for those feelings of the community."

Jones is also in agreement with the others in regards to doing the job right should they decide to add talk. "It's critical not so much whether more stations go to it, it's if they go to it right. There is nothing worse, quite frankly, than having talk on the air without the proper people to conduct that talk. There are very few people who can really do good, entertaining and interesting talk . . . People want to be communicated with and related to. Putting on a little talk can be beneficial."

In summary, some stations are doing more, some less, but all recognize the growing trend toward more information and the need to speak out. And it's becoming more than just slapping on a public affairs show during the weekend graveyard hours to satisfy an FCC rule. The shows provide information and controversy, allowing various radio communities a voice. Yet the stations are also still aware of their commitment to music. The key seems to be full service, and if listener and advertiser reaction are any indication, more and more stations will be joining the ranks.

Because of the increased interest in talk, I want to open up this section to include music stations as well. Therefore, I'd like to extend an invitation to those music-formatted stations programming talk segments. Please feel free to send me any station information regarding your shows so they may be shared with readers across the country.

Radio Rape Therapy

Pop/Adult-formatted WHAS/Louisville offered a unique slant to the growing problem of rape. Its "Metz Here" talk program featured last month four "special guests," two convicted rapists and two victims.

Currently serving long prison terms at the Kentucky State Reformatory, the two rapists were brought to the station in shackles under armed guard. Response was tremendous, to say the least, with several irate callers suggesting harsher punishments such as castration and hanging. Yet there was a positive side. One of the woman victims volunteered to visit the prison to talk with other sex offenders. And tape copies of the program are being used by the State Reformatory as well as the local Rape Relief Center in an effort to further understanding of rape's attackers and victims.



Milton Metz

The idea for the encounter evolved from remotes done earlier at both the men's and women's prisons by host Milton Metz. Asked his reaction during that particular show, Metz replied, "When you sit between two rapists and two rapes, it's kind of heavy. At first you feel uneasy in the presence of the victimized women, but then you look at those guys and they don't have horns. They looked and talked normally; that's what was frightening. Then after awhile you forget because they just become human beings."

According to Operations Manager Jerry David Melloy, the show doesn't always deal with controversial subjects. One lighthearted show dealt with the topic, "Who's The Biggest Jerk You Know?" Melloy concludes, "We are ready to gear it at any moment to what is happening now."

News/Talk Personalities



BEETLES INVADE NEW ORLEANS — WGSO/New Orleans has unleashed 29 Beetles upon the Mardi Gras City; they provide a wide range of exposure for the station.

Amy G. Krakow named Promotion Manager at WINS/New York, moving over from U.S. News & World Report. WINS also welcomes Ritschard P. Homberg as Research Director, travelling across the street from rival WMCA where he was Assistant Program Director. And William Risher, publisher of the National Review, joins the station air staff as commentator . . . Signing a new two-year contract at KCMO/Kansas City, MO is Sports Director Wayne Larriwee. In addition he will continue to be the voice for Kansas City Chiefs . . . Talk host Rosemary Haddad brings her show to WLCY/

Tampa, having previously been with neighboring WDAE . . . George Nicholas, VP/GM of KNX/Los Angeles, recently celebrating his 25th anniversary with CBS, was honored with a special scroll from the Los Angeles City Council . . . WOR/New York VP/GM Rick Devlin received a Superior Achiever award for 1980 during the recent RKO Radio annual awards presentation . . . Herb Green, former VP/GM of KMPC/Los Angeles Airwatch, was honored posthumously with the 1980 Helicopter Association of America's Max Schumacher Memorial Award . . .

THE PICTURE PAGE

REO People



REO Speedwagon visited Epic's West Coast offices recently to celebrate their current success. Pictured (l-r) are REO's Gary Richrath, EPIA's Michael Alhadeff, band's Alan Gratzner, Neal Doughty, and Kevin Cronin, EPIA's Susan Harrington, label VP Larry Douglas, and group's Bruce Hall.

Wilson Has Last Hurrah!



Joey Wilson recently headlined at New York's Hurrah! club where he performed selections from his debut album, "Going Up," on Modern Records. Wilson also wrote all the tunes on the LP, distributed by Atco. Shown offering moral support backstage are (l-r) Modern's Christopher Nicks, album producer Jimmy Destri (of Blondie), Wilson, Modern co-founder Paul Fishkin, Modern's Chris Evans, Modern co-founder Danny Goldberg, and Atlantic's Stu Ginsburg.

MCA Engages In Small Talk



MCA Records has signed Small Talk to its roster with a self-titled debut album due out in February. The signing marked the first artist agreement between MCA and LK Productions. Pictured chatting about the arrangement are (l-r) LK Productions Exec. VP Roger Davies, group members Carl Johnson and Frank Demme, MCA President Bob Siner, and Small Talkers Lou Demme and Chris Barr.

Trax Backs Blue Angel



Polydor's Blue Angel recently performed for the hometown folks at New York's Trax club. Following the gig they were greeted backstage by (top, l-r) Empire Talent's Alex Hodges, Polygram Records VP Jerry Jaffe, Polygram's Stu Fine, Polygram Sr. VP Jim Lewis, Polygram President David Braun, Guiding Light Management's Steve Massarsky, and Polygram's George Meier; (bottom, l-r) Blue Angel members Lee Brovitz, Cyndi Lauper, John Turi, Arthur "Rockin' A" Neilson, and Johnny "Bullet" Morelli.

Arista Signs Tchaikovsky



Bram Tchaikovsky has been signed by Arista, with an album expected in the spring. Pictured at the signing are (l-r) Ozone Management's Richard Ogden, Tchaikovsky, and Arista President Clive Davis.

Capitol Moon Shot



Moon Martin recently appeared in Los Angeles at the Country Club, and was visited backstage by numerous Capitol staffers. Pictured (l-r) are Capitol's Bruce Garfield, Ray Tusken, and Bruce Ravid, label VP Dan Davis, Moon Martin, VP Helmut Fest, and Martin's manager Ron Henry.

Motorhead Melody On Mercury



Polygram's Motorhead recently released their first U.S. album, "Ace Of Spades," on the Mercury label. Discussing the transaction in London are (l-r) Motorhead's Lemmy and Eddie Clarke, Bronze Records' (group's English-based label) Lillian Bron, Polygram VP Jerry Jaffe, and group's Phil Taylor.

20th Sets Off Air Raid



20th Century-Fox has signed Atlanta-based Air Raid to a recording agreement with the group's self-titled debut album due out this month. Welcoming the act to the label are (back, l-r) 20th VP Dave Parks, Air Raid's Arthur Offen, 20th President Neil Portnow, and 20th VP Mort Weiner; (bottom, l-r) group members Rick Brown, Rick "Gonzo" Hinkle, and Tommy "T-Bone" Walker.



Jeff Gelb AOR

WHERE HAVE ALL THE SUPERSTARS GONE?

Lee Abrams Talks

Fresh from the conclusion of the Superstars programming meetings in San Diego last week, I sat down with Lee Abrams to ask him for an update on the stations, his outside activities as a record producer, and the shape of rock music in the year to come.

R&R: First, how about an update on the new format you've been working on (see R&R 10-3-80)?

LA: I've been working on it for about a year now, and it'll probably be ready to go in March or April. Then it's a matter of getting a station to try it.

R&R: When we last spoke, the format stressed progressive rock music. Is that still the basic intent?

LA: It'll lean in that direction, yeah. I have a lot of faith in that style of music and that direction. I think there's a place for it, particularly with 25-34's, though there will be some bleedover in both directions.

Groups like Genesis and Pink Floyd will have more of a percentage of the format than they do with Superstars, plus we'll play a lot of oldies, and some music that may have gotten lost over the past few years which people might be ready for now.

R&R: Would that include new wave?

LA: Since most new wave seems to me pretty "retro-rock" (trying to reinvent the 1965 Kinks sound), we'll probably stay away from it. I really can't see much place for the "skinny tie-L.A. circuit" kind of group. But some of the more inventive English and European bands will have a place in the new format.

R&R: This format seems to dovetail nicely with your own personal musical tastes.

LA: Yeah, it's fortunate that my personal musical habits coincide with music that may be ready to happen on a broader scale.

R&R: Is it also an answer to your own critics who have said your Superstars format has stifled new music?

LA: Well, I sort of put all of that aside.

R&R: Do you think in general that people have the wrong impression of how powerful you are?

LA: Oh, absolutely. I read some of the articles about me and say, "What's the big deal?" I had an idea, it worked out at the right time, I

"There's a severe lack of really strong, first-class supergroups right now."

met a lot of good people, developed it with them, kept it going and that's it.

And of course, we're an easy scapegoat for a record that isn't happening. They say, "These guys didn't like it."

R&R: Right or wrong, you've been credited as the person who first began tightening AOR playlists. Will this tightening process continue into 1981, or is the pendulum beginning to swing the other way?

LA: There's certainly a tendency for more oldies to be played to compensate for the lack of good new music. That could expand the library somewhat.

The problem with ultra-tight stations is staying power: a couple of good books and that's it. I think what WCOZ has done is about as



tight as you can program an AOR successfully.

R&R: You're also credited as having popularized the "modal" framework, wherein AOR's concentrate on hard rock to the exclusion of other musical forms. Has that run its course?

LA: The modal approach was an effort to establish a large cume. Plus, modal reestablished AOR as being hip to that 16-24 demo. To most of our stations, those jobs are now done.

R&R: Does that mean that artists like Eddie Rabbitt or Stevie Wonder will be getting more airplay on AOR's?

LA: Maybe, but I doubt it. There's a severe lack of really strong, first-class supergroups right now. In the early seventies, there seemed to be dozens of them. Now, there aren't many of those groups coming in. So we play records like Rabbitt for lack of the kind of AOR supergroup we had in the early seventies. So much of the problem we're faced with is on the artistic level.

R&R: What's happening with the Superstars stations for 1981?

LA: We'll be concentrating on three areas. First, instead of playing something like fifteen new artists a week who each come up once a day, we're going to try to play three or four new artists a week in really heavy rotations. It's sort of like the old "hitbound" concept in the old Top 40 days: they'd never have 18 or 20 hitbounds in a week; they'd have two or three but they'd really bring them home.

As I said, a lot of interesting new acts have, in the past, gotten lost in the shuffle. A faster rotation might have helped these acts catch on.

Another area we'll be concentrating on is a rethinking of everything to take in consideration the fact that so much of the AOR roots audience is now coming close to the thirties. We have to make an effort to reach them while simultaneously maintaining that 16-24 base.

There are a couple of problems here, of course. One is that Arbitron looks at 25-34 like one lump sum. But in 25-34's there are hundreds of different listener types, from the 30-year-old redneck type who thinks the Eagles are acid rock and even Charlie Daniels rocks too hard, to another 30-year-old who was really into Cream in '68 and still enjoys hearing an old Hendrix cut or some new Steely Dan. So part of the problem is this "luck factor," that the diaries fall into the hands of the right psychographic of listener.

It'll certainly take some attention, but strong AOR's doing it right should continue scoring pretty well in that demo.

R&R: Do you think that to reach an older listener, AOR needs to soften up?

LA: Tempo isn't that much of a consideration for older listeners. Timbre is: high, screechy stuff. Springsteen's high energy and he's just fine for older listeners.

I don't see any deliberate softening up. We'll just have to follow the music market and see what comes out.

The third area the Superstars stations will be centering in on this year is that we're going to try to inspire as many new ideas as possible. Tracking albums at midnight was pretty inventive ten years ago, but now we've got to come up with some new angles. We're seeing a lot of stations reach a kind of plateau, settle in, and lose a lot of their freshness. So this is an active effort to try and bring new ideas out of people.

Sometimes people think of a great idea and then blow it off because they think, "Well, this probably just sounds good to me." There's the tendency to just play it safe. Well, once a Program Director really knows the basics, that's the time to start getting creative.

R&R: You mentioned tracking albums a minute ago. I've noticed many of your client stations are dropping the practice. Are you encouraging this or is it the stations' response to the record companies' wishes?

LA: It's entirely up to each individual station. But I think the direction will be away from

"Tracking albums at midnight was pretty inventive ten years ago, but now we've got to come up with some new angles."

doing it, and instead playing the best of a group or something along those lines.

Part of the switch is due, I think, to the idea's having run its course. Plus, many albums today just don't have the concentration of hit cuts that albums used to have.

I do think the whole thing about albums played at midnight hurting record sales is complete bullshit. The record companies five or ten years ago were saying, "Wow, great, good thing you're doing this." Now it's, "Hey, stop!" I think the whole problem goes much deeper than that.

R&R: You've had some experience creating music yourself lately, in your role as record producer for Gentle Giant. Yes, and Critical Mass. These albums have met with varied levels of acceptance in radio. Do you think that part of the reason some of these records have not fared well on radio is because your client stations are scared or put off by the idea of playing an album you produced?

LA: To a certain degree scared, or just kind of a "fuck you, why should I play this?" kind of thing. But I think if something I produced was really great, they'd play it. If the next record turned out like "Dark Side Of The Moon," I think it would get played.

I would have loved it if I could have done the record production thing totally low-profile, no one knowing about it, so I could have relaxed and gotten into it.

I'm going to continue doing it, whether it's successful 50 years from now or two years from

ABRAMS/See Page 42

NICOLETTE LARSON
Includes When You Come Around
Ooo-eee Tears, Tears And More Tears

NICOLETTE LARSON

Radioland

On Warner Bros. Records



Produced by Ted Templeman

Consensus Cuts: **000-EEE (The Single); Radioland; Tears, Tears and More Tears**
FMQB Album Report debut #45
Album Network debut #35

Radioland

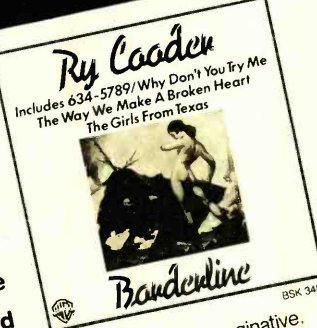
Kid Leo, WMMS: "Nicolette has the finest song in her career — 'Radioland.'"
Larry Bruce, KGB-FM: "Nicolette meets Pat Benatar in 'Radioland.' A good tune and there's lots more on this LP too."
Stew Schantz, WPDH: "The new Nicolette Larson LP finds her moving to more of a rock and roll vein. Sounds good!"

Already On: WMMS, KBPI, WXRT, KSAS, WEEL-FM, WCCC, WPLR, WNEW, WLIR, WBAB, WIOQ, WRNO, KILT-FM, WRKK, WJAX, WQDR, KGB-FM, KBBC, KNX-FM, KFML, KOME, KZAM-FM, KINK, WIBA, KFMQ, WAAL, WKDD, WXKE, WPPR, WBWB, WXUS, WCAS, WBRU, WECM, WOBK, WPDH, WRNW, WHFS, KLBJ, KNCN, NOVA-104, WTKX, Y102, WQUT, LOVE 94, WOWD, WKWF, WHSL, WXYC, KEZY-FM, KCAL, KTYD, KTMS, KXFM, KZOO, KBCO, KTCL, KSPN, KILC, KTIM, KLRB, K108, KKDJ, KVRE, KZEL, KREM, KRKN, WWCT, WDEK, KLYX, KKRQ, WRXL

RY COODER

Borderline

Produced by Ry Cooder — Recorded and mixed by Lee Herschberg on the 3M Digital System



Ry Cooder
Includes 634-5789/Why Don't You Try Me
The Way We Make A Broken Heart
The Girls From Texas

Consensus Cuts: **634-5789; Speedo; Crazy 'Bout An Automobile; Why Don't You Try Me**
R&R — #8 Most Added

Lin Brehmer, WQBK: "Ry Cooder's new album is typically outstanding."
Roberta Haber, WAAL: "Ry Cooder never fails to be interesting and imaginative."
Bruce Youngblood, WKWF: "Ry Cooder is hands down stone cold fun."

Already On: WXRT, WSAS, WBCN, WAVA, WNEW, WRNW, WPLR, KMOD, WRKK, WQUT, KFML, KZEL, WIBA, WDEK, KFMH, KBLE, WAAL, WKDD, WCAS, WBRU, WGIR, WQBK, WPDH, WHFS, WUVA, KLBJ, KNCN, NOVA-104, WTUL, WHMD, WRAS, WKWF, WGLV, WLYX, WXYC, KTYD, KXFM, KZOO, KBCO, KSPN, KTIM, KLRB, KVRE, KRKN



On Warner Bros. Records

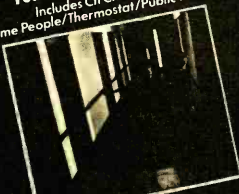
KLBJ, KNCN, NOVA-104, WTUL, WHMD, WRAS, WKWF, WGLV, WLYX, WXYC, KTYD, KXFM, KZOO, KBCO, KSPN, KTIM, KLRB, KVRE, KRKN

THE JOHNNY AVERAGE BAND

featuring NIKKI WILLS

Some People

THE JOHNNY AVERAGE BAND
Featuring Nikki Wills
Includes Ch Ch Cherie
Some People/Thermostat/Public Image



Some People

Produced by Griff McRee and Mick Hodgkinson

Consensus Cuts: **Thermostat; Ch Ch Cherie (the forthcoming single); Whatcha Gonna Do**
(When The Reggae Breaks Your Heart)

Stew Schantz, WPDH: "The Johnny Average Band album is a tight, well-produced one and sounds real good on the radio."
Ron Rizzi, WRNW: "The new one from The Johnny Average Band undoubtedly has a hit single included 'Ch Ch Cherie.' Don't overlook it!"

Already On: WXRT, WNEW, WRNW, WLIR, WBAB, WHFS, WPLR, WPDH, WXKE, KBLE, KFMH, WTUL, WRAS, WKWF, WLYX, KBCO, KSPM, KLRB, KKDJ, KRKN

Above quotations are courtesy of the Friday Morning Quarterback Album Report

On Bearsville Records



Jeff Bell Abrams

Continued from Page 40

now. But I must say that for the next six to eight months, I have my hands full with radio, so I don't anticipate any new production projects till the fall.

R&R: In the last year, we've seen a number of prominent AOR programmers start their own consultancies. How does that make you feel?

LA: I'm only surprised it didn't happen earlier. It's going to make us work a little harder. On the other hand, it's going to be good for the consulting business in general.

R&R: Some critics say there's a tendency for consultancies to stifle creative programmers . . .

LA: I suppose that's what separates a good consultant from a bad one. The worst thing in the world to do is to come in, tell the guy, "Here's what you do," and that's it. A good consultant should be able to foster the creative spirit, not stifle it. The creativity shows in the numbers and that makes us all look good.

R&R: AOR seems to have reached a sort of crossroads as we have moved into a dominant

EVOLUTION

Say hi to another AOR convert: WOVV-FM (O-95)/Ft. Pierce, FL, which changed from CHR to AOR about two weeks ago. Steve Haas is Operations Manager . . . You win one, you lose one: WABD/Ft. Campbell, KY has switched from AOR to P/A . . . Many changes at KLBJ/Austin: PD Glen Mason has segued to its AM sister station's news department, while MD T.Q. has exited. Filling their shoes are new PD Chuck Dunaway (from neighboring KHFI) and MD Cy Stumart, from the station's airstaff . . . KPRI/San Diego MD Jesse Summers has announced he's exiting that post to become PD at KENO/Las Vegas, around January 30. Still no word on a KPRI PD, by the way . . . Russ Ryan has joined WRHY/York as PD from KFOX/Redondo Beach, replacing departing PD Jeff Hunt . . . Dave Lee Austin has exited as PD of WAAF/Worcester; he has not yet been replaced . . . Paul LeMieux has announced he'll exit as WAAF's MD on January 30 to join WCOZ/Boston for airwork and production . . . Mike Jones has been named PD of KLGJ/Breckenridge . . . Rob Lipschutz has been appointed MD of WCOZ/Boston from Asst. MD . . . Judy McNutt has announced she'll exit as Programming Assistant of KBPI/Denver for the MD post at KGB-FM/San Diego around February 16 . . . Brad Curtis is the new MD of WHKC/Evansville (not the same Brad Curtis who's PD at WLS-FM/Lansing) . . . Karla Michaels has joined KRKC/Anchorage as MD from KASH/Eugene . . . CITI-FM/Winnipeg's new MD is Terry DiDonte . . . KZEW/Dallas has appointed Janel Dolan as MD, John LaBella as Asst. PD, and Mike Rhyner as Programming Assistant . . . Bobby Ocean has exited airwork for KWST/Los Angeles . . . KIDQ/Boise's new co-MD's are Dan McColly and Dave Freeman . . . Mark Addy has joined the airstaff of WRIF/Detroit from competing WWWW . . . Anita Gevinson has returned to WMMR/Philadelphia from KLOS/Los Angeles for middays. Speaking of WMMR, former WMMR air personality John Bradley has joined KBCO/Boulder as Asst. PD . . . New to mornings at WAVA/Washington from production is Jackson Witt. New to WAVA for production from competing DC 101 is Steve Matt . . . Jeremy Schlessberg has joined WCMF/Rochester as Production Director . . . Ed Spencer is the new News Director at WWWK-FM/St. Louis . . . Max Miller has joined KICT/Wichita for middays from KYTX/Amarillo . . . Tracy Brenneman is new to nights and Mary Jean Beintema is new to weekends at WXLN/Davenport . . . Rick Shaw has been upped to full-time at KEZY/Anaheim . . . Jackie Willig has joined WYNF(95FM)/Tampa from competing WQXM for weekends . . . Brian Moore has joined WKLC/St. Albans, WV from WIBZ/Parkersburg, WV.

position in many markets. In closing, Lee, how about an historical perspective on where we've been and where we're headed as a radio format?

LA: One of the big problems with AOR is that in the late sixties, all of them were so concerned with being jingle-free, honest, or earthy that we've never really shaken that. There are very few stations, for instance, that have invested time and money in the kind of production that makes the station sound "cinematic." I'm not talking about jingles, because they're outdated. It's the kind of production that decorates the station — that's a real bottom line.

And, we could sure use a good musical kick in the ass. Combine the two with some really wacko jocks and radio could be really interesting.



IT PAYS TO LISTEN — WRKK/Birmingham sponsored the first of two Research Hour Projects, which encouraged listeners to review musical selections aired at a different designated hour each week and submit their comments. Pictured is station GM Dan Brennan (right) presenting the winner (left) with a check for \$1099.



JUST LIKE YOU — Following a recent Boston performance which debuted his latest LP, "I'm Not Strange I'm Just Like You," Backstreet/MCA's Keith Sykes was joined backstage by friends. Pictured (l-r) are New England Music City's Jeep Holland and Jim LaFrance, Sykes, WBCN's Judy Ember and MD Jimmy Mack.

UPDATE

First, a couple of anniversary greetings, both for ten years of rocking: to WLRS/Louisville and WDVE/Pittsburgh . . . In an interesting indication of the station's popularity, KPRI/San Diego and sister AM station KOGO have been chosen as official co-promoters for the 1981 Pacific Indoor Rodeo. The choice is interesting when you realize there are three Country outlets in San Diego that were passed over. The two stations' jocks will serve as official MC's and Grand Marshals for the rodeo . . . Has a member of Columbia's Journey visited your station yet? Don't be surprised if someone does, to hand-deliver the group's new double live album, "Captured." Members of the group plan to visit stations in no fewer than 26 cities across the country . . . Rock club updates: WPLX/Milwaukee's "Rock 'n' Roll Air Force" now boasts 40,000 members, while KFMQ/Lincoln's new "Q Card," good for discounts at participating sponsor outlets, has already grabbed 25,000 cardholders . . . Every night this month, WNEW-FM/New York is inviting listeners to take a musical "Time Machine" trip as the station reruns many of its most popular radio concerts. Included: Grateful Dead, Cars, Cheap Trick, Led Zeppelin, and Billy Joel . . . For the first time in the history of the popular "Volunteer Jam," WKDF/Nashville won't be broadcasting the show. Instead, Vanderbilt University's WRVU will do a commercial-free broadcast of the event, along with other stations in a radio network . . . KMET/Los Angeles morning man Jeff Gonzer and News Director Ace Young combined forces for a live "Finally Friday" broadcast party with their listeners at an area club. Donuts and coffee were offered free to everyone . . . WRIF/Detroit has offered a \$500 reward for the safe return of its morning show mynah mascot. The bird was stolen on New Year's day from a local pet shop. Apparently the bird was used extensively by the morning show team . . . EMI America National Album Director Chris Hensley put in a personal request that all AOR homegrown albums be sent to his offices at Capitol Records, 1670 N.E. Free-way Access, Atlanta, GA 30329 . . . Here's what's happening with KZOK/Seattle's Hendrix Memorial campaign: the station has raised over half of its goal of \$20,000 to finance the project (Heart was a major contributor, offering \$500).

Meanwhile, an official committee has been established to review artists' proposals of the actual artwork for the project. The station is currently seeking input from community members surrounding the site upon which the memorial would be constructed . . . WTPA/Harrisburg has a regular jazz show and requests jazz album service from all labels. Contact PD Doug Sorensen at WTPA, Box 104, Harrisburg, PA 17108 . . . CHUM-FM/Toronto is searching for comedy albums and sources for comedy material for its specialized comedy programming. If you can help, contact the station's Gord Johnson at (416) 925-6666.

COLOR

MESSY ROOM: In conjunction with Games magazine, WMMS/Cleveland is searching for the ultimate messy room. The person who submits a photo of what is judged to be the messiest room will receive maid service for a day, \$300 to throw a party and mess it up again, and another day's maid service to clean it up again! Runners-up get Games/WMMS T-shirts and subscriptions to the magazine.

KXFM GOLD STASH: KXFM/Santa Maria has six 24-carat gold albums to give away to winners in its new promotion. Listeners register their names at sponsor outlets, then listen for their names to be chosen on the air. When their name is announced, they have 90 seconds (around 16 mins.) to call in to guess which gold album is being given away (clues are aired regularly) plus the year the album went gold. Six winners get the discs, while everyone who calls in will receive a consolation prize.

CONCERTS & CONVERSATIONS

GUEST DJ'S: Human Sexual Response on WBCN/Boston.

CONVERSATIONS: REO Speedwagon on KLOS/Los Angeles . . . Tom Robinson, Police on WNEW-FM/New York . . . Jim Carroll on KZEL/Eugene . . . Steve Winwood on WFFY/Jacksonville . . . April Wine on K-97/Edmonton . . . SVT, George Thorogood on KTIM/San Rafael . . . REO Speedwagon on KEZY/Anahelm.

Radio & Records

Album Airplay/40

Chart Summary

January 23, 1981

160 REPORTERS

Album cuts are listed in order of airplay preference.

Main album chart table with columns for rank, artist, album title, and label. Includes entries for John Lennon & Yoko Ono, Bruce Springsteen, Steely Dan, etc.

LENNON-ONO overtook SPRINGSTEEN in both hot and total reports to claim top airplay spot for the week; Springsteen held that post for an admirable eight weeks, and remains very strong. STEELY held rock steady as RONS moved up. PARSONS resurged, making gains in mediums and hots. MAC maintained as OUTLAWS inched up. HEART held its own while IRIS had a great week of increased airplay attention, particularly in mediums. STYX made a stunning debut with heavy adds and early conversions. BLUES held rock steady while WINWOOD jumped notably, as stations hopped on the record while others converted from adds to upper airplay rotations. MANN climbed nicely. WINE debuted very strongly, with an impressive collection of adds (watch for Wine and Styx both to jump up next week, as adds convert to other rotations). ZEVOON, McCLINTON, and QUEEN all climbed. UFO debuted with good adds. MEISNER maintained as the resilient MAX WEBSTER bounced back on the chart for a second time. YES, NICOLETTE LARSON, and ALVIN LEE came close to charting this week.

NEW ENTRY

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

MOST ADDED

Table of Most Added albums with columns for rank, artist, album title, and a 1/23 1/16 1/9 grid.

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

MEDIUM

Table of Medium albums with columns for rank, artist, album title, and a 1/23 1/16 1/9 grid.

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

THE HOTTEST

Table of The Hottest albums with columns for rank, artist, album title, and a 1/23 1/16 1/9 grid.

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

STYX

Paradise Theatre (A&M)
"Beat" "Rockin'" "Snowblind"
"Time" 81% of our reporters on
It. Total album reports: 145, A-
136, M-3, H-7. Debuted this week
at number 13.



APRIL WINE
The Nature of
The Beast (Capitol)
"Queen" "Between" "Town"
"Rock." 72% of our reporters on
It. Total album reports: 115, A-
103, M-10, H-2. Debuted this
week at number 22.



SINGLES

- 1 DAN FOGELBERG... "Same Old Lang Syne" (Full Moon/Epic)
- 2 TOTO... "Goodbye Eleanor" (Columbia)
- 3 ANY TROUBLE... "Second Choice" (Stiff)
- 4 ALVIN LEE BAND... "Ridin' Truckin'" (Atlantic)
- 5 ROMANTICS... "Forever Yours" (Nemperor)
- 6 STINGRAY... "The Man In My Shoes" (Carrere/Atco)
- 7 NIGHT... "Love On The Airwaves" (Planet)
- 8 BILLY THORPE... "In My Room" (Elektra)
- 9 XTC... "Generals And Majors" (Virgin)
- 10 GEORGE THOROGOOD... "Bottom Of The Sea" (Rouder)
- 11 JIMMIE MACK... "It's Gonna Hurt" (RCA)
- 12 KANSAS... "Got To Rock On" (Kirtshner)
- 13 CARS... "Gimme Some Slack" (Elektra)
- 14 BOZ SCAGGS... "Miss You" (Columbia)
- 15 CLIMAX BLUES BAND... "Gotta Have More Love" (Sire)

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 listing. The chart is listed in order of total mentions reported this week.

JAZZ ON AOR

- 1 DAN SIEGEL... "The Hot Spot (Inner City)" "Sweet Talk" "Title" "Carnaval (MCA)
- 2 SPYRO GYRA... "Cafe" "Awakening" "Cachasa"
- 3 GROVER WASHINGTON JR... "Winelight (Elektra)" "Memory" "Flow"
- 4 JOE SAMPLE... "Voices In The Rain (MCA)" "Dream" "Hurricane" "Grass" "Shadows"
- 5 WEATHER REPORT... "Night Passage (AARC/Columbia)" "Title" "Rockin'"
- 6 JEAN-LUC PONTY... "Civilized Evil (Atlantic)" "Damagomania"
- 7 GENE DUNLAP... "Just The Way I Feel (Capitol)" "Things"
- 8 KILIMANJARO... "Kilimanjaro (Philips)" "Big Foot" "Party" "Flame"
- 9 HIROSHIMA... "Odori (Arista)" "Winds"
- 10 NATIVE SON... "Savanna Hot-Line (MCA)" "Various Cuts"

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

REGIONAL AOR ACTIVITY

STATION	ALBUM	REPORTS
104 WABC	STYX Paradise Theatre (A&M)	33/33
104 WABC	APRIL WINE Nature Of... (Capitol)	25/24
104 WABC	CLASH Sandinista (Epic)	15/8
104 WABC	UFO The Wild... (Chrysalis)	14/14
104 WABC	RINGS (MCA)	12/8
JIM CARROLL BAND	Catholic Boy (Atco)	21/16
DIRE STRAITS	Making Movies (WB)	31/13
ROCKPILE	Seconds Of... (Columbia)	25/13
LOVERBOY	Loverboy (Columbia)	17/13
BLUES BROTHERS	Made In America (Atlantic)	18/12
BRUCE SPRINGSTEEN	The River (Columbia)	35/33
JOHN LENNON & YOKO ONO	Double Fantasy (Geffen)	36/31
STEELEY DAN	Gaucha (MCA)	35/30
RED SPEEDWAGON	Hi Infidelity (Epic)	34/29
ROD STEWART	Foolish Behaviour (WB)	34/27

104 WABC Albany

518-462-5555

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

104 WABC Boston

617-266-1111

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

97.9 WJLB Buffalo

716-881-4555

WJLB 97.9 FM
WJLB 97.9 FM
WJLB 97.9 FM

WJLB 97.9 FM
WJLB 97.9 FM
WJLB 97.9 FM

WCCC Hartford

203-549-3456

WCCC 104 FM
WCCC 104 FM
WCCC 104 FM

WCCC 104 FM
WCCC 104 FM
WCCC 104 FM

WABC 104 Long Island

516-727-1570

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WZZO Allentown

215-694-0511

WZZO 104 FM
WZZO 104 FM
WZZO 104 FM

WZZO 104 FM
WZZO 104 FM
WZZO 104 FM

WABC 104 Boston

617-262-5900

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WECM Claremont

603-542-7735

WECM 104 FM
WECM 104 FM
WECM 104 FM

WECM 104 FM
WECM 104 FM
WECM 104 FM

WABC 104 Hartford

203-247-1080

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 Manchester

603-825-6915

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WAAA Blinghamton

607-772-8850

WAAA 104 FM
WAAA 104 FM
WAAA 104 FM

WAAA 104 FM
WAAA 104 FM
WAAA 104 FM

WABC 104 Bridgeport

203-579-9995

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 Harrisburg

717-238-1402

WABC 104 FM
WABC 104 FM
WABC 104 FM

WABC 104 FM
WABC 104 FM
WABC 104 FM

WBLM Lewiston-Portland

207-783-2065

WBLM 104 FM
WBLM 104 FM
WBLM 104 FM

WBLM 104 FM
WBLM 104 FM
WBLM 104 FM

WVAO Morgantown

304-298-0029

WVAO 104 FM
WVAO 104 FM
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SOUTH

El Paso 915-533-8211

WVLS
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Jacksonville 904-633-2785

WVLS
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Miami 305-581-1580

WVLS
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Nashville 615-244-9532

WVLS
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Orlando 305-298-5100

WVLS
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The Q 95.5 FM 915-544-8864

WVLS
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Johnson City 615-477-3127

WVLS
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Miami 305-672-2500

WVLS
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Norfolk 804-623-9697

WVLS
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KISS-FM San Antonio 512-223-6211

WVLS
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Houston 713-526-4591

WVLS
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KM KSMB Lafayette 319-232-1311

WVLS
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Montgomery 205-264-2288

WVLS
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Oklahoma City 405-631-8881

WVLS
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89.5 Rock Tampa 813-224-0742

WVLS
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Jackson 801-982-1062

WVLS
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Lexington 606-252-8694

WVLS
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95 Rock Montgomery 205-832-4295

WVLS
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Orlando 305-645-1802

WVLS
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WYNF Tampa 800-000-0000

WVLS
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Jacksonville 904-842-1055

WVLS
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Louisville 502-585-5178

WVLS
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Norfolk 804-461-1194

WVLS
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Raleigh 919-832-8311

WVLS
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Tulsa 918-664-2810

WVLS
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MIDWEST

Appleton 414-734-9226

WVLS
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Bloomington 812-332-9292

WVLS
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Chicago 312-844-5270

WVLS
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Chicago 312-828-9191

WVLS
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Cincinnati 513-871-8500

WVLS
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STYX Paradise Theatre (A&M) 41/39

APRIL WINE Nature Of... (Capitol) 32/29

UFO The Wild... (Chrysalis) 16/16

STEVE WINWOOD Arc Of A Diver (Island) 30/11

SHOES Tongue Twister (Elektra) 8/8

Chicago 312-828-9191

Chicago 312-844-5270

Cincinnati 513-871-8500

MOST ADDED

STYX Paradise Theatre (A&M) 41/39

APRIL WINE Nature Of... (Capitol) 32/29

UFO The Wild... (Chrysalis) 16/16

STEVE WINWOOD Arc Of A Diver (Island) 30/11

SHOES Tongue Twister (Elektra) 8/8

MEDIUM

DONNIE IRIS Back On The... (MCA) 27/20

OUTLAWS Ghost Riders (Arista) 38/18

MANFRED MANN'S EARTH BAND Chance (WB) 29/16

DIRE STRAITS Making Movies (WB) 34/13

FIREBALL Clouds Across... (Atlantic) 19/13

JIM CARROLL BAND Catholic Boy (Atco) 16/13

THE HOTTEST

REO SPEEDWAGON Hi Infidelity (Epic) 44/43

BRUCE SPRINGSTEEN The River (Columbia) 41/38

JOHN LENNON & YOKO ONO Double Fantasy (Geffen) 42/37

STEELY DAN Gaucho (MCA) 39/36

ALAN PARSONS PROJECT The Turn Of A... (Arista) 40/32

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

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 rotation this week.

Chicago 312-828-9191

Chicago 312-844-5270

Cincinnati 513-871-8500

WEST
KWEST 103.7 FM
Los Angeles
213-667-1224

HO: TED FERGUSON
MO: TED FERGUSON
TU: TERRY HICKS
WE: TERRY HICKS
TH: TERRY HICKS
FR: TERRY HICKS
SA: TERRY HICKS
SU: TERRY HICKS

HO: TERRY HICKS
TU: TERRY HICKS
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SU: TERRY HICKS

KNO8 FM
Sacramento
916-446-4965

HO: MI SCHROEDER
TU: MI SCHROEDER
WE: MI SCHROEDER
TH: MI SCHROEDER
FR: MI SCHROEDER
SA: MI SCHROEDER
SU: MI SCHROEDER

HO: MI SCHROEDER
TU: MI SCHROEDER
WE: MI SCHROEDER
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SA: MI SCHROEDER
SU: MI SCHROEDER

San Francisco
415-391-9400

HO: BOB COLL
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SA: BOB COLL
SU: BOB COLL

HO: BOB COLL
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SU: BOB COLL

KTMS - FM
Rock 97
Santa Barbara
805-963-1975

HO: BOB COLL
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SU: BOB COLL

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92.9 KRFM-FM
Spokane
509-448-2000

HO: BOB COLL
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SA: BOB COLL
SU: BOB COLL

KROO
Pasadena
FM 106.7
213-578-0830

HO: BOB COLL
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KRCR
Sacramento
916-444-2806

HO: BOB COLL
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KOME
San Jose
408-242-8311

HO: BOB COLL
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SA: BOB COLL
SU: BOB COLL

KXFM 99
Santa Maria
805-922-2156

HO: BOB COLL
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90.9 KX95
Tri-Cities
509-586-0459

HO: BOB COLL
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SU: BOB COLL

KROO
Portland
503-655-9181

HO: BOB COLL
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SU: BOB COLL

KCAL 96.7
San Bernardino
714-825-5020

HO: BOB COLL
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SU: BOB COLL

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KTSM
San Rafael
415-456-1510

HO: BOB COLL
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SU: BOB COLL

Seattle
206-624-4305

HO: BOB COLL
TU: BOB COLL
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KWFM
Tucson
602-824-5888

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KROO
Portland
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KGB-FM 101.5
San Diego
619-292-1360

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San Francisco
805-963-1601

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Seattle
206-223-3913

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Vancouver
604-684-7221

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KROO
Portland
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FM 106
San Diego
619-565-8006

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San Jose
408-242-8300

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Reno
702-329-9261

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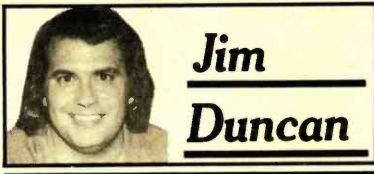
San Jose
408-242-8300

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POLICE RAID KQFM - During a recent concert stopover in Portland, A&M's Police stopped by the KQFM studios and visited with the staff. Pictured (l-r) are A&M's Neil Tessler, station MD Cynde Slater, and group's Andy Summers.



**Jim
Duncan**

WQYK-FM, KIKK-FM KEEP CLIMBING

Consistency—The Key To Country Success?

While over the past decade many Country FM stations have emerged, not until recently have they started to make substantial strides in their respective markets. This week, we'd like to spotlight two of these movers, both of which made impressive gains in the Oct./Nov. '80 ARB. WQYK-FM/Tampa/St. Petersburg climbed three points, 6.2 to 9.7, and KIKK-FM/Houston broke into double figures for the first time, jumping 9.2 to 10.5, placing both stations in the enviable number two positions overall in their markets. Neither station employed any special promotional or programming efforts during the book, and each uses a different music mix. How then to account for their success? In a word . . . consistency.



Charlie Ochs



Joe Patrick

We talked first to KIKK-FM's Charlie Ochs, former morning man at the station and PD since April 1980. The station's target demographic is 25-54, in which it was #1 this past fall. Ochs feels the reason the station was so successful was due, in part, to "the type of people we have on the air. They're in our target demographic, all family people, all adult-oriented people. We have only one air personality who is under 30."

Promotion also plays a big part in KIKK-FM's consistency, with both on-air and off-air promotions continuing year-round. While most stations find a promotion department expendable, KIKK-FM has four people working in this area. Ochs notes, not surprisingly, "To my knowledge we spend a lot more money on promotions than anybody else in town by a long shot! We go out into the community a great deal — to clubs, to charitable events, that kind of thing. And when we go out, the jocks go, the newpeople go. The newpeople are definitely personalities on the radio station and they're treated as such. Some of them are very well known in the community, and some of

"There's no one thing that is the key to the success of the station. More than anything else, the consistency is the key — not only consistency on the air but also consistency off the air."

— Charlie Ochs, PD
KIKK-FM/Houston

them have been with us for quite some time."

News is definitely a full-time commitment at KIKK-FM, with seven general news people, three sports people, and two public affairs people included in an overall station staff of 65. "Since we do have the number of people that we have, if someone leaves we can cover until we find the right person. We're really careful when we hire people, and we usually promote from within." This team effort, combined with some engineering changes designed to give the station a



sharper, crisper sound, seems to have had the desired effect on KIKK-FM's audience.

However, as Ochs stressed, "There's no one thing that is the key to the success of the station. More than anything else, the consistency is the key — not only consistency on the air but also consistency off the air. In the promotion department, in the types of promotions that we do, in who does the music (Joe Ladd is the best MD in the country . . . I don't know what I'd do without him), in the way we handle our music . . . it's all very, very consistent and apparently right on the money for the market."

Further east at WQYK-FM, station PD Joe Patrick also had his highest book ever, relying on a game plan he instituted two years ago: consistency and research. "I've been doing research since I came here in 1977. I know the market, having grown up in Sarasota, 45 miles south of here. I'm 33, and our base target is 25-34 (with a 25-54 overall target audience). I couldn't program a station without doing research."

The station uses both its Music Director and a Research Director to compile a vast volume of information weekly, occasionally doing a research blitz on the market, and always using this research to help determine its music mix. WQYK-FM's research has shown that even younger demographics are favoring more traditional country music. "We have a more traditional sound on the air than I feel WSUN (WQYK-FM's country competitor) does," Patrick claims. "However, WQYK-FM has a very contemporary feel about it. The jocks come off as having a lot of fun and the music has a good, uptempo feel to it; it's a bright sound."

Continuous advertising and promotion contribute to WQYK-FM's overall image in the market. Research, again, determined the station's current nickname, K99, as the most recognizable and least confusing to listeners. Patrick notes that outdoor advertising runs into "a good six figures a year," and the ongoing campaign, "There's A Little Bit Of Country In Everybody," runs on TV as well.

News Notes

As promised last week, the R&R Country section will be taking a look at some of the rating success stories in the coming weeks. New Associate Editor Carolyn Parks starts the series with a look at two successful FM stations . . . At the CMA Board meeting in Atlanta, Plough Broadcasting will cohost a luncheon for the Atlanta advertising and media community on February 4. Bill Anderson is set to perform his multimedia show and Stalter Brother Don Reid will be emcee . . . The Country Radio Seminar is getting closer, and again this year radio stations are asked to submit materials for display, viewing, and hearing. All video spots should be sent to Chris Collier, KYTE, 2040 S.W. First St., Portland, OR 97201. Station airchecks to Bob English, WUBE, Box 1232, Cincinnati, OH 45201. Printed matter, T-shirts, belt buckles, bumperstickers and similar merchandise to

Although Patrick initially gave away \$20,000 each book, he now feels that on-air features geared to adults (trivia contests, phone-in talk segments, country concert promotions) are the backbone of his consistent sound. "We do a lot of promotions, we have a lot of WQYK nights, we get involved, we're out, we're active, we're aggressive. If you get out there and do things with them and continue being active in the community and make sure your audience knows what you're doing, they'll stick with you."

The Tampa/St. Petersburg market is not a simple programming proposition, as the median age in St. Petersburg is 52 while in Tampa it's 32 ("You can age 20 years between our transmitter in Tampa and our studios in St. Pete," quipped Patrick). Reaching both these popu-

"If you get out there and do things with them and continue being active in the community and make sure your audience knows what you're doing, they'll stick with you."

— Joe Patrick, PD
WQYK-FM/Tampa-St. Pete

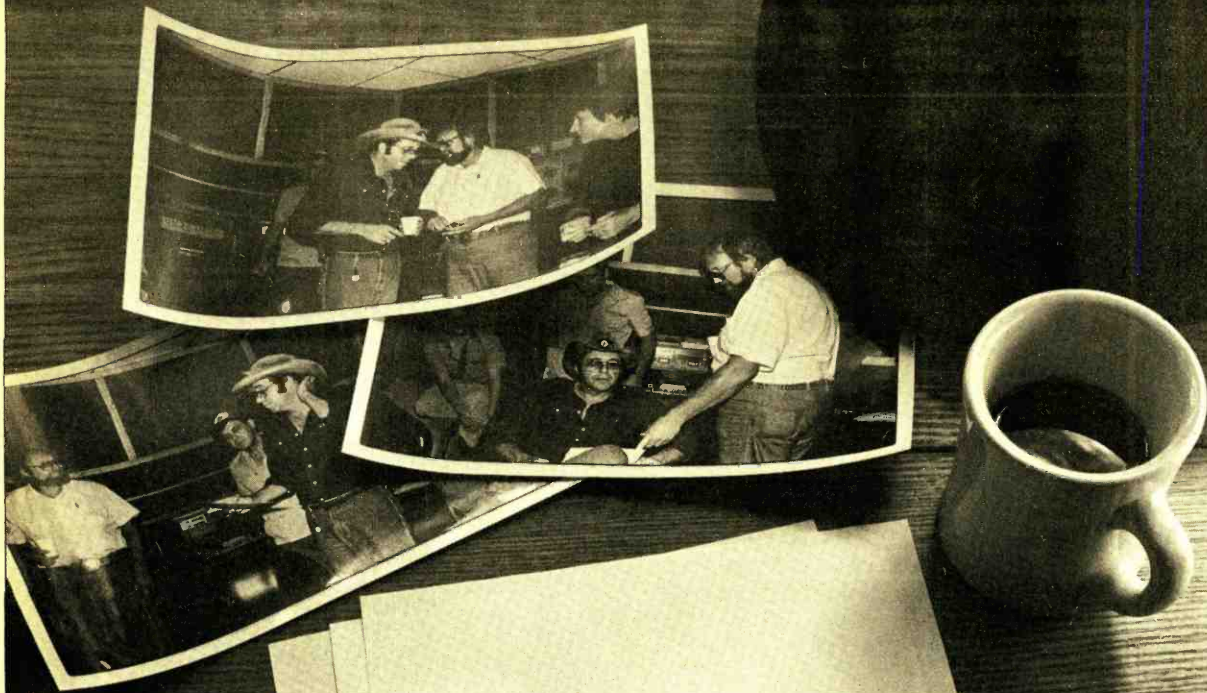
lation bases might seem an impossible task to some, but to Joe Patrick it's simply a matter of "striving to be consistent and staying at or on top and not becoming complacent like so many people do. I would attribute our success to a hardworking staff, good businesspeople in the company, and good research."

Both these programmers seem to have found the secrets of success in their markets. Country listeners are notoriously loyal and tend to stick with a station they like. Judging by last fall's ARB, it would appear that an increasing number of listeners like the consistency of KIKK-FM and WQYK-FM.

NEXT WEEK: Two more Country stations, with success stories of their own, will be profiled.

— Carolyn Parks

Frank Mull, c/o C.R.S., Box 120548, Nashville, TN 37212. Hope to see someone from your station in Nashville on March 13-14 . . . Happy to welcome Wally Clark back to Country Radio, along with rejoining Walt Turner. Clark and Turner were the GM/PD team at WIL-AM-FM/St. Louis for a number of years. Walt just left WIL to become OM at WBAP/Fort Worth. Even before the announcement could be made, Walt decided to come back to St. Louis to join with Clark at KSD-AM in its format change to Country (See Page 1) . . . Detroit FM'er WWWW (try saying those calls fast three times) has also made the switch. Details on Page 1 . . . WPEX (formerly WWDE-AM) in Norfolk, VA also joins the crowd. Jim Stephens is PD . . . KIX-FM/Dallas made the change. Mickey Ashworth from KLVJ/Beaumont is PD and longtime KBOX/Dallas morning man Allan Peck is the KIX morning personality . . . Gary Agnew is the new PD/MD at WSEN/Baldwinsville, NY . . . We'll catch up with more next week . . . So what's NEWS with you?



Charlie,
Just wanted to say thanks for
writing and singing on the "Willie
Jones" single. You were right.
"It looks like a hit." Bare

P.S.
Loved pickin' with you and the
CD13 at Jam VIII Sat. nite,
Thanks for the invite! →


"Willie Jones," Bobby Bare's single with Charlie Daniels.

Produced by Bobby Bare and Bill Rice
Foster and Rice Productions

GreilWorks • Artist Management • 59 Music Square West • P. O. Box 120681 • Nashville, TN 37212 • 615/320-7713

Booking Agency: Top Billing • 4301 Hillsboro Rd. • Nashville, TN 37212 • 615-383-8883

 **On Columbia Records.**

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Country

BREAKERS

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

GEORGE JONES
If Drinkin' Don't Kill Me (Epic)

On 67% of reporting stations. National Summary: Up 35, Same 7, Down 0, Debuts 23, Adds 21. R&R Chart: 40.

JERRY LEE LEWIS
Thirty Nine And Holding (Elektra)

On 64% of reporting stations. National Summary: Up 21, Same 18, Down 0, Debuts 13, Adds 30. R&R Chart: Debut 43.

SYLVIA
Drifter (RCA)

On 60% of reporting stations. National Summary: Up 19, Same 16, Down 1, Debuts 19, Adds 22. R&R Chart: Debut 44.

Most Added:

- CONWAY TWITTY & LORETTA LYNN
Lovin' What Your Lovin' Does... (MCA)
- BRENDA LEE
Every Now And Then (MCA)
- JERRY LEE LEWIS
Thirty Nine And Holding (Elektra)
- JOHN CONLEE
What I Had With You (MCA)

Hottest:

- DOLLY PARTON
9 To 5 (RCA)
- T.G. SHEPPARD
I Feel Like Loving You Again (WB/Curb)
- MEL TILLIS
Southern Rains (Elektra)

MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (tearable, 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 (to on, to add, to on, to on, 31-31, etc.), moved it down on their charts, or Added it this week. **↗** indicates one of this week's "most added" new songs.

BILLIE JO SPEARS "Your Good Girl's Gonna Go Bad" (Liberty) 67/11
National Summary: Up 26, Same 16, Down 0, Debuts 16, Adds 11. WMAQ, WSAI, WKMF, WDAF, WKCO, FM, KVOO, KMAK, KIKK-FM, KLLI-AM, FM, WKRR, WWSU, KFQZ 39.24, KUUY 43.36, KMP5-AM, FM 29.23, WXL-FM 21.14, WGTQ 40.34, KNOE 45.39, KRMD-AM, FM 41.32, WBGW-FM 40.34. R&R Chart: Debut 45.

JOHN CONLEE "What I Had With You" (MCA) 68/27
National Summary: Up 4, Same 17, Down 0, Debuts 18, Adds 27 including WUBE-FM, WITL-FM, WXCL, WIL-AM, FM, KVOO, KEED, KNIX-FM, KUCB, WFOR, WINN, WSM, KWKH, KFQZ 39.33, KCKC 28.23, WMZQ-FM d 37, WLVI-FM d 29, WSIX-FM 31.24. R&R Chart: Debut 47.

SAMMI SMITH "I Just Want To Be With You" (Sound Factory) 63/9
National Summary: Up 37, Same 8, Down 0, Debuts 8, Adds 9. KLAB, KTRB, KNIX-FM, WWC5-FM, WBAX, WPLD, WTOR-FM, WJZZ-FM, WFMS-FM, KRDR 34.24, WQNA-FM 45.35, WBGW-FM 50.33, WCOS-FM 37.27, WSIX-FM 11.10, WUBE-FM 35.25. KBUF d 27. R&R Chart: Debut 48.

CHARLIE DANIELS BAND "Carolina (I Remember You)" (Epic) 62/2
National Summary: Up 33, Same 14, Down 1, Debuts 12, Adds 2. WJZZ-FM, WITL-FM, WDDD-FM 24.17, WHBF 47.40, KFDM-AM 39.30, KVOO 34.26, KUUY 39.28, KSSS 37.27, WBGW-FM 37.30, WYVA 34.27, WYII 40.34, WBHP 45.36, WWOZ 36.29, KKYX 47.40. R&R Chart: Debut 49.

JOE STAMPLEY "I'm Gonna Love You Back..." (Epic) 61/23
National Summary: Up 10, Same 12, Down 1, Debuts 15, Adds 23 including WGTQ, WBAM, WIRK-FM, WSAI, KWMT, WXCL, WTHI, KSON-AM, FM, WBGW-FM, WKXA, KENR d 33, KIKK-FM 37.30, KRMD-AM, FM 50.44, WKKN 35.27, KCKC 27.19.

DANNY WOOD "It Took Us All Night Long To Say Goodbye" (RCA) 61/3
National Summary: Up 29, Same 9, Down 2, Debuts 8, Adds 3. WHK, KRZY, KLAC, KWMT 32.27, KUIZ 44.36, KEED 36.28, KMP5-AM, FM 24.18, WYVA 40.33, WSIX-FM 14.12, KYXX 45.40, KKYX 38.31, KRMD-AM, FM 13.11. R&R Chart: Debut 50.

CRISTY LANE "I Have A Dream" (Liberty) 60/23
National Summary: Up 10, Same 8, Down 1, Debuts 8, Adds 23 including WMAQ, KFQZ, WIRE, WBFC5-FM, KMAK, KSON-AM, FM, WFOR, KYET, KENR, WMC-AM, WBAM, KSSS 48.38, KEED 50.28, KRAK 42.35, WYDE 36.26, WGTQ 48.39, KRMD-AM, FM 44.37.

DAVID FRIZZELL & SHELLY WEST "You're The Reason God Made Oklahoma" (WB) 57/22
National Summary: Up 13, Same 18, Down 0, Debuts 6, Adds 22 including WGTQ, WKKK, KWKH, WHK, KFQZ, KFH, KUUY, KMAK, KRAK, WMOZ-FM, WSIX-FM 32.26, KYXX 41.34, KRMD-AM, FM 48.41, WTSO 43.33, WDDD-FM 28.22, KEBC-FM 29.21.

JACKY WARD "Something On The Radio" (Mercury/Polygram) 55/24
National Summary: Up 7, Same 8, Down 0, Debuts 10, Adds 24 including WYVA, WESC-AM, FM, WINN, WUBE-FM, WIRE, WITL-FM, WIL-AM, FM, KMAK, KSDN-AM, FM, KUCB, WSIX-FM 23.17, KFQZ 39.34, KCKC 30.20.

CONWAY TWITTY & LORETTA LYNN "Lovin' What Your Lovin' Does..." (MCA) 53/51
National Summary: Up 0, Same 0, Down 1, Debuts 1, Adds 51 including WBGW-FM, WMZQ-FM, WYII, KWET, WYDE, KENR.

VERN GOSDIN "Too Long Gone" (Ovation) 38/16
National Summary: Up 6, Same 5, Down 0, Debuts 6, Adds 16 including WXL-FM, WYVA, KNOE, KYXX, WKMF, WXCL, KSSS, KFTN, KR5Y, KENR 35.28, KFQZ 40.35, WDDD-FM d 27.

DON McLEAN "Crying" (Millennium) 32/20
National Summary: Up 2, Same 4, Down 0, Debuts 8, Adds 20 including WCOS-FM, WBAM, WSM, WTSO, WDDD-FM, KRZY, KYTE, KCKC, WBGW-FM, WYVA, WSIX-FM 30.25, WWC5-FM d 28.

RANDY BARLOW "Dixie Man" (Paid) 32/17
National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 17 including WSLR, KWMT, WXCL, KWJJ, KFTN, KRAK, WWC5-FM, WGTQ, WBAM, WSM, KUUY 47.38.

EAGLES "Seven Bridges Road" (Asylum) 31/9
National Summary: Up 7, Same 8, Down 0, Debuts 9, Adds 9. KBUF, KICD-FM, KBMY, KFTN, KONE, WBAX, WYII, WKWH, WWSU, WMUS-AM, FM 34.28, KCKC 15.10, WYVE 16.12, WOKK 39.33.

TIM REX & OKLAHOMA "Gettin' Over You" (Dee Jay) 25/3
National Summary: Up 11, Same 9, Down 1, Debuts 1, Adds 3. WHK, KLAK, KLLI-AM, FM, WXCL 36.32, KICD-FM 29.25, KVOO 47.46, KFDM-AM 27.22, WYVA 20.14, KHY 31.29.

JOHNNY CASH "Without Love" (Columbia) 24/5
National Summary: Up 7, Same 8, Down 1, Debuts 3, Adds 5, WYVA, KHEY, WAXX, WKMF, KTRB, WXL-FM 48.28, KVET 43.39, WMNI 35.30, KUZZ 48.40.

MARTY ROBBINS "Completely Out Of Love" (Columbia) 22/20
National Summary: Up 1, Same 0, Down 0, Debuts 1, Adds 20 including KMAK, KMP5-AM, FM, WQNA-FM, KVET, WYDE.

Radio & Records

NATIONAL AIRPLAY/50

January 23, 1981

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

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

KIKK-FM, WBAM, WIRK-FM, WSAI, KSO, WCXI, KFDM-AM, KBMY, KNIX-FM, KCKC, KMP5-AM, FM.

JIM STAFFORD "Cow Patti" (WB) 51/4
National Summary: Up 28, Same 10, Down 1, Debuts 8, Adds 4. KSSS, WPOC-FM, WVMU, WLVI-FM, KEED 26.16, KTRB 27.20, KR5Y 17.9, KTOH 26.19, KENR 39.28, KBMR 20.10, KSO 27.19, WITL-FM 29.20, KEBC-FM 17.13.

FATS DOMINO "Whiskey Heaven" (WB) 45/1
National Summary: Up 26, Same 13, Down 1, Debuts 4, Adds 1. KOKE-FM, WYVA 24.17, WCOS-FM 35.24, WLVI-FM d 26, KWKH 37.27, WMAQ 32.23, WITL-FM 14.9, KEBC-FM 9.4, KYTE 20.12, KEEN 15.11.

JOE SUN "Ready For The Times To Get Better" (Ovation) 44/8
National Summary: Up 14, Same 12, Down 0, Debuts 10, Adds 8. WRRS, WSAI, KWMT, WKCO, FM, KWJJ, WVMU, KLRA, WOKX, WTSO 30.24, WDDD-FM 18.12, KEEN 40.35, WYVA 33.25, KENR 38.27.

BRENDA LEE "Every Now And Then" (MCA) 40/39
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 39 including KVET, WYDE, KIKK-FM, WSM, KRMD-AM, FM, WUBE-FM, WHK, KSD, WCXI, KFDM-AM, KRDR, KR5Y, KTOH, WWC5-FM, WYVA.

EDDY RAVEN "Peace Of Mind" (Dimension) 40/18
National Summary: Up 3, Same 15, Down 0, Debuts 4, Adds 18 including WYVA, WESC-AM, FM, KIKK-FM, KWKH, WSLR, KSO, WCXI, WXCL, KVOO, KRDR, KRAK, KVET 44.40, KFQZ 37.31, WKKN d 37.

Others Getting Significant Action

WLVI-FM, KSD, KFQZ, KFDM-AM.

WALKER & FAIRCHILD "Bye Bye Love" (Paid) 22/3
National Summary: Up 9, Same 9, Down 0, Debuts 1, Adds 3. WMAQ, KDKE-FM, WLVI-FM, WDDD-FM 29.24, KWJJ 50.44, KRAK 33.29, KENR 23.14.

PHIL EVERLY "Dare To Dream Again" (Curb) 22/3
National Summary: Up 5, Same 10, Down 0, Debuts 4, Adds 3. WHBF, KUZZ, WVAM, KVOO 38.34, KNIX-FM 35.29, WGTQ 13.9, WSIX-FM 15.9.

MIKI MORI "Rainin' In My Eyes" (NSD) 16/4
National Summary: Up 3, Same 7, Down 0, Debuts 2, Adds 4 including WYVA, WESC-AM, FM, KYX, KICD-FM, KVOO 39.29, KFDM-AM 30.25, KFTN d 39.

GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 15/9
National Summary: Up 1, Same 3, Down 0, Debuts 2, Adds 9. WXL-FM, WYII, WCOS-FM, WWOZ, WHOO, KSO, KVOO, KRDR, KTOH.

BILLY LARKIN "20/20 Hindsight" (Sunbird) 15/7
National Summary: Up 4, Same 3, Down 0, Debuts 1, Adds 7. KUIZ, KSSS, KRAK, WCOS-FM, WKSJ-FM, WKMF, KICD-FM, KVOO 40.34, WLVI-FM d 30.

RITA COOLIDGE "Fool That I Am" (A&M) 15/4
National Summary: Up 4, Same 0, Down 1, Debuts 0, Adds 4. WMAQ, KUUY, WYVA, KWKH, WTSO 34.30, WBFC5-FM 20.18, KEEN 33.28, KVET 48.44.

Country Pictures



CINCINNATI CAR CONTEST — Dale Turner, PD of WSAI/Cincinnati, is seen presenting the keys to a 1980 Black Bandit Pontiac Trans-AM to the winning Farthing family. The car was the grand prize in a promotion WSAI did to promote the movie "Smokey And The Bandit II."



ROXY ROWDIES — Pictured backstage following the debut performance of CBS recording artist J. Delfon at the Roxy nightclub in Hollywood are (l-r) label's Mike Atkinson, Tommy Cheech of the Cheech & Chong comedy group, KHJ/Los Angeles PD Charlie Cook, Lacy, and CBS representative Jack Lameira.



PHONE FRIENDS — KRSY/Roswell, NM MD Kevin Janison visits with the "Crown Prince of Basketball," Meadowlark Lemon, prior to an interview on KRSY. Lemon's team, the Bucketeers, were in town and the KRSY personalities played a 10-minute game with them during halftime.



PIE READY TO FLY — WHMQ/Findlay, OH morning man Don Andrews was caught performing at local club Hollow Inn for his own birthday party. As you can see from Don's eyes, something is on the way — a cream pie. The aftershot didn't make it on film.



PLATINUM PALS — Charlie Daniels is seen following a platinum LP presentation for sales of over one million units on the LP "Full Moon." The ceremony took place backstage during last weekend's CDB Volunteer Jam VII, which featured a wide range of musical styles from Roy Acuff to Billy Joel, Crystal Gayle and Mickey Gilley to Ted Nugent (see additional photo Page 3). Pictured here (l-r) are Maurice Oberstein, Chairman, CBS Records U.K.; John Boyland, CBS/Los Angeles; Don Dempsey, CBS/New York; Charlie; Rich Blackburn, CBS/Nashville; Joe Sullivan, Sound Seventy Corporation; Roy Wunsch, CBS/Nashville; Ron Huntsman, Sound Seventy; and Dan Beck, CBS/New York.

Biff Collie

Inside Nashville



CONGRATULATIONS: Mel Tillis and Terry Bradshaw will shoot that "Stokers" TV pilot February 5 in Atlanta... Dolly Parton will sing "9 To 5" on the 38th annual Golden Globe Awards program on CBS

January 31... Crystal Gayle named "Left-hander Of The Year" (in the music category) by the 8000 members of Lefthanders International... John Anderson picked as People magazine's choice for "Country Personality To Watch" in 1981... Ditto Frank ("They Call Me T-Bear") Thibert by the Michigan Country-Boosters Association... Mrs. Johnnie Massey named Executive VP of the Nashville-based One-Nighters Agency. That agency was created by the late Dub Albritton, who guided the career of Brenda Lee from childhood till his death in the early 70's... Nathan Birnbaum celebrating his 85th birthday January 20, nominated for a Grammy in the "Male Vocal Performance" category. If you don't recognize his name, try George Burns... The film version of "Coal Miner's Daughter," Loretta Lynn's autobiography, was the sixth-highest box office movie of 1980 ("Empire Strikes Back" was No. 1). No wonder they're looking for Oscar nominations on that one... Super-country lady Jo Walker, longtime Executive Director of the Country Music Association, and Nashville textile manufacturing executive Bob Meador are engaged to marry mid-March... Based on his 1980 sales, Kenny Rogers is now the No. 1 record-seller in America... Remember the "Ozark Jubilee?" Red Foley hosted the first weekly network Country music television show in history, from Springfield, MO. The show is once again a weekly feature, syndicated on both radio & TV.

ASSOCIATIONS: Jim Ed Brown's new 1981 roadshow, featuring Christy Russell and Dianne Morgan, opened Saturday in Salt Lake City... New station affiliates on our "Inside Nashville" syndicated news feature service (since 1972) this week are WYVA/Yorktown-Norfolk, VA, WBPA/El-Horn City, KY, WCII/Louisville, and KOFE/St. Maries, ID, bringing the total to 92 stations... Country radio pioneer/station owner Tom Perryman named Executive VP/General Manager of Cajun Country, Inc., Box 214, Madison, TN 37212. The newly-formed corporation is headed, of course, by "Cajun Country" boss Jimmy C. Newman. Perryman has sold all his radio holdings, co-owned with Jim Reeves' widow Mary Reeves Davis (KGRI/Henderson, TX and WTMS-AM-FM/Murfreesboro, TN)... Super singer/writer Gail Davies signed a new management deal with New York Manager John Doumanian.

AGGRAVATIONS: Rex Allen Jr.'s \$200,000 bus and equipment, stolen and found burning 25 miles from Nashville, is still an unsolved case... The Bellamy Bros. TV special in Dublin, Ireland was cancelled due to a hunger strike in which 25,000 people marched... Marty Robbins, Ernest Tubbs, Slim Whitman, and Barbara Mandrell started the year on the sick list, to one degree or another.

PUBLIC RELATIONS: Jerry Reed set for another guesting on CBS-TV's "Alice" series, this time in a non-singing role... Ernest Tubbs left the hospital to open a 30-day tour Saturday in Berkeley, CA... Marty Robbins, out this week, has cancelled all January and February dates to recuperate from his heart attack... The Oak Ridge Boys taped their guest spot on "Dukes Of Hazard"... Eddie Rabbit guests on the two-hour "TV Guide 1980 — The Year In Television" NBC special. The Ken Ehrlich production, hosted by Hal Linden, airs January 26... Busy Eddie also makes his Las Vegas debut this July, headlining at the

restored main room of the MGM Grand Hotel... Roy Clark and Tammy Wynette headline a three-week run at Las Vegas's Frontier Hotel starting February 1... Did "Hee Haw's" Linda Thompson and Bruce Jenner really get married in Hawaii?... The new John Conlee breaker is a Sonny Throckmorton song (Sonny's songs sold over five million records in 1980)... David Frizzell and Shelly West are second generation kids of Lefty Frizzell and Dottie West... Conway Twitty did the Barbara Mandrell show on his winter tour this year. His supporting acts are Helen Cornelius and T.G. Sheppard... Razy Bailey will move to Nashville from Georgia this year to be closer to his money... Sunbird Records has a new Nashville address: 21 Music Circle East. Their phone number is still (616) 255-7744... Jeannie C. Riley's autobiography, "Jeannie C. Riley: From Harper Valley To The Mountaintop," is due out in June 1981. Johnny Cash wrote the foreword of the Chosen Books publication, which is co-authored by inspirational writer Jamie Buckingham.



A DYNAMITE DUET! — "Pop Goes The Country" host Tom T. Hall is shown pickin' and singin' with guesting WB artist Emmylou Harris on an upcoming segment.

PROGNOSTICATION: Orion's star will rise in 1981. Everywhere I go, fans talk about driving 100 miles or more to see him ("and what do you know about him?"). He really has a charisma that draws people to him. With a hit record he can be a real star soon... Sylvia has a unique "girl next door" quality that does not eliminate her from the provocative ranks. Her musical direction states clearly her natural ability to use her voice as an instrument... I think that one of the most exciting concert ideas around has been put together by Dick Shuey and Haze Jones at Nashville's Atlas Artist agency. It's a five-star Country Music Hall of Fame concert package, with Jimmie Davis, Kitty Wells, Roy Acuff, Pee Wee King, and Ernest Tubbs, and each one's entire showgroup. If I'm not just showing my age, this unique and historic package should be one of the most in-demand critically special concert tours of 1981.

CARL "Squeakin' Deacon" MOORE, one of the most influential personalities ever to come out of Hollywood, wrote me this week from Puerto Vallarta, Mexico, where he and his bride Marge spend the winter months (to see DJ's, it is possible to get rich and do what you please!). Deacon's friends will be happy to hear that, at 79, he's still chasing his wife around the house (and sometimes catching her!). The Deacon told us Marge made a salad out of some Mexican jumping beans. It looks good, but they can't catch it!



Regional Adds & Hits

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

Table for EAST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for MIDWEST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for SOUTH region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for WEST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for WEST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for MIDWEST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for SOUTH region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Table for WEST region with columns: ARTIST, RECORD LABEL, and listing of new releases.

Hottest Tracks:

- Object of My Affection - Gail Davies (WB)
The House of the Rising Sun - Dolly Parton (RCA)
JOHNNY DUNCAN - You're On My Mind - (Columbia)
LARRY GATLIN - Help Yourself - (Columbia)
CRYSTAL GAYLE - A Woman's Heart - (Liberty)
CRYSTAL GAYLE - These Days - (Columbia)
MERLE HAGGARD - Back To The Barrooms - (MCA)
JOHNNY LEE - Lookin' For Love - (Asylum)
THE LEGEND OF JESSE JAMES - Soundtrack - (A&M)
BARBARA MANDRELL - Love Is Fair - (MCA)
MEL McDANIEL - I'm Countryfied - (Capitol)

DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA)

- The Rain In Wales - (RCA)
LARRY GATLIN - Sing For The Common Man - (Poco)
MEL TILLS - Southern Rain - (Elektra)
CONWAY TWITTY - Rest Your Love On Me - (MCA)
DON WILLIAMS - I Believe In You - (MCA)
MOST REQUESTED: DOLLY PARTON '9 To 5' (RCA), EDDIE RABBITT 'I Love A Rainy Night' (Elektra), TERRI GIBBS 'Somebody's Knockin'' (MCA), JIM STAFFORD 'Cow Pat' (WB), OAK RIDGE BOYS 'Beautiful You' (MCA), JOHN ANDERSON '1959' (WB)

NUMBER OF REPORTING STATIONS THIS WEEK: 128

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

- "ANY WHICH WAY YOU CAN" - Soundtrack - (WB)
"Any Which Way You Want Me" - BOBBY BARE - Drunk And Crazy - (Columbia)
"COAST TO COAST" - Soundtrack - (Full Moon)
GAIL DAVIES - I'll Be There - (WB)
MAC DAVIS - Texas In My Rear View Mirror - (Casablanca)

- "The Rain In Wales" - (RCA)
"Sing For The Common Man" - (Poco)
"Southern Rain" - (Elektra)
"Rest Your Love On Me" - (MCA)
"I Believe In You" - (MCA)
"Simple Song" - (MCA)
"Rainy Nights And Memories" - (MCA)



P/A

POP/ADULT®

Mike Kasabo

A QUALITATIVE NEW SYSTEM

Pop/Adult Music Moves Into Rotation

There seems to be no question that Pop/Adult will be one of the most, if not the most important radio formats of the 1980's. Over the past decade, as the mass audience grew older and more ready to accept the format, Pop/Adult stations "grew younger," broadening their musical bases to include much more contemporary music. Now both factors have intersected, and Pop/Adult may truly be the number one mass appeal format for the times.

We at R&R, wishing to continue providing Pop/Adult radio with the most comprehensive and accurate music information and striving to reflect the format's actual structure more fittingly, have launched what I think is a very exciting streamlining of our music methodology. Starting with our first issue this year, we converted to a totally rotational method of gathering and presenting your music information.

The Quality Of Rotation

Previously we'd been using a combination of two distinct forms of playlist structure. Some of our stations reported their numbered lists, while others reported records in Heavy, Medium, and Light rotations. The chart was computed on the basis of a mathematical formula to equate rotations approximately with number rankings.

This method was cumbersome, and more important, it didn't really reflect the quality of Pop/Adult airplay. With the strong personality approach and an overall airplay of records less extensive than the more music-oriented CHR format, the important facet of P/A

airplay is the frequency of a record's rotation, not a number on a list compiled by traditional tracking of sales, requests, and other more intangible factors.

Therefore, shifting to rotations-only information makes Pop/Adult a totally "qualitative" format (like AOR), rather than a "quantitative" one. With our new system we're reflecting a much more accurate picture of how often records are being exposed over P/A radio.

A Grand Reception

The most gratifying part of the change was the acceptance I received from all our P/A reporters. When we first debated changing over, we worried whether stations with longstanding numbered lists would willingly shift to a rotation method. It turned out the positive reaction was unanimous — everyone agreed that rotations would provide a truer look at the progress of records in the format.

Here's how we do it now. Each reporter calls in a playlist divided into four categories: Heavy rotation, Medium, Light, and Adds (new additions to the list). The terms are basically self-explanatory — Heavy rotation records are the proven hits which receive the most frequent airplay; Mediums are those on the way up after their early, "probationary" airplay, or records coming down from former Heavy status in the course of time. Light rotation records are in the stage between their initial exposure and their possible graduation into the more accepted Medium and Heavy rotations. It should be noted that new records may be added by individual stations immediately into

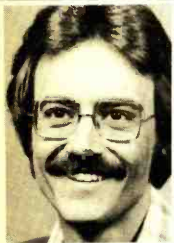
Light, Medium, and Heavy rotations; these adds reflected in our methodology.

In computing the chart, records are assigned points on a sliding scale with Heavy rotation records receiving the most credit downward through Medium and Light to Adds. Our listings for Breakers, New & Active, and Others Getting Significant Action highlight a record's notable new adds and its strongest rotation activity, adding the region in which the record is currently most played. In addition, we've shortened the P/A Airplay chart to 30 records from 40, finding that the lower number better reflects the number of records actually receiving solid nationwide airplay and qualifying as true "hits" in the format.

How Rotations Help You

For both programmers and record company promotion people, the new rotational system is designed to provide a clearer picture of a record's growth pattern. In addition to the raw numbers (17/14, 10/1, etc.) presented for each record, you can now observe a record converting a number of Medium rotations to Heavy status in the course of a week or two and easily measure its progress. In combination with our traditional Most Added and Hottest listings and individual reporters' Adds & Hots, the new information should give you a more convenient and more accurate overview of the most popular Pop/Adult music. Pop/Adult radio grows more important every day, and we're confident our new system will better reflect that increasing musical importance.

Transition



Wally Sale

Wally Sale (pictured) is the new Program Director of WTAR/Norfolk, coming from the PD post at KSLM/Salem, OR, a position he held for the past three years . . . William Rusher, Publisher of the National Review and a leading exponent of the conservative viewpoint, has joined KDKA/Pittsburgh as part of the station's varied roster of commentators . . . New to the afternoon drive segment at KOY/Phoenix is Roger Cary, who comes in from KFJZ/Ft. Worth . . . Dave Dodson is now Assistant MD to Mike Collins at WSPA/Spartanburg, SC, coming from the MD spot at WIS/Columbia . . . Chris Kampmeier is the new Program Director at WDAE/Tampa from WHLY-FM/Orlando; he will be assisted by Vance Dillard, who has been with the station . . . Bill Buchner is the new Music Director at WGY/Schenectady from WGSN/Huntington; he replaces Paul Cassidy, who becomes the Operations Manager for WGY's FM, WGFN . . . Scott Macay leaves WCFR/Springfield, MA to join WIXY, also in that town, to do middays . . . Another new midday kind of guy is Don Hall, who comes to KAKZ/Wichita from across town at KQAM and replaces Bob Clark, who went to KWKN around the other corner . . . Marji Adams has moved into the sales department of WGAN/Portland from her MD position and is replaced by Janet Booth . . . Gary Travers has joined WGBS/Miami as Production Director from positions at WRKO/Boston and WAPE/Jacksonville.

KFQD Personality Makes Television Debut

Marcus-In-The-Morning (Mark Lewis) recently starred in a 30-minute TV feature called "The Spy Who Flubbed Double-Oh Marcus." Shot at several Anchorage locations, it features the KFQD air personality, who has gained local notoriety for his penchant for daring and unusual feats. Pictured here with heroine



Michelle Hilton driving into the sunset, Lewis romped through an unlikely series of events that probably would best be characterized as "light comedy." For a man who's spent 36 hours in a van suspended by a crane in the air, crashed in a hot air balloon, and lost an elephant race as well as a boxing match with Jerry Quarry, doing this film wasn't anything out of the ordinary. Said he: "I've already done everything possible to ruin my image."

Color

SAILING INTO 1981: WCLR/Skokkie, IL staged its "Ring Out The Old And Sail Into The New" promotion over the past New Year's holiday, helping to kick off the Chicago Boat, Sports & RV Show. Billed as the "biggest party in town," the entertainment included a seventeen-piece jazz band hosted by the station's personalities. Hors d'oeuvres and cocktails were provided along with many door prizes for those in attendance. The gala event was broadcast via remote transmission and was said to have been one of the station's most successful promotions ever.

Update



A HECK OF A WECK: J.R. Russ, Production Director of WECK/Bufalo, sent along this unusual logo, and the story behind it. "As every area of the country has its own food specialties, so does Buffalo. The South has grits, Chicago has pan pizza, Milwaukee has beer and braut. In Buffalo we have chicken wings in sauce and a thick-sliced roast beef sandwich on a hard 'Kimmelweck' roll. Since Buffalo has beef on weck . . . why not music on WECK, the roll that rocks? To an outsider, 'Weck' (or WECK) means nothing; to Buffalo residents, it means good P/A music" . . . Bob Rathbun has been named Virginia's Sportscaster of the Year for 1980. The WTAR/Norfolk Sports Director has been with the station for three years and becomes the third sportscaster for the station to be so honored . . . WCLR/Skokkie, IL has a new series on Sunday nights called "It's Your Money." Hosted by investment expert William Diener, it will deal with how and where to invest in anything from race horses to Krugerrands to diamonds to Persian carpets.



Bob Rathbun

Hosted by investment expert William Diener, it will deal with how and where to invest in anything from race horses to Krugerrands to diamonds to Persian carpets.

P/A

POP/ADULT®

BREAKERS®

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

JOHN LENNON Woman (Geffen)

68% of our reporters are on it. Adds include WTMJ, KMBZ, WTVN, WWWE, KHOW, WSJS, WSIX, WIOD, WSYR, WHEN, WGY, WHAM, WBEN, WTIC, WIP, KDKA, WQIR, WACI, WNEU, WJBO, WDEF, WIS, WFTL, KAAV, WYMC, WDBO, WRVA, WFIR, KOB, KLO, WHBY, WHBC. Heavy rotation: WTMJ, KFMB, WASH, WSYR, WNEU, WMAZ, WRVA, KBLF, KRMG, KKIC. Increased airplay at KFMB, WGR, WEIM, WSBA, WABZ, WNDB, KRKK, KWOS. Good spread for all regions. Debuts at No. 22 on P/A chart.

CLIFF RICHARD A Little In Love (EMI America)

63% of our reporters are on it. Adds include WCCO-AM, WTVN, KHOW, WBT, WASH, WHAM, WPRO, WTIC, WRIE, WDBO, KMJJ, KRKK, WSTV, KLTE, KXIC, WDFD, WHBY. Heavy rotation: WJON, WMAZ, WCHV, WSBA, WEIM, WCCO-FM, WLW, WGR. Increased rotation: WHIZ, KWOS, KBAI, KFOD, WORG, WTAR, WDEF, WABZ, KMBZ, WFYR, 3WS, WIP, WELI. Showing strength in all regions. Jumps 29-23 on P/A chart.

DON McLEAN Crying (Millennium)

60% of our reporters are on it. Adds include WCCO-FM, WHIO, WLW, KING, WSIX, WHAS, WPRO, WELI, WBEN, WGR, WRIE, WEIM, WNEU, WDEF, WABZ, WFTL, WQUA, WRVA, WFIR, KRKK, KBAI, WHIZ, KLTE, WDFI, KMRJ. Heavy rotation: WSBA, WMAZ, WLTA, WASH. Increased rotation: KMBZ, KSL, KPPL, WBT, WTAE, KDKA, WIP, WQIR, WCHV, WTAR, WORG, KUGN, KLO, KBLF, KRMG, WIBW, WHBY. Debuts at No. 30 on P/A chart.

NEW & ACTIVE

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

ANDY GIBB "Time Is Time" (RSO) 50/5 add WISN, WNAW, WGAN, WDBO, KAKZ. Heavy rotation: WCCO-FM, WTVN, WMAZ, WCHV, WORG, WFIR, KRKK, WHIZ, WQOW. Increased rotation: WCCO-FM, WCFR, WACI, WJBO, KFOD, WHBC, WSGW. Action: Midwest and South. Still building in most regions.

TIERRA "Together" (Boardwalk) 49/7 add KOGO, WTIC, WRIE, KFOD, WAKR, KAKZ, WSTV. Heavy rotation: WPRO, WEIM, WORG, WFIR, KFOD. Increased rotation: KPPL, KGGF, WSGW, WIBW. Strong in Midwest and South.

HEART "Tell It Like It Is" (Epic) 46/5 add 3WS, KBAI, WAKR, WSGW, WSTV. Heavy rotation: WEIM, WCBM, WGAN, WCFR, WNEU, WFIR, WHIZ, WBOW, KWOS. Increased rotation: WISN, KFMB. Biggest action in the East followed by the Midwest.

STEPHEN BISHOP "Send A Little Love (Like Always)" (WB) 40/5 add KING, WOD, WQUD, WJBO, WRVA. Heavy rotation: KFOR, WJON, WHBC, WHBY, KLO, WHAG, WEIM, KSL. Increased rotation: WHIO, WSIX, WQIR, WACI, KGGF. Strongest in West and Midwest.

EARTH, WIND & FIRE "You" (ARC/Columbia) 38/2 add WKIQ, WAKR. Heavy rotation: WTMJ, KING, WLTA, WEIM, WHAG, WJBO. Increased rotation: WJON, WHBC, WHBY, KLO. Strong in East and West.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 28/5 add KOY, KBLF, WKIQ, WDFI, WDFD. Heavy rotation: WFTL, WRVA. Increased rotation:

KOOL & THE GANG "Celebration" (De-Lite/Polygram) 22/4 add WCCO-FM, WWWE, WEIM, WDFI (dp). Heavy rotation: WSIX, WIP, WBZ, WNEU, WABZ, WQOW. Increased rotation: WJON, KAAV, WPRO, WTAE.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 21/11 add KSFO, KEX, KHOW, WELI, KAAV, WMAZ, WORG, WQUA, KLO, KMRJ, WSIX. Increased rotation: WJON, WHAG, WCCO-FM, WSM-FM, WBT.

BOBBY HART "Lovers For The Night" (Ariola) 21/4 add WSJS, WNAW, KXIC, KMRJ. Increased rotation: WNDB, WHBY.

TERRI GIBBS "Somebody's Knockin'" (MCA) 20/10 add KMBZ, KEX, KOY, WBT, WHAG, WTAR, WFIR, KRZ, KRMG, WHBY. Increased rotation: WJON, KLTE, KXIC, WEIM.

FRANK MILLS "Happy Song" (Polydor/Polygram) 20/0. Heavy rotation: WNDB, WIOD. Maintains medium rotation at KSL, KLT, WLTA, WSBA, KFOD, WJON, WOOD.

NEIL DIAMOND "Hello Again" (Capitol) 18/14 add WCCO-FM, WFYR, KOY, KPPL, WQAI-FM, WPRO, WTAE, WBEN, WNAW, WCHV, WORG, WDBO, WRVA, WDFI. Early action is no surprise — an even spread.

GEORGE BENSON "Turn Out The Lamp" (WB) 13/1 add KMBZ. Heavy rotation: WHAG. Increased rotation: WDEF, WORG, KLO, WHBC.

LTD "Shine On" (A&M) 13/0. Heavy rotation: WSM-FM. Increased rotation: WELI.

STYX "Best Of Times" (A&M) 12/11 add WSIX, WSM-FM, KBAI, WORG, WYMC,

Radio & Records POP/ADULT AIRPLAY / 30

January 23, 1981

Two Weeks Last This Week Week

1	1	1	BARRY MANILOW/I Made It Through The Rain (Arista)
6	5	2	EDDIE RABBITT/I Love A Rainy Night (Elektra)
5	4	3	BLONDIE/The Tide Is High (Chrysalis)
2	2	4	AIR SUPPLY/Every Woman In The World (Arista)
4	3	5	NEIL DIAMOND/Love On The Rocks (Capitol)
12	8	1	ABBA/The Winner Takes It All (Atlantic)
14	9	7	DOLLY PARTON/9 To 5 (RCA)
3	6	8	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
13	11	9	STEELY DAN/Hey Nineteen (MCA)
7	7	10	DIANA ROSS/It's My Turn (Motown)
19	13	11	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
11	10	12	JOHN LENNON/Just Like Starting Over (Geffen)
15	14	13	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
25	20	14	RONNIE MILSAP/Smoky Mountain Rain (RCA)
22	18	15	BETTE MIDLER/My Mother's Eyes (Atlantic)
20	19	16	BOZ SCAGGS/Miss Sun (Columbia)
8	12	17	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
16	16	18	DOOBIE BROTHERS/One Step Closer (WB)
9	15	19	LEO SAYER/More Than I Can Say (WB)
24	21	20	CHARLES FOX/Seasons (Handshake)
26	24	21	RITA COOLIDGE/Fool That I Am (A&M)
→	29	22	JOHN LENNON/Woman (Geffen)
—	23	23	CLIFF RICHARD/A Little In Love (EMI America)
—	29	24	KENNY ROGERS/Lady (Liberty)
27	25	25	ANDY GIBB/Time Is Time (RSO)
10	17	26	CHRISTOPHER CROSS/Never Be The Same (WB)
—	30	27	EAGLES/Seven Bridges Road (Asylum)
23	22	28	DIONNE WARWICK/Easy Love (Arista)
30	27	29	TIERRA/Together (Boardwalk)
→	27	30	DON McLEAN/Crying (Millennium)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters. New Entry →

KFOD, KLO, WJON. Continues to hold its own, especially in the Midwest and South.

MANHATTAN TRANSFER "Trickle, Trickle" (Atlantic) 28/1 add WQUD. Hot at WDEF, WLTA. Increased rotation: WHBY, KXIC, KUGN, WJBO. Even spread.

BRUCE SPRINGSTEEN "Hungry Heart" (Columbia) 28/0. Heavy rotation: KDKA, WBT, WORG, WEIM, WQOW, WHIZ. Increased rotation: KLO, KXIC, WHBC. Even spread.

DELBERT McCLINTON "Giving It Up For Your Love" (Capitol) 27/4 add WCCO-FM, WBZ, WYMC, KFOR. Heavy rotation: WLW, WASH, KAAV, WABZ, WMAZ, WFIR. Increased rotation: WFYR, WPRO, WCFR, WHIZ.

STEVIE WONDER "I Ain't Gonna Stand For It" (Tamlab) 27/4 add WTMJ, WNEU, WJBO, WQOW. Heavy rotation: WLW, WASH, WMAZ. Increased rotation: WSIX, KOKA, WCBM, WEIM, WBOW, WHBC. Strongest in South.

ROBBIE DUPREE "Nobody Else" (Elektra) 26/7 add KSFO, KEX, KOY, KPPL, WJBO, KLO, WJON. Heavy rotation: WQUA, WJUN. Increased rotation: WJON. Strongest in West.

SPYRO GYRA "Cafe Amour" (MCA) 25/16 add WHIO, KSFO, WQIR, WACI, WABZ, WDEF, KAAV, WMAZ, WORG, WQUA, KUGN, KRMG, KMRJ, KLTE, WDFI (dp), WQOW. Increased rotation: WBEN, KEX, KSL, WHBY, WJON.

PHIL EVERLY "Dare To Dream Again" (Curb/CBS) 25/8 add KOY, WCCO-AM, KOB, WFTL, WIS, WQIR, WDFI (dp), WKIQ. Increased rotation: WJON, WHBY, KRKK, KMBZ, WLTA.

Most Added:

- JOHN LENNON**
Woman (Geffen)
Added at 36% of our reporting stations.
- DON McLEAN**
Crying (Millennium)
Added at 29% of our reporting stations.
- CLIFF RICHARD**
A Little In Love (EMI America)
Added at 20% of our reporting stations.
- EAGLES**
Seven Bridges Road (Asylum)
Added at 18% of our reporting stations.
- SPYRO GYRA**
Cafe Amour (MCA)
Added at 15% of our reporting stations.
- NEIL DIAMOND**
Hello Again (Capitol)
Added at 13% of our reporting stations.

Hottest:

- BLONDIE**
The Tide Is High (Chrysalis)
Reported hot at 51% of our stations.
- EDDIE RABBITT**
I Love A Rainy Night (Elektra)
Reported hot at 43% of our stations.
- DOLLY PARTON**
9 To 5 (RCA)
Reported hot at 35% of our stations.
- BARRY MANILOW**
I Made It Through The Rain (Arista)
Reported hot at 27% of our stations.
- STEELY DAN**
Hey Nineteen (MCA)
Reported hot at 26% of our stations.

others Getting Significant Action

WCHV, WNEU, WCBM, WHAG, WDFI (dp), WBOW.

ELVIS PRESLEY "Guitar Man" (RCA) 12/8 add WHAG, WCBM, WDEF, WNDB, WQUA, KUGN, KRMG, KLTE.

PETER ALLEN "Fly Away" (A&M) 12/2 add WIP, WHIO. Heavy rotation: WNAW, WSM-FM.

ROD STEWART "Passion" (WB) 12/2 add KDKA, KAKZ. Heavy rotation: WCBM, WABZ, WFIR, WQOW.

RUPERT HOLMES "Morning Man" (MCA) 12/0. Heavy rotation: WCCO-FM, WTMJ.

ASSOCIATION "Dreamer" (Elektra) 11/10 add KMBZ, WLTA, WIS, WFTL, WMAZ, WFIR, WKIQ, KMRJ, WHBY, WHBC.

FIREFALL "Staying With It" (Atlantic) 11/6 add WSIX, WHAG, WABZ, KGGF, WSTV, WHIZ.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off)" (20th) 10/9 add WCCO-AM, WQAI-FM, WIS, WNDB, WRVA, KLO, KRKK, KFOD, KGGF.

DEBBY BOONE "Perfect Fool" (WB/Curb) 9/9 add WCCO-AM, KMBZ, WRVA, WNDB, WNAW, WHBY, KGGF, WJON, KFOD.

HALL & OATES "Kiss On My List" (RCA) 9/5 add WEIM, WHAG, WCHV, KWOS, WDFI (dp).

R&R/Friday, January 23, 1981

PA REGIONAL ADDS & HOTS

EAST

WZ/Boston
Wendy Furlig
 Abby
 [winner]
 D. Fogelberg
 B. Midler
 E. Rabbitt
 D. McCintion
 H. Diamond
 kool & gang
 J. Lennon
 (Over)
 N. Diamond
 (Rocks)
 E. Rabbitt
 D. Parton
 Blondie

WJQ/Manchester
Karen Anderson
 Syzyr Gyrz
 J. Lennon
 (Woman)
 P. Everly
 E. Dan & J.F. Coley
 (Winner)
 L. Sayer
 (Over)
 B. Midler
 (Gully)
 E. Rabbitt
 W. Van Fleet

WHSN/Syracuse
Daniel Stouffinger
 C. Richard
 J. Lennon
 (Woman)
 Abby
 [winner]
 L. Sayer
 (Over)
 B. Midler
 (Rocks)
 D. Parton
 Blondie
 Air Supply
 Blondie

WBXI/Canton
Rick Jacobs
 D. Fogelberg
 UMF
 J. Lennon
 (Woman)
 Hearts
 Eagles
 B. Midler
 B. Streisand
 (Gully)
 D. Parton
 Blondie
 R. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

KGOP/Cornville
McCord
 C. Francis
 J. Buchanan
 C. Norton
 D. Boone
 C. Richard
 C. Newton
 L. Sayer
 (Fantasy)
 N. Diamond
 (Winner)
 S. Anton
 (Over)
 H. Diamond
 (Rocks)
 D. Fogelberg
 Blondie
 Hall & Oates
 (Fantasy)
 R. Midler
 D. Parton
 Blondie

WSTV/Staubenville
Grag McCulloough
 Blondie
 Steely Dan
 Firefall
 C. Richard
 Firefall
 Hearts
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Gully)
 E. Rabbitt
 O.M.U. w/c. Richard
 C. Cross
 (Neyer)

WBOW/Terre Haute
Larry Joseph
 HOTTEST
 Blondie
 Steely Dan
 E. Rabbitt
 Steely Dan
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Gully)
 E. Rabbitt
 O.M.U. w/c. Richard
 C. Cross
 (Neyer)

KRMQ/Vinc
Don Bishop
 I. Gibbs
 Syzyr Gyrz
 Elvis
 Taste Of Honey
 HOTTEST
 D. Parton
 Blondie
 W. Van Fleet
 B. Midler
 (Gully)
 E. Rabbitt
 O.M.U. w/c. Richard
 C. Cross
 (Neyer)

WNAE/Bridgeport
Jay McCormick
 D. Parton
 Steely Dan
 D. Fogelberg
 A. Gibb
 Blondie
 Taste Of Honey
 (Winner)
 B. Streisand
 (Fantasy)
 N. Diamond
 (Over)
 D. Parton
 Blondie

WWSR/Syracuse
Larry Martin
 Eagles
 J. Lennon
 (Woman)
 R. Midler
 (Gully)
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WHY/Bloomington
Jeff Clark
 J. Lennon
 (Woman)
 C. Richard
 Association
 Taste Of Honey
 I. Gibbs
 Air Supply
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WTVN/Columbus
Danny Nugent
 Abby
 [winner]
 J. Lennon
 (Woman)
 L. Sayer
 (Over)
 H. Diamond
 (Rocks)
 D. Fogelberg
 Blondie
 Hall & Oates
 (Fantasy)
 R. Midler
 D. Parton
 Blondie

WISW/Muskogee
Dave Denner
 A. Gibb
 Blondie
 C. Richard
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Gully)
 E. Rabbitt
 O.M.U. w/c. Richard
 C. Cross
 (Neyer)

WTML/Muskogee
Sam Armato
 S. Wonder
 J. Lennon
 (Woman)
 Steely Dan
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WBZ/Danvers
Mark Robinson
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WTOA/Trenton
Debbie Pariser
 S. Bishop
 J. Lennon
 (Woman)
 C. Richard
 Association
 Kool & Gang
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WPHI/Philadelphia
Bob Russo
 Sister Sledge
 Steely Dan
 P. Allen
 J. Lennon
 (Woman)
 P. Allen
 H. Midler
 (Over)
 J. Lennon
 (Woman)

WASW/Washington D.C.
Bob Doolman
 C. Richard
 E. Rabbitt
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WLV/Cincinnati
Leo Gillette
 J. Lennon
 (Woman)
 Steely Dan
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WHD/Dayton
Peggy Powell
 J. Lennon
 (Woman)
 Steely Dan
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WCCO/Minnneapolis
Denny Long
 J. Lennon
 (Woman)
 Steely Dan
 D. Fogelberg
 W. Van Fleet
 B. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WTLA/Tallahassee
Allen Saunders
 Lobo
 (Fight)
 Association
 Taste Of Honey
 J. Lennon
 (Woman)
 O.M.U. w/c. Richard
 C. Cross
 (Neyer)

WVBT/Virginia Beach
Wendy Dayton
 Eagles
 C. Montan
 D. Fogelberg
 Blondie
 E. Rabbitt
 D. Parton
 Blondie
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WIOD/Miami
Yolanda Pararar
 S. Bishop
 J. Lennon
 (Woman)
 C. Richard
 Association
 Kool & Gang
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WVBE/Richmond
Dick Orent
 Eagles
 J. Lennon
 (Woman)
 C. Richard
 Association
 Kool & Gang
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WVBO/Baltimore
Don Barnes
 B. Scappis
 A. Gibb
 (Winner)
 N. Diamond
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WVOW/Flint
Paul Landino
 J. Lennon
 (Woman)
 Steely Dan
 D. Fogelberg
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 B. Midler
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 W. Van Fleet

WEST

KGAB/Albuquerque
Paul Doukas
 J. Lennon
 (Woman)
 D. Parton
 Blondie
 H. Midler
 (Over)
 H. Diamond
 (Rocks)
 W. Van Fleet

WVOW/Flint
Paul Landino
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Black Radio

Bill Speed

Honoring A Dream —

The Martin Luther King Rally



Participants at rally.



Kenny Gamble (top hat and glasses), Jesse Jackson, Stevie Wonder (with microphone), LeBaron Taylor, among others on stage.

Dr. Martin Luther King, Jr. would have been 52 years old January 15 had a bullet not taken his life April 4, 1968 in a Memphis hotel. Black America grieved hardest over this violent act perpetrated on a peaceful man.

The next year it was proposed in Congress to make Dr. King's birthday a national holiday. Each year since the bill has come up for a vote; last year it missed passage by just five votes.

Last fall Stevie Wonder staged a press conference to announce his personal support for the national holiday proposal and plans for a rally in Washington, DC. Last week thousands converged on the nation's capital, re-enacting the 1965 March on Washington in which King himself participated. The occasion was an opportunity for a new generation to, as one observer put it, "recommit ourselves to the principles set forth by Dr. King" in hopes of marshalling support for the national holiday.

Radio Support

Black radio stations around the country geared up on behalf of the cause by sponsoring buses, circulating petitions for those unable to go, and holding radiothons to drum up more support. Many stations dedicated the day to special programming, many running recordings of King's speeches. Wonder's "Happy Birthday," an album track dedicated to the cause, was frequently played, and Topper Carew, producer of the PBS-TV series "The Righteous Apples," cut a "rap"-styled record called "Walking Happy" for the occasion.

After marching to the Washington Monument, the crowd gathered to hear a host of diverse speakers. Martin Luther King III said, "My daddy had a speech where he asked, 'How long, Lord?', and the answer would be, 'Not long.' Now I'm asking, 'How long, Lord, will it be before we get a holiday?' Not long. No lie can live forever."

At a press conference later, Stevie Wonder, the rally's catalyst, said, "I think that artists have been the catalysts for expressing social conditions since the beginning of time. I think that we as artists are committed to creating positive things for people to hear

in songs . . . I am not a politician, I am not a leader, I am a human being given the honor and gift of song, and with it I give the best possible." He added, "You have made me so very happy. All of us who believe so deeply in the dream know that you believe too!"

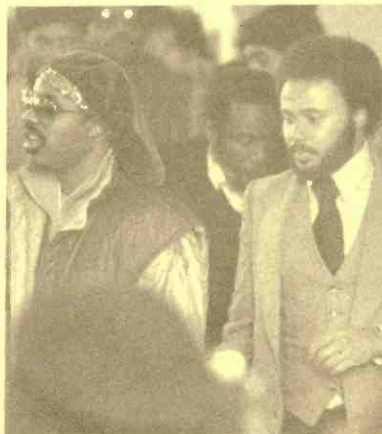
Making The Dream Come True

I could say many things about Dr. King's life and heritage, but he expressed it admirably himself: "I'm a preacher leading his flock — you can say I was a drum major for justice, a drum major for peace and righteousness . . . I have a dream — one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident that all men are created equal.'"

Washington's Mayor Marion Berry said, "Dr. King was to the black revolution what George Washington was to the birth of the nation." John Lennon sang in "Imagine": "You may say I'm a dreamer, but I'm not the only one." Let's keep the signatures on the petitions coming so we can keep the dream alive. Write your local Congressman supporting a national holiday on January 15.



Jesse Jackson, civil rights activist who headed SCLC and was a colleague of Dr. King, now heads Operation PUSH.



Stevie, Dick Gregory (in background), Martin Luther King III.



Jesse Jackson, Stevie's mother Mrs. Hardaway.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- GAP BAND**
"Burn Rubber On Me" (Mercury/Polygram)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- JACKSONS**
"Heartbreak Hotel" (Epic)
- BAR-KAYS**
"Boogie Body Land" (Mercury/Polygram)
- CON FUNK SHUN**
"Too Tight" (Mercury/Polygram)
- STEVIE WONDER**
"I Ain't Gonna Stand For It" (Tamla)
- YARBROUGH & PEOPLES**
"Don't Stop The Music" (Mercury/Polygram)
- SLAVE**
"Watching You" (Cotillion)
- ARETHA FRANKLIN**
"United Together" (Arista)
- JONES GIRLS**
"I Just Love The Man" (Philadelphia International)
- EARTH, WIND & FIRE**
"You" (ARC/Columbia)
- ISLEY BROTHERS**
"Who Said" (T-Neck)
- SUGARHILL GANG**
"8th Wonder" (Sugarhill)

CLIMBERS

Following are listed in order of their airplay activity.

- SWITCH** "Love Over And Over Again" (Gordy) 59% reporting. In the East it's hot at WXYV, WWIN, WWRL and WAMO. The South reflects medium airplay at KAPE, WOWI, WENN and WLOU with hot rotation at WAOK, WVEE, WHRK, WYLD and WGIV. In the Midwest it's climbing at WJLB with hot rotation at WKWM, WJMO and WCIN. Hot at KSOL and KOAY in the West.
- ROBERTA FLACK w/PEABO BRYSON** "Make The World..." (Atlantic) 59% reporting airplay. Hot at WWRL while climbing at WXYV, WWIN and WAMO in the East. Added at KPRS, climbing at WKWM, WJMO, WBMX and WJLB, and hot at WCIN in the Midwest. Climbing at KOKO and KSOL while hot at KOAY in the West. Hot at WOWI, climbing at WGIV, WHRK, WVEE, KOKY, KAPE and WAOK in the South.
- JERMAINE JACKSON** "Little Girl Don't You Worry" (Motown) 59% of our reporters are on it. Added at KYAC; climbing at KDKO and KSOL in the West. In hot rotation at WKWM, WJMO and WWWS while climbing at WJLB and KPRS in the Midwest. The East shows hot rotation at WWRL with medium airplay at WXYV and WAMO. Hot at WLOU; climbing at WHRK, WVEE, WENN, WOWI, KOKY, KAPE and WAOK in the South.
- PARLIAMENT** "Agony Of DeFeet" (Casablanca/Polygram) 56% reporting action. Hot rotation at WHRK, WVEE, WOWI and WAOK with medium airplay at WGIV and WYLD in the South. Hot at WXYV and WWIN; climbing at WAMO in the East. Climbing at WBMX and WWWS while hot at WDAO, WKWM, WJMO and WCIN in the Midwest. Added at KYAC; climbing at KDKO, rd hot at KSOL in the West.
- NORMAN CONNORS** "Melancholy Fire" (Arista) 56% of our reporters are on it. Climbing at WXYV and WWRL in the East. Added at WLOU, showing medium airplay at WGIV, WHRK, WVEE, WJMI, KAPE and WAOK, and hot at WOWI in the South. The Midwest shows an add at WDAO and medium airplay at WTLK, WJMO, WBMX, WJLB and KPRS. Climbing at KDKO and KSOL in the West.
- TIERRA** "Together" (Boardwalk) 53% reporting activity. Climbing at WJMO, WCIN, WBMX and WJLB while hot at KPRS in the Midwest. Medium airplay at KDKO and KSOL in the West. Hot at KOKY, climbing at KMJQ, WHRK, WVEE, WOWI, KAPE and WAOK in the South. The East shows medium airplay at WXYV, WWIN and WAMO.
- SISTER SLEDGE** "All American Girls" (Cotillion) 53% reporting airplay. Added at WXYV and WWIN in the East. New at WGIV, WYLD, WHRK, WVEE, WANN, WJMI, WDWI and KAPE in the South. The Midwest shows an add at WTLK, WDAO, WJMO, WCIN, WWWS and KPRS. Debating at KDKO in the West.
- KANO** "I'm Ready" (Emergency) 50% reporting. Climbing at WXYV in the East. Hot at KMJQ; climbing at WPDQ, WYLD, WHRK, WVEE, WENN, KOKY and KAPE in the South. The Midwest shows an add at WBMX and KMJM, climbing at WJMO, and hot at WTLK and WCIN. Climbing at KSOL and hot at KDKO in the West.
- LENNY WHITE** "Fancy Dancer" (Elektra) 47% reporting action. New at WCIN and WKWM, showing medium airplay at WJLB, WDAO and WTLK, and hot at WBMX in the Midwest. Climbing at KDKO in the West. Added at WWIN and climbing at WWRL in the East. New at WGIV, climbing at WAOK, WJMI, WLOU and KMJQ, and hot at KAPE in the South.
- WHISPERS** "It's A Love Thing" (Solar) 47% of our reporters are on it. Hot rotation at WTLK; climbing at WDAO, WKWM, WJMO and WWWS in the Midwest. The South reflects medium airplay at WOWI, WJMI, WENN, WGIV, WPDQ, WLOU and KMJQ while hot at KAPE. Climbing at WWRL and WWIN in the East.
- MANHATTANS** "I'll Never Find Another" (Columbia) 44% reporting. Climbing at KYAC in the West. Hot at WCIN; showing medium airplay at WBMX, WJLB and KPRS in the Midwest. Climbing at WPDQ, WGIV, WYLD and KOKY with hot rotation at WHRK, WVEE and WAOK in the South. Hot at WXYV; climbing at WWIN in the East.
- SILVER PLATINUM** "Dance" (ISRI) 44% reporting activity. Added at KAPE, climbing at WAOK, WPDQ and WLOU, and hot at WENN in the South. Climbing at WWIN in the East. Hot at WTLK and WDAO with medium airplay at WJMO, WBMX and KPRS in the Midwest. New at KSOL; climbing at KOAY and KYAC in the West.

CAMEO "Keep It Hot" (Chocolate City/Polygram) 41% reporting. Climbing at KDKO in the West. Hot at WJMO and KPRS while climbing at WCIN and WBMX in the Midwest. Hot rotation at WAOK, WANN and WYLD, climbing at WOWI, KOKY and KAPE in the South. The East shows climbing at WAMO with hot rotation at WWIN.

ZAPP "Be Alright" (WB) 41% reporting airplay. Added at WJLB, climbing at WCIN and WKWM, and hot at WDAO and WTLK in the Midwest. Climbing at KDAY in the West. The South shows medium airplay at WHRK, WVEE, WPDQ and WLOU with hot rotation at KAPE and WGIV. Climbing at WXYV in the East.

BLACKBYRDS "What We Have Is Right" (Fantasy) 41% of our reporters are on it. New at WXYV, climbing at WWIN and hot at WJMI in the East. Added at WHRK and WVEE while climbing at WLOU, WJMI and WAOK in the South. Medium airplay at WTLK, WDAO, WKWM, WJMO and WJLB in the Midwest.

TOM BROWNE "Thighs High" (GRP/Arista) 38% reporting. Added at WWIN and climbing at WXYV in the East. New at WGIV, climbing at WHRK, WVEE and WLOU, and hot at WPDQ in the South. The Midwest shows an add at WBMX while showing medium airplay at WJMO, WWWS and WDAO. Climbing at KDKO in the West.

MAZE "The Look In Your Eyes" (Capitol) 34% reporting action. New at KAPE, climbing at WOWI, WENN, WHRK, WVEE, WYLD and WPDQ in the South. Medium airplay at KPRS in the Midwest. Hot at WAMO and WWRL, climbing at WXYV in the East.

SKYY "Here's To You" (Salsoul) 34% reporting activity. Debating at KDKO in the West. Medium activity at WJLB, WDAO and WTLK while hot at WCIN and WWWS in the Midwest. Added at WJMI, climbing at KOKY, and hot at WGIV in the South. New at WWIN while climbing at WAMO in the East.

ZINGARA "Love's Calling" (Wheel) 34% of our reporters are on it. New at WXYV in the East. Added at WHRK, WVEE and KOKY while climbing at WLOU in the South. Debating at WBMX with medium airplay at WTLK, WDAO and WJLB in the Midwest. Climbing at KDKO and KDAY in the West.

UNLIMITED TOUCH "I Hear Music In The Streets" (Prelude) 31% reporting. New at KDAY in the West. Climbing at WTLK in the Midwest. Added at WYLD, WGIV and WLOU with medium airplay at WHRK, WVEE and WAOK in the South. Climbing at WWIN and WXYV in the East.

NEW & ACTIVE

JOE SIMON "Glad You Came My Way" (Posse) 28% reporting. New in the Midwest at WDAO, WCIN and WWWS with medium rotation at WJLB. In the South it's climbing at WGIV, WYLD, WHRK and WVEE. Medium rotation at WXYV in the East.

LENNY WILLIAMS "Messing With My Mind" (MCA) 28% reporting. Added in the South at KAPE with medium rotation at WENN, WGIV, WVEE, WHRK, WPDQ and WJMI. In medium rotation at WXYV in the East.

SHALAMAR "Full Of Fire" (Solar) 28% reporting. Added in the West at KDAY. In medium rotation in the Midwest at KPRS, WWWS, WCIN, WJMO and WKWM. In medium rotation in the South at WLOU, WGIV and WJMI.

LEON HUFF "I Ain't Jivin', I'm Jammin'" (Philadelphia International) 25% reporting. Added at KPRS in the Midwest with medium rotation at WWWS and hot at WTLK. In the South, it's climbing at WENN, WVEE and WHRK. In the East it's in medium rotation at WXYV and WWRL.

B.T. EXPRESS "Stretch" (Columbia) 25% reporting. Added in the East at WWIN. In medium rotation in the South at WLOU while hot at WJMI. Climbing in the Midwest at KPRS and WKWM; hot at WWWS, WDAO and WTLK.

T.S. MONK "Bon Bon Vie" (Mirage) 25% reporting. New in the Midwest at WJLB with medium rotation at WDAO, WBMX and WWWS. In medium rotation at WJMI, WPDQ and WLOU in the South. The East reflects a climber at WWRL.

COMMODORES "Jesus Is Love" (Motown) 22% reporting. New in the West at KSOL. Climbing in the Midwest at WJMO and KMJM. In medium rotation in the South at WHRK and WVEE while hot at KMJQ. Climbing in the East at WXYV.

ROD STEWART "Passion" (WB) 22% reporting. In medium rotation in the West at KOKO. In medium rotation in the Midwest at KMJM. Climbing in the South at KMJQ, WHRK, WVEE and KOKY. In medium rotation in the East at WXYV.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- GROVER WASHINGTON JR. Winelight (Elektra)
- WEATHER REPORT Night Passage (ARC/Columbia)
- HUBERT LAWS Family (Columbia)
- JOE SAMPLE Voices In The Rain (MCA)
- HERBIE HANCOCK Mr. Hands (Columbia)
- KILIMANJARO Kilimanjaro (Philo)
- SPYRO GYRA Carnival (MCA)
- ERIC GALE Touch Of Silk (Columbia)
- JUDY ROBERTS The Other World (Inner City)

NEW & ACTIVE

- GENE DUNLAP It's Just The Way I Feel (Capitol)
- STEELY DAN Gaucho (MCA)

EAST: WHUR/Washington, D.C.; Jesse Fax: WBBB/Baltimore, MD; Cheaney Lewis: WYSC/New Haven, CT; Jonathon Braslow: SOUTH: WCLK/Atlanta, GA; Nequaye Ward: WTJZ/Newport News, VA; Rol Ewald: MIDWEST: WBYV/Columbus, OH; Terry Wilson: WJZZ/Detroit, MI; Dorlan Pastor: WEST: KJLH/Los Angeles, CA; Lawrence Tenor.

Pop/Rhythms
Hottest
January 23, 1981

EAST	SOUTH	MIDWEST	WEST
Switch	Gap Band Lakeside Jacksons Bar-Kays	Lakeside Jacksons Gap Band	Yarbrough & Peoples Earth, Wind & Fire Jacksons Lakeside Aretha Franklin

Regionalized Adds & Hots

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

EAST

WXIV
Baltimore, MD
Larry Wilson

ADDED
Narada Michael Walden
Blackbyrds
Zingara
Jerry Knight
Sister Sledge
Prince

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire
Aretha Franklin
Gap Band

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Robert Winter & Fall
Lenny White
Tom Browne
Slave
Sister Sledge
Johnny Bristol
B.T. Express
Sky
Charles Mann
Cameron

HOTTEST
Sugarhill Gang
Jacksons
Stevie Wonder
Lakeside
Jones Girls
Bar-Kays
Switch
Gap Band
Parliament
Cameo

WAMO
Pittsburgh, PA
Ken Allen

ADDED
None

HOTTEST
Lakeside
Yarbrough & Peoples
Reddings
Sweet Band
Aretha Franklin
Slick
Switch
Peaches & Herb
Maze
Con Funk Shun

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
None

HOTTEST
Earth, Wind & Fire
Blackbyrds
Jermaine Jackson
Melba Moore
Patrice Rushen
Flack/Bryson
Crusaders
Switch
Minnie Riperton "Time"
Maze

SOUTH

WHRK
Memphis, TN
Ron Olsen

ADDED
Narada Michael Walden
Blackbyrds
Zingara
Jerry Knight
Sister Sledge
Prince

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire
Aretha Franklin
Gap Band

KMJO
Houston, TX
Robert V

ADDED
Isley Brothers
Jones Girls

HOTTEST
Lakeside
Gap Band
Commandors
Jimmy Spicer
Kano
Kenny Rogers
Kool & The Gang
Reddings
Aretha Franklin

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Unlimited Touch
Clifton Dyaon
Taste Of Honey
Sister Sledge
Tom Browne
Evelyn Champagne King
Linda Clifford "Talk"
Lenny White
Fantasy

HOTTEST
Yarbrough & Peoples
Lakeside
Gap Band
Stevie Wonder
Sky
Jacksons
Switch
Chi-Lites
Zapp

WENN
Birmingham, AL
Dave Donnell

ADDED
Not Available

HOTTEST
Rockie Robbins
Stevie Wonder
Moments
Gap Band
Silver Platinum
Prince
Dynasty
Yarbrough & Peoples
Sugarhill Gang
Lakeside

WJMI
Jackson, MS
Carl Haynes

ADDED
Sister Sledge
Sky
Roy Ayers

HOTTEST
Bar-Kays
Con Funk Shun
B.T. Express
Kenny Rogers
Kwick
Yarbrough & Peoples

WAOK
Atlanta, GA
Carl Connors

ADDED
None

HOTTEST
Switch
Cameo
Parliament
Manhattans
Earth, Wind & Fire
Con Funk Shun
Bar-Kays
Tamiko Jones
Lakeside
Yarbrough & Peoples

WANT
Richmond, VA
Ben Miles

ADDED
Dynasty
Sister Sledge

HOTTEST
Lakeside
Cameo
Sugarhill Gang
Con Funk Shun
Jones Girls
Slick
Wilton Felder
Bar-Kays
Gap Band

WYLD
New Orleans, LA
Brute Bailey

ADDED
Sister Sledge
Fantasy
Unlimited Touch
Fire Love
Truth

HOTTEST
Aretha Franklin
Switch
Cameo
Earth, Wind & Fire
Jones Girls
Kool & The Gang
Teddy Pendergrass
LTD
Ray, Goodman & Brown
Larry Graham

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Narada Michael Walden
Blackbyrds
Zingara
Jerry Knight
Sister Sledge
Prince

HOTTEST
Jones Girls
Manhattans
Stevie Wonder
Jacksons
Con Funk Shun
Bar-Kays
Switch
Earth, Wind & Fire
Aretha Franklin
Gap Band

WLOU
Louisville, KY
Bill Price

ADDED
Ashford & Simpson
Fatback Band
Norman Connors
Jr. Funk
Unlimited Touch
Leon Ware
Freddie Waters
M'Lady

HOTTEST
Slave
Jacksons
Bar-Kays
Gap Band
Sequences
Isley Brothers
Yarbrough & Peoples
Heatwave
Alfonzo Surret
Jermaine Jackson

MIDWEST

KPRS
Kansas City, MO
Dell Rice

ADDED
T-Connection
Debra Laws
Robert Winter & Fall
Melissa & Peabo
George Benson
Idris Muhammad
Sister Sledge
Flack/Bryson
Leon Huff
Gil Scott-Heron
Jr. Funk
Freddie Waters

HOTTEST
Kool & The Gang
Patrice Rushen
Cameo
Dynasty
Con Funk Shun
Tierra
Gap Band
Lakeside
Wilton Felder
Jacksons

WTLG
Indianapolis, IN
Jay Johnson

ADDED
Stone City Band
Melissa & Peabo
Sister Sledge
MammaTape
R.J.'s Latest Arrival
T-Connection
Fatback Band
Robert Winter & Fall
Phillipa Wynne
Sugar Daddy

HOTTEST
Lakeside
Gap Band
Yarbrough & Peoples
Kano
Lakeside
Zapp
Silver Platinum
Whispers
Slave
B.T. Express
Leon Huff

WDAO
Dayton, OH
Turk Logan

ADDED
Yarbrough & Peoples
Norman Connors
Carrie Lucas
Joe Simon
Linda Clifford "Talk"
Robert Winter & Fall
Sister Sledge
Frank Hooker
Mike Mandell

HOTTEST
Slave
S.O.S. Band
Zapp
Parliament
Gap Band
B.T. Express
Silver Platinum
Simba
Sugarhill Gang
Sequences

KMJM
St. Louis, MO
CHW Winston

ADDED
Gap Band
Blondie "Tide"
Keno
Diene Ross "Turn"

MIDWEST

WBMX
Chicago, IL
Spanky Lane

ADDED
Roy Ayers
Debra Laws
Kano
Fantasy
Gap Band
Zingara
Tom Browne
Dells
Yarbrough & Peoples

HOTTEST
Lakeside
Con Funk Shun
Stylistics
Jones Girls
Slave
Brass Construction
Bar-Kays
Omni
Kool & The Gang
Lenny White

WJLB
Detroit, MI
J. Michael McKay

ADDED
T.S. Monk
Zapp
Johnny Bristol
Truth
Green Sisters

HOTTEST
Jones Girls
Yarbrough & Peoples
Kool & The Gang
Jacksons
R.J.'s Latest Arrival
Lakeside
Aretha Franklin
Stevie Wonder
Con Funk Shun
Hubert Laws

WJMO
Cleveland, OH
Bernie Moody

ADDED
Sister Sledge
Robert Winter & Fall

HOTTEST
Switch
Jacksons
Lakeside
Cameo
Earth, Wind & Fire
Jones Girls
Jermaine Jackson
Bar-Kays
Parliament
Gap Band

KYAC
Seattle, WA
Tammie Henry

ADDED
Gap Band
Reddings "Remote"
Jermaine Jackson
Parliament

HOTTEST
Kool & The Gang
Aretha Franklin
Stevie Wonder "Master"
Capricorn
Sky

HOTTEST
Yarbrough & Peoples
Jones Girls
Linda Clifford "Talk"
Carrie Lucas
S.O.S. Band
Stevie Wonder
Aretha Franklin
Earth, Wind & Fire
Jacksons
Kano

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Jerry Knight
Shalamar
Unlimited Touch
Jacksons

HOTTEST
Yarbrough & Peoples
Isley Brothers
Earth, Wind & Fire
Slave
Lakeside
Gap Band
Flack/Bryson
Switch
Con Funk Shun

WEST

KDKO
Denver, CO
Byron Pitts

ADDED
Sister Sledge
R.J.'s Latest Arrival
Rodney Franklin
Kenny Loggins
Debra Laws
Edwin Birdsong
Jokers Wild
Taste Of Honey
Capricorn
Sky

HOTTEST
Yarbrough & Peoples
Earth, Wind & Fire
Jacksons
Pointer Sisters
Zapp "Bounce"
Lakeside

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Slave
Isley Brothers
Commandors
Silver Platinum
Moments

HOTTEST
Lakeside
Jacksons
Kool & The Gang
Aretha Franklin
Switch
Con Funk Shun
Bar-Kays
Parliament
Jones Girls
Gap Band

Opportunities

Openings

EAST

WCIR-AM-FM is looking for a talented news anchor. We want an energetic self-motivated who knows how to write and gather news. We're a professional organization in new facilities with management committed to have this area's best news department. Good bucks to the right person. Send tapes and resumes to PD, WCIR-AM-FM, Box 1063, Beckley, WV 25801. Minorities are encouraged to apply. EOE M/F (1-23)

16Q7/Latrobe, PA has PM drive opening. Some production necessary. Talented beginners welcome. Send tapes and resumes to John Rendall, PD 16Q7, Box 205, Latrobe, PA 15650. EOE M/F (1-23)

13Q Radio in Northeast PA looking for personality-oriented jock from Penna. This is the place to develop your act. Decent bucks — ultra hard work. If you grow with us, you'll gain in more ways than one. Call Bob Walsh at (717) 342-1320 (Mon-Fri, 11am-3pm EST). EOE (1-23)

MORNING MAN NEEDED for one of the country's leading secondary stations, located just 25 miles from Baltimore and Washington, DC on Chesapeake Bay. You must be an entertainer, 1st phone helpful. First full-time opening in years. The company is growing and so will your experience and responsibility. Tapes and resumes to Jack Diamond, WYRE, Box 1551, Annapolis, MD 21404. EOE M/F (1-23)

WBCN/Boston has immediate opening for an experienced news anchor/reporter. Send tapes and resumes to Dinah Vapoin, ND, c/o WBCN, 1265 Boylston St., Boston, MA 02215. EOE M/F (1-23)

WJLP/Baltimore can be your next I.D. We're still looking for unique air talents. Send tapes and resumes to Jack Beach, WJLP, 6623 Reisterstown Road, Baltimore, MD 21215. EOE M/F (1-23)

WKAP/Allentown, PA accepting tapes and resumes for part-time and full-time positions. Minimum two years experience. Send to Bill Anthony, OM, WKAP, Box 246, Whitehall, PA 18052. No calls please. EOE (1-23)

WCIR-AM-FM, Southern Virginia's leading radio station, is looking for a talented, experienced air personality. Good production is a must! A great opportunity for the right person at a growing organization in new facilities. Send tapes and resumes to PD, WCIR-AM-FM, Box 1063, Beckley, WV 25801. Minorities are encouraged to apply. EOE M/F (1-23)

KC101-FM/Conn. looking for morning drive crazy-man or superwoman. Send tape immediately to Curtis Hansen, KC101, 59 Quannapac Ave., North Haven, CT 06473. No calls please. EOE M/F (1-23)

WILK is looking for experienced news reporter to join our information team. Tapes and resumes to Kevin Jordan, ND, WILK, 88 N. Franklin, Wilkes-Barre, PA 18711. EOE M/F (1-23)

Expanding Northeast group anticipates several openings. Country, Pop/Adult, CHR. Two years experience required. Tapes and resumes and salary history to PD, Box 1600, Wilkes-Barre, PA 18703. EOE M/F (1-23)

WKTJ-AM-FM/Farmington, ME is looking for someone with a strong commitment to radio sales with strong copywriting and production ability. This position also involves some airwork. Also need air personality with copy and production ability and knowledge of music. WKTJ is an adult music station located in a four seasons recreational area and is the home of the Univ. of Maine. Send tapes and resumes to Charlie James, PD, WKTJ, Box 590, Farmington, ME 04938. EOE M/F (1-23)

Rock 107, Supertans AOR, #1 12-34 and still growing, looking for air talent to grow with us in Northeastern Penna. Winters are cold but people are warm. Tapes and resumes to Chris Norton, PD, WEZX, 149 Penn Avenue, Scranton, PA 18503. EOE M/F (1-23)

Wanted: Talented, inspired, no-nonsense production man with no hangups. Send tapes and resumes immediately to Keith Grigaby, CKGM, 1310 Greene Ave., Westmont, Quebec H3Z2B5, or call (514) 931-6251. (1-23)

WCHS-AM/Charleston, WV has immediate jock openings. Pop/Adult. Send tapes and resumes to John Gabriel, PD, WCHS, 1111 Virginia St. E., Charleston, WV 25324. No calls please. (1-16)

Openings

WRWA, MusicRadio 1340, is looking for a middy adult communicator. Must have knowledge of 50's, 60's and 70's music. Come work at one of the East's best facilities. Tape, resume and latest ARB to Rick Ryder, OM, WRWA, Box 1710, Reading, PA 19603. EOE M/F (1-16)

Fill in. The better you are, the more flexible your current hours are, the more on-air bucks you'll get from me. Phone before midnight tonight. Teddy G., PD, (215) 376-9837, WHUM/Reading, PA. Minorities, females encouraged to apply. EOE M/F (1-16)

We're a top-rated Country station looking for a middy personality with good production skills. Country's hot and so are we! Send tapes and resumes to Michael Shaler, WSEN-AM/FM, Box 1050, Baldwinville, NY 13027. No calls please. EOE M/F (1-16)

WIKY is looking for slick, middy personality for solid Country station that's kicking the cowpunch out of the market. Send tapes and resumes to Billy Carter, PD, WIKY, 45 Fisher Ave., E. Longmeadow, MA 01028 (1-16)

Key part-time position at KICKS 101.1. Looking for hot personality. Tapes and resumes to KICKS 101.1, 218 Ewingville Rd., Trenton, NJ 08638. ATTN: Sam Lit. EOE (1-16)

WSNE/Providence has an immediate opening for a part-time weekend personality. Please send check and resume to Peter Mokover, WSNE, 1111 Dorance St., Providence, RI 02903. EOE M/F (1-16)

1-95FM (WRKI/Bridgeport). Supertans AOR, has immediate opening for morning drive personality. Creative energy a must. Send tape and resume to Bob Kocak, PD, 1-95FM, Box 95, Danbury, CT 06810. No calls please. EOE M/F (1-16)

SOUTH

97AL/Meridian, MS has openings for young aggressive air talent. 3 years experience necessary and production skills a must. Call Ken Knight at (601) 693-2661. EOE (1-23)

WXAM/Charlottesville, VA has immediate opening for aggressive News Director. Also future openings for on-air talent with creative, skilled production. Tapes and resumes to Mike Terry, WXAM, Box 1294, Charlottesville, VA 22902. EOE (1-23)

WIZARD 98-FM is expanding our on-air and production staff. Can you fit in with talent from San Jose, Wichita, Ft. Pierce, Norfolk, and New York? Tapes and resumes to Darby James, PD, WZZD, 133 W. 21st Street, Buena Vista, VA 24416, or call (703) 261-8113 between 10am and 12noon. EOE M/F (1-23)

Immediate opening at West Texas station for News Director. Excellent pay and vacation benefits. Need news or sports background. Tapes and resumes to KPET, Dave Jones, Box 1188, Lamesa, TX 79331, or call (806) 872-2404. (1-23)

WZML/Biloxi looking for experienced staff announcers with production skills. Contact Bob Lims, Box 4606, Biloxi, MS 39531. No calls. EOE M/F (1-23)

Production Director/copywriter. Great voice. Creative. Weekend air shift. Tapes and resumes to Doug Wilson, WAPE, Box 486, Orange Park, FL 32073. No calls please. EOE M/F (1-23)

America's second-highest-rated AOR, WKQQ/Lexington, KY, looking for morning show host. Must be good on phones, quick on your feet, funny, know your rock and roll and be able to work with a co-host and a newperson. Tapes and resumes to Gary Dickson, WKQQ, Box 100, Lexington, KY 40590. EOE M/F (1-23)

If you are an interesting and entertaining radio personality who is tired of playing "all the hits that fit" I have that job for you looking for. If you want to be someone's dominant morning personality in San Antonio, send tapes and resumes to Pat Rodgers, WOAI, 6222 NW IH 10, San Antonio, TX 78201. EOE (1-23)

WMEL/Melbourne, FL looking for experienced announcers for possible future openings. Highly-rated Florida coastal Pop/Adult personality station. CBS affiliate with strong news commitment. Tapes and resumes to T. C. Webbering, GM, Box 1318, Melbourne, FL 32935. EOE (1-23)

WLOP/Oriando, FL has been one of America's great rock 'n' roll radio stations since 1956 and it's still goin' strong. If you'd like to be considered for a future opening, send a tape to Scott Walker, WLOP, Box 15745, Oriando, FL 32808. (1-23)

Openings

Immediate opening for nighttime jock. CHR, West Texas station with a 46 night/week share needs talent. If you know what a night entertainer does, then we want to talk to you. We'll give you room to work. Let me hear what you can do. Tapes and resumes to Showalter, KBST, Box 1632, Big Spring, TX 79720, or call (915) 267-6391 before 1pm. EOE M/F (1-23)

Q107/Charleston has 7pm-12midnight position available immediately for self-motivated person who can make it happen nights. Must be self-starter with dazzing production and ability to blend their energy with a strong CHR format. Q107 is the low country's 100,000 kw powerhouse with limitless future. Tapes and resumes to Tracy Mitchell, Box 903 & 904, St. George, SC 29477. EOE (1-23)

If you'd like to live in the sunny Southwest and work for a CHR station that's been on the air for 25 years, kill two birds with one tamarie. Send tapes and resumes to KELP, Box 12920, El Paso, TX 79912, Attention Mike Preston. (1-23)

Teen killer for Southeast Kentucky's best rock — XL103. 2 years minimum experience. Tapes and resumes to B.J. Odum, OM, WXXL-FM, Route 5, Bristow, Manchester, KY 40962. No calls please. EOE (1-23)

KBFM 104/McAllen-Brownsville, TX is looking for the best night jock in the Southwest. If you're a cooker and not a screamer, I want to hear from you today. Tapes and resumes to Crazy Steve Owens, PD, KBFM, Box 3764, McAllen, TX 78501. EOE (1-23)

Looking for job with security? If you're a top-notch production person with good voice, we may have your position. We need experienced pro who can do more than voice over music. Send samples and resumes to William B. Tanner, Company, 2714 Union Extended, Memphis, TN 38112. Attention Mitch Craig. (1-23)

TALENT SEARCH—WANTED: Full-time AOR personalities to immediately fill key shifts in sunny Florida at Tampa Bay's #1 AOR (Superstar) station — 98 ROCK! This is highly competitive station, which dictates you have wit, energy and enthusiasm along with proven background in AOR as it has evolved in the 80's. Potential exists for possible combo position such as air talent/MD, air talent/Production Director, or air talent/Promotion Director. Excellent company benefits, working environment and compensation plans. Interested? Tapes and resumes to Mark Stevens, PD, 98 ROCK, Box 4809, Clearwater, FL 33518, or call (813) 391-9988. EOE (1-23)

Major broadcast company has immediate need for news talent. Send tapes and resumes to Michael Hedges, 3341 Bowerwood Drive, Suite 205, Dallas, TX 75234. EOE M/F (1-23)

K-98, Austin's #1 CHR, has immediate opening for Program Director. Must be good administrator and understand that commercials are "food of life." Send tapes and complete details to Dick Oppenheimer, KHFI, 1219 W. 6th, Austin, TX 78703. EOE M/F (1-23)

TALENT SEARCH—WANTED: Clever morning drive personality... if you are interested in doing a morning "show" and can develop characters to help you... we want you in sunny Florida at Tampa Bay's #1 AOR (Superstar) station — 98 ROCK! Also wanted: Talented partner to work with AM drive personality. Handle news, weather, sports, and traffic; plus be straight man. Tampa a great place to live. Excellent company benefits, working environment and compensation plans. Interested? Tapes and resumes to Mark Stevens, PD, 98 ROCK, Box 4809, Clearwater, FL 33518, or call (813) 391-9988. EOE (1-23)

PM drive entertainer wanted for 5kw Pop/Adult in Richmond. Candidates should have a minimum of one year's experience in comparable shift, good voice, strong production skills and desire and ability to bring together heavy local news, airborne traffic reports, regular sportscasts, and some great new and old music into one hell of a show! Tapes, resumes, salary requirements, and pictures to Mike Anderson, WRNL Radio, 7100 Bethlehem Road, Richmond, VA 23228. No calls please. EOE (1-23)

Nationwide talent search! KINT-98, number one rock powerhouse of the Southwest, has a rare weekend part-timer opening. Great salary and benefits. Tapes and resumes to Jim Zippo, PD, KINT-98, 5710 Trowbridge, El Paso, TX 79925. No calls please. EOE M/F (1-23)

KOYL has future job openings. Send tapes and resumes to Jeff Sarich, Box 6350, Odessa, TX 79762. Country format. (1-16)

Openings

Openings

WLEE, Nationwide Communications in Richmond, VA, is looking for full and/or part-time air talent. If you can be a standout member of our team, send tape and resume to Dave Bishop, PD, WLEE, Box 8477, Richmond, VA 23226. EOE M/F (1-16)

WGOW/K106 are presently looking for CHR, Pop/Adult and news people for possible future openings. Tapes and resumes to Greg Schaeffer, Operations Director, WGOW/K106, Box 11202, Chattanooga, TN 37401. EOE (1-16)

WORD, a contemporary radio station located in the 36 ADI and the 96 Metro is now seeking applications for future openings. Tapes, resumes and salary requirements to Charles A. Brooks, GM, Box 3257, Spartanburg, SC 29304. Women and minorities encouraged to apply. EOE (1-16)

96 ERC has a rare AM drive opening. Looking for super entertainer to be a partner with Alabama's number one sportscaster. Great bucks for the right person. Tapes and resumes to Kevin McCarthy, WERC, Box 10904, Birmingham, AL 35202. EOE (1-16)

Wanted: Chief Engineer at WRJZ/Knoxville, TN. Must have experience with directional antenna systems. Good salary. Send resumes to Ron Hamilton, GM WRJZ, Box 3367, Knoxville, TN 37917, or call (615) 546-6121. EOE (1-16)

Assistant News Director for major news operation. Requires skilled anchorperson with writing, street and extensive administrative abilities. Tapes and resumes post haste to Greg Jarrett, WLCY, Box 42-138, St. Petersburg, FL 33742. EOE M/F (1-16)

Looking for a good career move? Would you like to live in the sunny SW? Kill two birds with one tamarie. Send tapes and resumes to KELP Radio, Box 12920, El Paso, TX 79912, Attention Mike Preston. EOE M/F (1-16)

Midday announcer needed for modern Country station in Texas panhandle. Bright, conversational, one-to-one. Duties include news, production and sports p-b-o if interested. Experience preferred. Send tapes, resumes and salary requirements to Ray Milton, PD, KBBS, Box 1478, Borger, TX 79007. EOE M/F (1-16)

9500 REWARD, FM97/Dallas-Ft. Worth is looking for an outstanding night jock who is intelligent, street-wise and would be equally compatible with AOR and CHR. Be first to turn me on to the jock I hire and you get the reward. Christopher Haze, PD, FM97, 4801 West Freeway, Ft. Worth, TX 76101. (1-16)

KNUS/Dallas looking for news person with sports background. Send tapes and resumes to Scott Hodges, ND, KNUS, 5217 Ross Avenue, Penthouse Suite, Dallas, TX 75205. No calls please. EOE M/F (1-16)

Looking for an experienced and creative AOR air personality. Must have strong production ability. Send tapes and resumes to Arin Michaels, KLAQ, 4141 Pinnacle, Suite 120, El Paso, TX 79902. EOE M/F (1-16)

We haven't seen snow in years. South Florida's Wizard 99 is looking for dynamic midday personality or night jock. Superb bucks, great facilities, growing company. Minorities encouraged. Tapes and resumes to Mick Fisher, WIZD-FM, Box 99, Ft. Pierce, FL 33450. No calls please. EOE (1-16)

MIDWEST

WXYZ Radio, ABC O&O in Detroit. Is searching for an additional talk host. Interested parties should send, in confidence, a resume, two un-edited airchecks on cassette, one interview, and one open-line to Michael Packer, WXYZ Radio, Box 789, Southfield, MI 48037. No calls please. EOE M/F (1-23)

#1 medium Midwest news department seeks farm director. Experienced with AFB affiliation preferred. Salary negotiable. Contact Mike Waring, KWVL, Waterloo, IA (319) 234-2200. EOE M/F (1-23)

PLEASE NOTE:
You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

Radio

DAVID GARRISON named National Sales Manager KLIF-KPLX/Dallas-Ft. Worth, TX. PAUL GARDNER (Andy Kelly) from CK101 to WLOP/Oriando, FL as Production Director.

Record

CHERI BLY appointed Coordinator Sales/Merchandising and International Opera-

tions at 20th Century-Fox Records.

Industry

STAN STRICKLAND appointed Tour Publicist and National Radio Coordinator for Creative Services. LYLE SCHATZ joins Roadrunner Tour Merchandising, a division of Kragen & Co.

CHANGES

REPORTS

Openings

MIDWEST

K293 searching for talented, experienced female air personality to do nights in Peoria. We're a Number One station backed by a major broadcast company. Tapes and resumes to Lou Patrick, PK, K293, 3131 N. University, Peoria, IL 61604. EOE M/F (1-23)

If you have a mature voice, an interest in news, and want a great place to live, then we want you. KRNT is looking for a morning news anchor who can communicate. Rush tapes and resumes to Jackie Clark, ND, Box 1350, Des Moines, IA 50305. EOE M/F (1-23)

Announcer needed for #1 rated Pop/Adult 50,000-watt FM in South Central Michigan. Intelligence and willingness to work hard important. Rush tapes and resumes to Bart Hawley, OM, WJGM, Box 1450, Jackson, MI 49204, or call (517) 787-1450. EOE M/F (1-23)

Midday opening available now. Strong production capabilities a must. Send tapes and resumes to Mike Miller, PD, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (1-23)

Rock 'n' Roll NewsPerson...ABC-owned WRIF/Detroit offers a once-in-a-career opportunity for the right person if you're willing to work your tail off, gain experience and can keep the Detroit rock community informed. Rare opening at the home of R'n'R in Detroit. Previous experience mandatory. Call (313) 444-1010, and ask for Tom Bender. Tapes and resumes to 20777 W. Ten Mile Rd., Southfield, MI 48075. EOE M/F (1-23)

KMGK-FM/Des Moines, IA looking for strong evening personality. Send tapes and resumes to Michael Stone, 215 Kwo Way, Des Moines, IA 50309. No call please. EOE M/F (1-23)

KC103/Evansville (AOR) accepting tapes and resumes for future openings. Send to Dave Lyons, PD, KC103, Box 3486, Evansville, IN 47734. EOE M/F (1-23)

Need a news person to work a split shift. Salary open for News Director position. Contact Mike Munday at (405) 848-6823 (KLNK/Oklahoma City). EOE M/F (1-23)

WATT/MacDonald Broadcasting accepting applications for future openings. If you've got the right attitude, need to play, desire to grow, gain experience and direction, our Northern Michigan CHR operation may be the place for you. Tapes and resumes to Scott Westerman, WATT, Box 520, Cadillac, MI 49601. No call please. EOE M/F (1-23)

WMEE-FM/97 Ft. Wayne is accepting tapes and resumes for future openings. Females and minorities encouraged to apply. Send information to Steve Christian, PD, WMEE, Box 6000, Ft. Wayne, IN 46836. No call please. EOE M/F (1-23)

We kick ass! Wanted: Progressive newspaper person for afternoon drive in heavy-hitting news department. Someone who wants to grow in a strong 13-station group. Must be willing to work hard and exercise creativity, style and journalistic skill. Local news is how we make our name. Join us and make a name for yourself! Good location, 90 miles from Chicago. Tape and resume to Mark Belling, ND, WSJM/WJRX, Box 107, St. Joseph, MI 49085, or call (616) 983-3991. EOE M/F (1-23)

Help wanted: News. Street reporter/anchor for aggressive eight-person news and sports staff on Pop/Adult station in Sunbelt market. Competitive pay for the right person. Tape and resume to Jim Goss, FX96-KRAV, Box 746, Tulsa, OK 74101. EOE M/F (1-23)

KSTT/Quad Cities is looking for the finest personality in radio. Send personality airtack and production samples to Jim O'Hara, PD, KSTT, Box 3789, Davenport, IA 52808. EOE M/F (1-23)

WZVZ/Kokomo, IN's CHR leader is looking for a quality personality for afternoon drive. New studios, new transmitter site with doubled height, super situation for quality person. Good track record a must. Be prepared to join a progressive station and to blow this market apart. If you've been moving around a lot, save your stamps. Tapes and resumes to Pat Moore, PD, WZVZ, Box 2208, Kokomo, IN 46901. Get the material to me soon. The job could be yours tomorrow. EOE M/F (1-23)

Spend your nights playing the best Country music in Pittsburgh/Youngstown/Warren/Steubenville. Experienced heavyweight job needed for WELA, 50,000-watt FM. Play-by-play experience helpful. Send tapes and resumes to John Rafferty, PD, WELA, Box 949, East Liverpool, OH 43920, or call (216) 385-1040. (1-23)

Join the largest radio news staff in Wisconsin outside of Madison or Milwaukee. Send tape and resume to Gary Korman, PD, WKQX, Box 247, Stevens Point, WI 54481. EOE M/F (1-23)

100,000 watts of Modern Country. Need two personalities to fill 11 a.m. slot. Join us in time to get KFI for Tulsa's Spring book. Tapes and resumes to KMT104, Box 66, Pryor, OK 74361, or call (918) 825-6500. Lynn Hensley. EOE M/F (1-23)

Are you ready for the Country? Looking for strong personalities for all dayparts for future openings. #1 music choice in St. Louis. WIL-AM-FM. Tapes and resumes to M.A.C., WIL-AM-FM, 300 N. Tucker, St. Louis, MO 63101. EOE M/F (1-23)

Openings

WTUE-FM/Dayton, OH AOR accepting tapes for possible future openings. Good bucks for the right people (and we mean that). Tapes and resumes to Michael McConell, PD, 11 S. Wilkinson St., Dayton, OH 45402. (1-23)

KOOO, Outlaw Country, looking for outlaws or ladies. Tapes, resumes and salary requirements to Randy Fillmore, PD, KOOO, Box 31037, Omaha, NB 68131. No call please. (1-16)

Q102/Cincinnati has opening for part-time weekend air talent within driving distance. Contact Jim Fox at (513) 381-5500. EOE M/F (1-16)

Immediate opening for mature, experienced News Director. Tapes and resumes to KCOA, Box 10, Minot, ND 58701, or call Allan Rau at (701) 852-4646. EOE M/F (1-16)

Experienced News Director for western Michigan's only full-time News/Talk operation. Dynamic, programing-oriented news heavy. Must be skilled at integrating news with conversational talk. Production skills a must/on-air skills not essential. Call Larry Yurdin, WTTWM, Grand Rapids, at (616) 456-5461. (1-16)

WPZ/Petoskey, MI Pop/Adult station is in need of Program Director. Tapes and resumes to Ken McDonald, WSAM Radio, Box 1776, Saginaw, MI 48605. EOE M/F (1-16)

WANTED: Exceptional air talent for progressive morning show on Chicago's WXRT-FM. Should be articulate, intelligent, and highly skilled at performing and production. Musical vocabulary should encompass more than standard AOR fare. Looking for a budding genius who can make creative use of medium on air daily basis. No Dahl imitators, please. Send tapes and resumes only to Norm Winer, WXRT, 4949 W. Belmont Chicago, IL 60641. No call please. All applications handled in the strictest confidence. (1-16)

KFMH-KWTC/Muscatine, IA has opening for morning newsmen. New facility, good atmosphere, and good pay. Should be conversational. Three person department. Tapes and resumes to Steve Bridges, Box 116, Muscatine, IA 52671, or call (319) 263-2442. EOE M/F (1-16)

KKDD-FM/Grand Forks, ND looking for air talent for near future. Send tapes and resumes to Brian Norton, Box 997, Grand Forks, ND 58201. (1-16)

Experienced Chief Engineer wanted for 50,000-watt FM AOR and 1000-watt AM News/Talk. Must be available immediately. Rush resumes to Larry Yurdin, WTTWM-WLAV, 101C Waters Building, Grand Rapids, MI 49503. EOE M/F (1-16)

D-102 is accepting tapes and resumes for possible future openings. We are #1 ARB and intend to stay there. If you think you could be a part of our winning team, send your materials to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. EOE M/F (1-16)

Beautiful Music can be fun! Flagship stations of successful Midwestern group need Beautiful Music personality with production abilities. Excellent pay for the right person. Robots need not apply. Tapes and resumes to Paul Hemmer/Loras Sabers, K1WI, Box 1280, DuQuois, IA 52001, or call (319) 556-5494. (1-16)

PD wanted KKXL-AM Radio in Grand Forks, ND has opening for a PD. Looking for applicants with proven track record. Pop/Adult format. #1 in seven-station market. A good challenge with a growing market. Tapes and resumes to Duane Canby, KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (1-16)

WGBF/Evanston looking for morning drive talent to work for southern Indiana's top-rated station. Good money, benefits, and a great market. Send tapes and resumes to Carl Hamilton, 3809 Washington Ave., Evansville, IN 47734, or call (812) 477-8811. (1-16)

News Director with personality approach. WKRR/Milwaukee/Racine. Contact Steve Warren at (414) 552-8787. (1-16)

Computerized letter-perfect jocks have no place in Ft. Wayne. We need an entertaining personality with depth in AOR. No lazies—just crazies who realize the future of AOR is in the 80's. Send tapes and resumes to R. W. W. K. 4740 Coldwater Rd., Ft. Wayne, IN 46826. No call please. (1-16)

KKXL-KKQQ-FM/Grand Forks, ND is looking for a morning news anchor who can hit the streets in the afternoon. Experience required, but talent more important than a long resume. Tapes and resumes and writing samples to Tim Burke, KKXL News, Box 997, Grand Forks, ND 58201. No call please. EOE M/F (1-16)

WEST

KIKX/Tucson is looking for experienced announcer with Country Music background for morning drive slot. A rare opening in a city with a perfect climate. Tapes and resumes to Bob Jones, Box 5586, Tucson, AZ 85702, or call (602) 299-9711 between 2-3pm MST. EOE M/F (1-23)

If you like trees, mountains and skiing, this is the move for you. #1 in growing market. Looking for 3rd person. Must be upward-moving news team. Digging and writing required and good delivery. Good bucks and benefits. Call before sending tapes. Russ Lorenzini, ND, KQMS/Redding, CA, (916) 221-1400. EOE M/F (1-23)

Openings

I needed you yesterday. Afternoon drive personality. No hype—looking for natural talent. Tapes and resumes to Tom Jeffries, KTAC, 2000 Tacoma Mall, Tacoma, WA 98411. EOE M/F (1-23)

KPPL, Denver's leading Pop/Adult station is looking for part-time weekend help. Must be experienced with pleasant delivery and knowledge of music. Must be a communicator. Contact Jim Heath, PD at (303) 989-1075 or send tapes and resumes to KPPL, 7075 W. Hampden, Denver, CO 80227. EOE M/F (1-23)

GOLDEN EGG, L.A.-based syndication firm, producer of Future File, has an immediate full-time opening for a production assistant. Call (213) 475-0817, and ask for PHIL. (1-23)

Two rare openings: 3pm-6pm and 6pm-12mid for young announcers who care about their future in radio. Good training ground for your next step up. Will take calls from 9am-3pm at (602) 782-3881, or send tapes and resumes to Program Director, KBLU, Box 1501, Yuma, AZ 85364. EOE M/F (1-23)

KLYD/Bakersfield, CA has immediate opening for experienced and right morning personality with superior production ability. Competitive 15-station market. Tapes, resumes and photo to Larry Crawford, KLYD, Box 1499, Bakersfield, CA 93301, or call (805) 327-5722. EOE M/F (1-23)

KUCI-95/Vacaville, CA has immediate news opening. Very little experience necessary. Just a nose for news and a good conversational delivery. Contact Bob Breck, 419 Mason Street, Vacaville, CA 95688. EOE M/F (1-23)

WANTED: Classical announcer with 1st class license. Experience necessary. Tapes and resumes only to Matt Stewart, PD, KCRL, 3100 Mill Street, Reno, NV 89502. (1-23)

58-KLZ/Denver Country needs full-time Production Director (plus weekend airshift). Great station, great people. Tapes and resumes to Bill Bradley, PD, KZ, 2149 S. Holly, Denver, CO 80222. EOE M/F (1-23)

TOP MORNING TALENT needed for small-medium market in the Northwest. Tapes, resumes and salary requirements to Russ Gerber, Sunbelt Communications, 1422 Monterey, San Luis Obispo, CA 93401. EOE M/F (1-23)

MEYER BROADCASTING COMPANY is looking for a Station Manager for Country-formatted station in Montana. Must have extensive radio experience in either sales or programming. Some previous management experience is preferred. Contact Tom Barr, KFYR, Box 1738, Bismarck, ND 58502, or call (701) 223-0900. EOE M/F (1-23)

****RARE OPPORTUNITY**** for on-air position. For example, looking for immediate openings at one of the West Coast's big AM-FM outlets. Country music knowledge a must. Send tapes and resumes to Radio & Records, Box 221, 1930 Century Park West, Los Angeles, CA 90067.

KBEE/Modesto, CA has immediate opening for AM drive announcer. Front Pop/Adult live assist. Must have experience, strong on-air work, good production and 1st phone. Excellent benefits with well-established company. Tapes and resumes to Lois Lyons, KBEE, Box 3131, Modesto, CA 95363. EOE M/F (1-16)

Full-time newspaper wanted. KDZA-AM:100-FM/Pueblo, CO. Tapes and resumes to Frank Provenza, Box 93, Pueblo, CO B1002. No call please. EOE M/F (1-16)

QBSF/M (KQLH)/San Bernardino is looking for tapes and resumes for possible future openings. Must have good production and work a P/A format. Tapes and resumes to Sam Jackson, PD, KQLH, Box 5640, San Bernardino, CA 92412. (1-16)

The Inland Empire's number one station is accepting tapes and resumes for future weekend and full-time openings. We're live-assist Beautiful Music. Minorities excellent benefits with well-established company. Tapes and resumes to Lois Lyon, KBEE, Box 3131, Modesto, CA 95363. EOE M/F (1-16)

KBEE-AM/FM/Modesto, CA has an immediate opening for PD. FM #1 in market with automated BY AM Live-assist Pop/Adult with heavy emphasis on local news, sports and information. Must have experience, strong on-air work, good production, and 1st phone. Excellent benefits with well-established company. Tapes and resumes to Lois Lyon, KBEE, Box 3131, Modesto, CA 95363. EOE M/F (1-16)

KBDS/Eugene needs experienced morning person with working knowledge of music from last two decades. Production skills a must. Chris Kovarik, KBDS, Box 70128, Eugene, OR 97401. (1-16)

Production Director. Versatile voice and a good background in production and multitrack recording a must. Immediate opening. Tapes and resumes to KWJJ-KJIB, 931 S. Wing, Portland, OR 97205. (1-16)

Exciting AM-FM operation in Fresno, California is looking for creative male/female News Director. Must have the ability to write and deliver interesting original news. Tapes and resumes to Sara O'Callaghan, KARM-KRIG, Box 4265, Fresno, CA 93721. (1-16)

Goods & Services

Current California Airchecks

Issue #10 now available, featuring KMPCC/Gary Owens, KPH/Oshman, Barry, KRTE/Chris Fox, KRLA/Muche, Morales, KYA, KPRI, Casettes \$5. CALIFORNIA AIRCHECK, Box 4408, San Diego, CA 92104.

Classic KHJ Airchecks 1971-1980

90-minute special-issue "C-3" covers 1971-1980 and is part two of our KHJ History. Charlie Tunes, Machine-gun Kelly, Billy Pearl, etc. Cassettes \$10. CALIFORNIA AIRCHECK, Box 4408, San Diego, CA 92104. Part one still available.

Current Artist Bio's Published Bi-Weekly

Rock, Top 40, Country, plus humor, record-ties, memoir. Send four 15c stamps for current issue. (Stamps a must.) Radio Times, 200 South Glenn, Suite 818, Camarillo, CA 93610.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the lads, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197.

Radio Clearinghouse Newsletter!

A unique new publication designed to assist radio stations in all areas of the business. On-air/sales promotions that make 898! Bumper stickers, programs and more target audience and budget. Call us for jingles, promotions, etc. Sample: \$1.00...\$25 annually...RADIO CLEARINGHOUSE, Box 232, Bland, Indiana 47834.

Where Are You Going?

The Holidays are just starting! One-liners, Ads, P.S.'s and more. 24 holidays. Free sample. IRISH BULL SEASONAL, 20028 Woodmont, Harper Woods, Michigan 48225.

Production Aids

Production-aids...150 different and original MOOG music beds...produced especially for commercial, station promotion and map recording. Also available for every production industry! Complete tape package only \$49.95...Call or write for free demo...MCM Productions, 7270 Engineer Rd., Suite A, San Diego, CA 92111. (714) 292-4074.

Krazy Kommercials

SUNNY HOSCOPEES, CRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE...25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE YOUR INK. BOX 69581, LOS ANGELES, CA 90069.

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service! For sample tapes and information, call (916) 532-1548, 1448 R West San Bruno Avenue, Fresno, California 93711...or phone (209) 431-1502.

TV Campaigns

Fox Productions can help your radio station increase its market share with custom animated TV commercials. Full campaigns, including newspaper and billboard design are also available. Each campaign is designed for your target audience and budget. Call us for Fox Productions, New Orleans, Louisiana 504-283-7392.

Sound Effects

Complete 26 LP sound effects library with over 750 different effects. Quick-need and produced exclusively for broadcasters. \$195.00 for the entire set plus \$5.00 shipping. Send for catalog to VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 or phone (212) 246-4675.

'60's And '30's Music Beds

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties, no clearance, \$75.00 plus \$5.00 shipping. Write or call today VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 (212) 246-4675.

Hundreds Of Deejays Renewed

asgen. This year! Guaranteed return. Free sample. Contemporary Comedy, 5504-C Twinning, Dallas, Texas 75227. Phone (214) 931-4779.

Good Production Equals Survival!

Learn how from the guy R/R calls "one of the best." The Radio Production Handbook...\$10. Postage paid from Mike Anderson, 5590 Old Wagon Drive, Richmond, VA 23234. Buy it now...ensure your future!

Broadcasters Action Line

Job Referral Service \$40—12 months. R 3 Box 84, Lexington, IN 47138. (812) 889-2907. Free to employers.

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R/R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067.

POSITIONS

Positions Sought

BBC/Oxford drive jockey! Outrageously good, with incredible on-air, production, and writing skills. A real talent who wants to come to the "colonsies" and I've agreed to do his logwork for him. Southeast and Sunbelt preferred, all serious inquiries considered. Contact Mike Anderson, WRNL, Richmond, VA, at (804) 282-9731. Don't pass up an opportunity to make your nights or drives come alive! (1-23)

Need a PD? I've worked Talk, News, Pop/Adult, and Big Band. Can also handle AOR, RBB, and others. Will consider PD, Assistant PD or on-air position. Ready to relocate. Let's talk about how I can re-format your station or get your current format running smoothly and profitably. LEO, (302) 654-1146. (1-23)

10-year album rocker with ear ready to kick *** at your station as MD. 26 years old, male, creative and live for good rock. Call nights, DANA, (802) 223-5240. (1-23)

Creative MD, experienced in CHR, Pop/Adult, multi-award winner, mature and outgoing personality. Excellent copywriter. JERRY "DJ" STROTHERS. (814) 269-3788. (1-23)

SHOTGUN STONE, 6-10pm top rocker at 96X/Miami, regional looking for night market, ex-WWSK/Cincinnati, WKZD/Myrte Beach, SC, etc. Call immediately, (305) 967-7059. (1-23)

Topnotch pro with excellent ratings and references 13 years experience including major markets. Looking for the right opportunity in programming or drive air shift with music responsibilities. Engineering and TV background included. MAX HEYWOOD, (216) 456-2592. (1-23)

Southern news pro looking for upper-medium or major market reporter/anchor job. Prefer South or Southeast. For tape and resume with writing samples, call SCOTT after 5pm Central, (501) 354-8802 or (501) 329-6517. (1-23)

Bright, down-to-earth lead with big voice, major market delivery, B.A., 3 years experience, looking for a small medium market Pop/Adult job position in native New England. J.D., (703) 632-5433 after 2pm. (1-23)

JOHN STENNETT looking to re-enter radio. 5 years experience. Excellent production and air voice. Experienced in CHR, Pop/Adult, Country, and AOR. Would like to program small market station. (219) 932-9659. (1-23)

2 years experience on-air including MD and music research. Good production, looking for a company to grow with. For tape and resume call ROB CUTLER, (815) 232-4814. (1-23)

Cookin' CHR personality! Creative, dependable, hard working. Afternoon or nights. Prefer Midwest or Sunbelt. Will relocate anywhere immediately! JON CONLON, (312) 381-2916. 264 Sharon Dr., Barrington, IL 60010. (1-23)

Progressive Country wizard and all formats. Fun personality and voices. KEN THORLEY, (916) 662-1985 anytime. (1-23)

I give great radio. Formerly mornings WSLB and nights WRVQ. Currently WQDR until dream CHR position comes along. If you have above average backs, women, fun, and Dr. Pepper in Top 50 market, call JOHN LYLE after 5pm, (919) 787-2381. (1-23)

Human, reliable, major market drive time personality. Formerly with WKRN/Detroit, KKXJ/St. Louis, K100/Los Angeles, KCQB/San Diego, KIMM/Denver, KDWB/Minneapolis, WTC/Hartford. Major market only, Contemporary or Pop/Adult. MIKE BUTTS, (214) 349-8061 or (817) 382-5789. (1-23)

WVGK/MAGIK 103/Philadelphia full-time on-air staffer would like to work a weekend airshift in NYC. PETER DAVIS HUNN, 649 S. Henderson, D514, King of Prussia, PA 19406. (215) 265-2213. (1-23)

Talented AOR, CHR, Pop/Adult air ace seeking medium or small market gig with loads of production. 1 to 2 lots of voices and am not with a 4-track deck. Anywhere in USA is fine. TOM SULLIVAN, (213) 281-6409 anytime. Excellent references and I work cheap. (1-23)

Experienced, dependable jock with B.A. in marketing seeking full or part-time work in CT. Warm, friendly and fun. For tape and resume write or phone DREW JENKINS, 1 Sharrow Green, 52 Sharrowwood Place, Greenwich, CT 06830. (203) 869-3222. (1-23)

Everybody can talk about political. It takes a real professional to develop all the little sidebars in current events, lifestyle issues, etc. to make the most interesting talk show in your market. Young, experienced talk host/producer wants to talk for you. (213) 342-7025, or write to MARY ALVIN, 5339 Newcaste Ave., Unit 103, Encino, CA 91316. (1-23)

Steve Dahl, Don Imus, the Grassman, all rolled into one! The Wild and Crazy JEFF CONRAD seeks morning or personality slot. 300+ ratings increase in Miami. 700's in Norfolk. Phone to make the most humorous, and big ratings. (305) 392-1916. (1-23)

Experienced ADR jock, loves production and promotion, looking to re-format major market with MD or PD possibilities. Married, with a missus named music. Call me. (715) 392-2496 after 4:30pm CST. (1-23)

Young energetic jock with 4 years experience in AOR, CHR and Country looking for move into medium market. Willing to relocate yesterday. Looking for AOR, but let's talk. (315) 637-3227. (1-23)

Positions Sought

Broadcaster with 5 years experience and a B.A. in communications, looking for on-air position in Northeast. Experience in rock, CHR and Contemporary formats as air personality. Production Director, sports commentator, talk show host and news reporter. DAVE LaCLAIRE in Fairfax, VA. (703) 273-3568 or (703) 323-2123. (1-23)

Radio news men. Fully experienced in broadcast journalism. Writer, anchor, reporter. Currently News Director in Gulf Coast medium market. Looking for position that provides reasonable opportunity. Relocation no problem. Resume and tape upon request. (205) 433-2082. (1-23)

ROCKY MARLOWE, air personality, production talent, formerly Production Director, Q101. Available now. (601) 482-5182. (1-23)

Sincerity and entertainment... that's what it's all about. Female jock, 2 years experience and B.A. degree, seeking CHR or Pop/Adult airshift with music responsibilities. Mid-sized market. West Coast preferred. I've got energy and enthusiasm to spare! SYLVIA, (503) 239-4696. (1-23)

STEVEN HATLEY, formerly WIBG, KSTP, KNUS, looking for on-air position. Call (911) 795-7514 anytime. (1-23)

Seeking new opportunity in top 100 market. Have been Operations Manager of 2 stations, CHR and Pop/Adult. Have done it all. People management, on-air, production, promotion, programming, and sales. VERN (851) 783-8241 in the evening, or (501) 783-4105 from 9am to 5pm. (1-23)

Topnotch, top 15 major market personality in free agent status, who can score ratings points. WHK, WWW/Cleveland, also St. Louis and others. Available in the next few months, but don't sit on the bench. (216) 493-4966 afternoons. (1-23)

STEVE (BOKOR) RIVERS, formerly KRQQ/Tucson, WNDE and WFIL/Indianapolis, and WPHF/W. Wayne, Prefer South West. Call evenings. (602) 886-9353. (1-23)

Looking for PD gig, preferably on Gulf Coast but will relocate. 8 years experience with 2 major markets under my belt. MD for WFIL/Indianapolis and DJ for B97/New Orleans. Now assistant PD at WJUN/Mobile. GARY HILL, (205) 342-5603. (1-23)

Established Sports Director in Minnesota looking for bigger challenge this year. If you want more than a good play-by-play man call me. Prefer Midwest. (218) 631-4567. (1-23)

Air talent available for programming, production, air work. Major market experience. Available now. (602) 941-4630. (1-23)

JACK MONROE, 9 year pro, most recently with KLF/Dallas, seeks employment in medium or major market. Available immediately. (817) 460-5013. (1-23)

Experienced program manager looking for General Manager who needs help with Pop/Adult or CHR station. 10 years in broadcasting, major market on-air, medium market management, award-winning production. Tape, resume, and programming philosophy are available by calling (309) 693-2319. (1-23)

MD looking for stable market and growth within a winning company. Call MARK before 5:00pm MST (605) 343-6161 or after 5pm MST (605) 342-6599. (1-23)

Air personality presently working in Midwest radio wants to move further west, settle down and find a home at CHR or Pop/Adult. LES, (915) 949-1103. (1-23)

Available immediately, young, aggressive air personality, formerly morning man for top-rated Country station in Southern IL. WES DAVIS, (314) 996-2684. (1-23)

I'm searching for a good position in Southern CA. Background includes stp in San Bernardino and Fresno. Formerly MD in AOR, Country and Pop/Adult. If you have an opening which offers programming opportunity, or in the near future, please call KEN MCKAY, (714) 588-0342. (1-23)

Rockers. AOR Superstars and others. If you have jocks that doing shifts or regular shift. If you need a soloist interested in making money, don't waste a phone call. 6 years experience. KEN ROBERTS, (318) 984-9982. (1-23)

Assistant PD, MD for AOR or CHR format. Can jock off that doing shift or regular shift. If you need a good administrator or good music researcher call STEVE at (717) 697-3819. (1-23)

Air personality seeks stable station in medium market. No revolving door need call. TOM, (412) 486-8744. (1-23)

CHR jock ready to go now. Will relocate. Humorous, witty and professional. Previous on-air work in Chicago metro. Former WLS intern. College graduate. Extensive college work including Station Manager. JEFF. (312) 794-4866 anytime. (1-23)

Announcer with one year's experience, good production skills. Looking for small to medium market station. Any format. Prefer Minnesota, Wisconsin. DON, (216) 673-9634 or (216) 633-2266. (1-23)

MORGAN EVANS from KRUX/Phoenix. 2 years experience. Good production. 1st class ticket, looking for West Coast position. (602) 846-0517. (1-23)

Positions Sought

CARMEN BROWN, minority air personality with 7 years experience and strong station promotions background. Formats include Superstars, AOR, Disco, and Black radio. Currently with KSLQ-FM/St. Louis, part-time. Willing to relocate for full-time airshift in a top 25 market. Tape and resume upon request. (314) 241-6175. (1-23)

5 years experience. Personality, production, programming Oldies, CHR, Pop/Adult. Looking for on-air, production or programming position. Will put in hours for pro operation. JEFF FALCIEWICZ at (617) 479-5668. (1-23)

JOE WINSTON, formerly Big WAYS/Charlotte, KFJZ/Ft. Worth, KEND-FM/Las Vegas. Looking for CHR announcer position in Ft. only 7 years experience. (305) 989-2278 or (305) 983-5784. (1-23)

Morning drive pro with experience in Philadelphia, Cleveland, New Orleans, and elsewhere seeks personality position. Prefer Northeast or New England. (413) 785-1766. (1-23)

Put 10 years major market experience to work for you. Programming and refining all phases of station operation. (305) 722-0934. (1-23)

Anyone interested in a mature minority who rated a 24.5 this past book, who's steady, dependable, no ego, takes direction, eager to learn, good production, automation experience - that's me. Looking for a stable, permanent place for me, ma and the kids, prefer ocean sounds in the West. Tape and resume available with call to ED, (817) 939-6112 (days). (1-16)

Can you handle a ready, willing and able 7-year veteran communications Director drive time jock with news and other experience. Looking for airwork/PD/MD duties. Broadcasting degree. Prefer medium or major market in South but might "change my tune" for the right bucks. ROGER SPRINSON, (615) 236-6889, or Rt. 1, Box 23, Bull Gap, TN 37711. (1-16)

Creative, ambitious News Director seeks challenging growth-oriented post. Over 3 1/2 years professional experience including major market Pittsburgh and overseas journalistic background. Will relocate. KEVIN, (412) 362-1571. (1-16)

Experienced communicator with personality seeks announcing opportunity that requires excellent production voice, a program to win ratings and willingness to work hard. Experience includes 6 years radio and TV. CHR, Pop/Adult, Country, Beautiful Music, and Talk. Will relocate. Any format. PAUL WAYDA, (416) 692-3174, or R.R. #1, Hannon, Ontario, Canada LOR 1P0. (1-16)

22 years old, single, hard and dedicated worker. 2 years commercial radio, 2 years college public radio, Beautiful Music, CHR. Distinct, likable voice. Will work any market, any format. (602) 783-7944. (1-16)

Former PD, WRHY/York, PA is looking for PD and/or air shift position anywhere. JEFF HUNT, (717) 232-3673. (1-16)

Aggressive PD with management and engineering experience searching for AOR station in top 100 markets. Call today. BRAD OLESON, (918) 825-0003. (1-16)

KRUX/Phoenix is changing format. Available are KIRK RUSSELL (Assistant PD) for talent or programming. (602) 937-5326, and WES SILER (air talent, 1st ticket) at (602) 939-2263. (1-16)

KEN E. MARKS is looking for CHR airwork in the West. Music and Production Director experience. (213) 556-8385. (1-16)

Help! Now middays at one of America's finer medium market Country stations being cut back to weekends. 15 years experience, mostly CHR. JOHNNY WILLIAMSON, KRZY/Albuquerque, (505) 884-5833. (1-16)

Superlatented jock with loads of major market experience looking to move up from on-air and production to programming. 11 years major market experience. Excellent references and ratings. STEVE MICHAELS, (512) 656-0271. (1-16)

Operations Manager-PD available now. 9 years experience. Watch your ratings and profits grow with proper programming strategies. Prefer off-air but will consider any serious offer. (404) 394-7754. TIM. (1-16)

4 years experience in NY radio. BOBBY MESSINA, formerly with KXLQ (95.3), is looking to become part of your station. Interested? (201) 641-2029. (1-16)

AL WOODY, formerly mornings at Rock 106 (WKQB/Nashville) looking for AOR or CHR mornings. Medium to major market. (615) 226-0879. (1-16)

Creative, adaptable team worker looking to plug into your community. Last 2 years spent in Chicago-level market. Looking to relocate and work for a together small or medium market station. Good production, good communicator. PAUL BUCHANAN, (312) 653-0635 anytime. (1-16)

Former PD at Y95/Tampa looking for medium market PD gig or major market on-air position. Worked at Q102, WMed, WIXY. PAT BARRY, (513) 381-5500 or (813) 839-1210. (1-9)

Energetic anchor/reporter looking for the right challenge West or Northwest coast to family. Now employed at prestige top 30 market station with aggressive news department. Experience includes work with all news formats. Strong references. (415) 573-7294 evenings. (1-16)

Positions Sought

Experienced announcer and creative production man with good voice. JOHNNY GORDON, 504 S. Lafayette Park Place, Los Angeles, CA 90057. (213) 388-4046. (1-16)

Looking for station that appreciates talent! Looking for Midwest to Western medium or large market. Formerly mornings and MD for Southwest Missouri Country station. Currently middays for St. Louis rocker. Good pipes. JEFF, (314) 429-1459. (1-16)

KOER all-night truckin' Country DJ on 50,000-watt FM and PD of Pop/Adult station more recently seeks employment as PD, MD and/or announcer in any format. Married and responsible with excellent references. PAUL ORCHARD, (801) 375-6541. (1-16)

Recipe: 1 versatile, energetic and creative AOR pro with extensive musical knowledge. Add 1 large measure of professionalism. Shake well. Stir in tight production. Add MD, promotions and special programming experience. Let cook. SHAWN, (313) 559-4338. (1-16)

#1 rated small market AM drive air talent and PD looking for move up in Northeast. Good adult communicator. CHR of Pop/Adult. One year PD brought station from last to first. (801) 684-4420. (1-16)

Miscellaneous

KRUS/Ruston, LA needs immediate record service from all labels for CHR format. Send to KRUS, 105 Park Ave., Ruston, LA 71270, or call Kevin Crume, (318) 295-2530. (1-23)

Lincoln, NB's hottest new Country station is in desperate need of record service from all major and minor labels. We need re-service on oldies and current. KBHL Radio, FM95, Studio Bldg., 2620 N. 48th St., Lincoln, NB 68504. (1-16)

WWKS/Beaver Falls, PA, a suburban Pittsburgh Pop/Adult FM would like to hear from producers and distributors of news, music, public affairs and feature programs. Demos and information can be sent to Rick Pantale. PD, WWKS, 1316 Seventh Ave., Beaver Falls, PA 15010. Prefer programs available through the barter system. (1-16)

WKBC-FM, new rock and roll station, needs record service from all companies. We program AOR rock with CHR rock mixed in during different times of the day. Send all 45's and LPs to Music Director, WKBC, Rhode Island Jr. College, 400 East Avenue, Warwick, RI 02986. (1-16)

KBHL FM95 is looking for interesting news features, comedy services, and entertainment features. Send demo tapes, samples and rates to KBHL FM 95, Studio Building, 2620 N. 48th St., Lincoln, NB 68504. (1-16)

KFTM Country, serving all of northeast CO, needs service from all labels. Contact Tony Thomas, MD, KFTM, Box 430, Ft. Morgan, CO 80701. (303) 867-5674. (1-16)

Any and all AOR artists interested in performing in Alaska contact KRKN-FM, 338 Danell St., Meckay Bldg., Anchorage, AK 99501. Attention: Jay Noble, Director of Public Relations. (907) 277-2655. (1-16)

Radio & Records SUBSCRIPTION SERVICE ONE YEAR - \$140 Please enclose payment with order Over seas subscribers add \$100 per year International U.S. funds please Initial here TELEPHONE: (213) 553-4330 CHANGE OF ADDRESS AND RENEWAL: Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

THE BACK PAGE

BREAKERS

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

RANDY MEISNER Hearts On Fire (Epic)

64% of our reporters on it. Moves: Up 84, Same 33, Down 0, Adds 44 including WKBW, CKGM, Z93, 94Q, Q105, WDRQ, KBEO, KSFX, KIMN, KUPD, WFBR, WTRY, WSGN, BJ105, KMJK. See Parallels, debuts at number 29.

NEIL DIAMOND Hello Again (Capitol)

62% of our reporters on it. Moves: Up 19, Same 9, Down 0, Adds 108 including WABC, WKBW, WBEN-FM, WFIL, WFI, WCAO, F105, KVIL, KRLY, Z93, CKLW, KS95-FM, KKOK, KSLQ, WHB, WGCL, WOKY, KEARTH, KFI, KIIS-FM, KFRC, KPLZ, KIMN. See Parallels, debuts at number 30.

STEVIE WONDER

I Ain't Gonna Stand For It (Tamla)

61% of our reporters on it. Moves: Up 109, Same 12, Down 5, Adds 9, CFTR, KVIL, Q102, KJR, WHOT, KZZP, KRO, WIGY, WPGC 6-4, WCKX 7-5, KEARTH 23-19. See Parallels, debuts at number 24.

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 songs up on their charts, held it the same (on, up, 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.

ABBA "The Winner Takes It All" (Atlantic) 123/21

Moves: Up 84, Same 16, Down 2, Adds 21 including 96KX, F105, Z93, KFRC, KOPA, KHFI, KEEL, G100, WNOX, KOFM, WRBR, KIOY.

JACKSONS "Heartbreak Hotel" (Epic) 112/9

Moves: Up 79, Same 19, Down 5, Adds 9, F105, KC101, KSTT, WDJX, KERN, WLAM, WISE, WTRU, KDZA.

BLUES BROTHERS "Who's Making Love" (Atlantic) 101/1

Moves: Up 66, Same 29, Down 2, Adds 21 including CKGM, Q105, KIIS-FM, KJR, WSKZ, KEYN-FM, KZ93, WMEE, KLUC, WHHY, WSPF, KCBN.

QUEEN "Flash's Theme" AKA "Flash" (Elektra) 100/15

Moves: Up 65, Same 20, Down 0, Adds 15 including CKGM, Q105, KIIS-FM, KJR, WSKZ, KEYN-FM, KZ93, WMEE, KLUC, WHHY, WSPF, KCBN.

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 98/6

Moves: Up 66, Same 22, Down 4, Adds 6, WCSC, WZOK, KTAC, KHYT, KILE, WTRU, JB105 6-3, KUPD 13-9.

DARYL HALL & JOHN OATES "Kiss On My List" (RCA) 89/43

Moves: Up 20, Same 26, Down 0, Adds 43 including WCAO, JB105, CFTR, WDRQ, WGCL, KSFX, KPLZ, KUPD, WOLF, K104, WTIX, WAPE, WRJZ, WAKY, Z104, KYNS.

BLONDIE "Rapture" (Chrysalis) 86/27

Moves: Up 42, Same 16, Down 1, Adds 27 including Z93, Q102, KFI, KJR, WFLY, WAXY, CK101, WSKZ, WIKS, WDJX, KEZR, KDZA.

OUTLAWS "Ghost Riders In The Sky" (Arista) 85/18

Moves: Up 48, Same 19, Down 0, Adds 18 including WOKY, KSET-FM, BJ105, WAYS, KZ93, KIOY, FM103, KZZX, WCIR, FM99.

LEO SAYER "Living In A Fantasy" (WB) 71/57

Moves: Up 5, Same 9, Down 0, Adds 57 including CKGM, CKLW, KOPA, Q106, WHYN, KSRR, KINT, KXX106, WOKI, WRVO, WGRD, WISM, KGGI, KENO.

DONNIE IRIS "Ahi Leah!" (MCA) 66/15

Moves: Up 31, Same 19, Down 1, Adds 15 including Q107, KRLY, KRBE, G100, WAAY, WOKI, WVLK, KSTT, KERN, KKRC, KWWL, KDZA.

AC/DC "Back In Black" (Atlantic) 65/13

Moves: Up 31, Same 20, Down 1, Adds 13 including WFI, JB105, 13K, KJR, KNUS, KINT, KHFI, WAKX, Z104, KYNS, KMJK, 95SFG.

FIREFALL "Staying With It" (Atlantic) 61/23

Moves: Up 19, Same 19, Down 0, Adds 23 including 94Q, WDRQ, KPLZ, WPST, KQ94, Y103, WCSC, WAKY, WVIC, KSTT, WISM, KROY.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 57/25

Moves: Up 17, Same 15, Down 0, Adds 25 including WFI, WCAO, KIIS-FM, WKEE, WDJX, WAAY, WAPE, KX104, WVLK, WVIC, KSTT, WISM, WNAM, KNBQ, KTAC.

Others Getting Significant Action

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 47/23

Moves: Up 11, Same 13, Down 0, Adds 23 including WXLO, WCAO, WXXS, JB105, WPGC, KFI, B97, FM100, WTRM, KIOY, KPCX, KPUR.

BARBRA STREISAND/BARRY GIBB "What Kind Of Fool" (Columbia) 44/38

Moves: Up 4, Same 2, Down 0, Adds 38 including WFI, WROR, JB105, Q105, WDRQ, KXOK, KPLZ, WERC, WRVQ, WAKX, K96, KHYT.

Radio & Records

NATIONAL AIRPLAY/30

TWO
WEEKS
AGO

LAST
WEEK

January 23, 1981

2	1	1	BLONDIE/The Tide Is High (Chrysalis)
7	3	2	STEELY DAN/Hey Nineteen (MCA)
1	2	3	JOHN LENNON/Just Like Starting Over (Geffen)
5	4	4	ROD STEWART/Passion (WB)
12	8	5	EDDIE RABBITT/I Love A Rainy Night (Elektra)
21	12	6	REO SPEEDWAGON/Keep On Loving You (Epic)
11	9	7	KOOL & THE GANG/Celebration (Delite/PolyGram)
25	16	8	DOLLY PARTON/9 To 5 (RCA)
16	13	9	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
17	14	10	BOZ SCAGGS/Miss Sun (Columbia)
30	22	11	JOHN LENNON/Woman (Geffen)
22	17	12	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
3	6	13	NEIL DIAMOND/Love On The Rocks (Capitol)
4	5	14	AIR SUPPLY/Every Woman In The World (Arista)
10	10	15	BARRY MANILOW/I Made It Through The Rain (Arista)
8	7	16	HEART/Tell It Like It Is (Epic)
6	11	17	BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
29	26	18	CLIFF RICHARD/A Little In Love (EMI America)
28	25	19	ALAN PARSONS PROJECT/Games People Play (Arista)
27	24	20	EAGLES/Seven Bridges Road (Asylum)
9	15	21	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
—	27	22	STYX/The Best Of Times (A&M)
19	18	23	ANDY GIBB/Time Is Time (RSO)
—	28	24	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
—	28	25	RONNIE MILSAP/Smoky Mountain Rain (RCA)
14	20	26	POLICE/De Do Do Do, De Da Da Da (A&M)
—	29	27	PAT BENATAR/Treat Me Right (Chrysalis)
—	30	28	DON McLEAN/Crying (Millennium)
—	—	29	RANDY MEISNER/Hearts On Fire (Epic)
—	—	30	NEIL DIAMOND/Hello Again (Capitol)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

NEIL DIAMOND "Hello Again" (Capitol)
LEO SAYER "Living In A Fantasy" (WB)
RANDY MEISNER "Hearts On Fire" (Epic)
DARYL HALL & JOHN OATES "Kiss On My List" (RCA)
DON McLEAN "Crying" (Millennium)

Complete Regionalized Listings on Pages 30 and 31.

HOTTEST

REO SPEEDWAGON "Keep On Loving You" (Epic)
BLONDIE "The Tide Is High" (Chrysalis)
STEELY DAN "Hey Nineteen" (MCA)
DOLLY PARTON "9 To 5" (RCA)
KOOL & THE GANG "Celebration" (Delite/PolyGram)

Parallel Listings Begin on Page 34.

BRUCE SPRINGSTEEN "Fade Away" (Columbia) 43/33

Moves: Up 4, Same 6, Down 0, Adds 33 including WBEN-FM, WFIL, WFI, 96KX, CKGM, Z93, WPST, KXX106, 92X, KIOY, KSEL.

DIRE STRAITS "Skateaway" (WB) 36/5

Moves: Up 21, Same 9, Down 1, Adds 5, WOLF, WFLY, WDJX, WCIR, KDZA, KIMN 30-27, K104 24-18.

RITA COOLIDGE "Fool That I Am" (A&M) 33/2

Moves: Up 19, Same 11, Down 1, Adds 2, WROR, WZUJ, Z93 25-22, WHB 18-16, WOW 21-19, KSPZ 18-15.

TERRI GIBBS "Somebody's Knockin'" (MCA) 31/18

Moves: Up 9, Same 4, Down 0, Adds 18 including WHB, WKEE, KFMC, KINT, KWIC, WSGN, Y103, KX104, WRJZ, WNOX, KOFM, KRAY, WISM.

LOVERBOY "Turn Me Loose" (Columbia) 30/16

Moves: Up 4, Same 10, Down 0, Adds 16 including CFTR, KIMN, K104, WKEE, KHFI, KWIC, WCSC, WVLK, Z104, WDJX, KYNS, WISE, KFYP.

LTD "Shine On" (A&M) 30/1

Moves: Up 16, Same 9, Down 4, Adds 1, WHHY, Z93 19-10, KIIS-FM 23-20, WNOE 16-12, WJDJX 14-7, KGGI 23-18.

SUZU QUATRO "Lipstick" (RSO) 29/17

Moves: Up 5, Same 7, Down 0, Adds 17 including WFI, WOLF, WPST, WKEE, BJ105, WSEZ, WDJX, KNBQ, KTAC, WFBG, WCGQ, KOOK, KRCL.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 28/14

Moves: Up 6, Same 8, Down 0, Adds 14, KBEO, WOKY, WOLF, KXX106, WBBQ, WSKZ, WGH, KSTT, KWEN, WFBG, WANS-FM, KLLS, KDZA, KOOK.

FRED KNOBLOCK & SUSAN ANTON "Killin' Time" (Scotti Bros.) 28/1

Moves: Up 17, Same 9, Down 1, Adds 1, KXOK, WCAO 24-21, KPLZ 21-18, KSTT 24-19, WXLK 12-10, WEAQ 9-6.

DOOBIE BROTHERS "Wynken, Blynken & Nod" (WB) 27/4

Moves: Up 9, Same 14, Down 0, Adds 4, KOPA, KQ94, QQDI, KBOZ, KBEO 4-18, WAKY 31-28, WOHO 21-14, KLUC 21-16, WSPF 24-20.

ELVIS PRESLEY "Guitar Man" (RCA) 23/10

Moves: Up 6, Same 7, Down 0, Adds 10, Q106, WKEE, KINT, KEEL, WDJX, WERC, G100, WAAY, WSEZ, KEZR, JB105 35-30, KEARTH 30-27.

NIGHT "Love On The Airwaves" (Planet) 22/9

Moves: Up 6, Same 7, Down 0, Adds 9, KUPD, WFLY, KHFI, WOKI, KIDD, KNBQ, FM103, KSEL, KENI.

ARETHA FRANKLIN "United Together" (Arista) 21/2

Moves: Up 11, Same 7, Down 1, Adds 2, KINT, WTMA, WXLO 11-9, WCKX d-29, WGCL 28-26, WHBQ 15-13.

STEVE WINWOOD "While You See A Chance" (Island) 20/16

Moves: Up 2, Same 2, Down 0, Adds 16 including 94Q, KJR, KUPD, WPST, Q106, WAAY, CK101, WCSC, WRVQ, Z104, KEZR, KIDD, KROY, WANS-FM.

McGUFFEY LANE "Long Time Lovin' You" (Atco) 16/3

Moves: Up 6, Same 7, Down 0, Adds 3, WSEZ, WHHY, WISE, Q102 36-32, WAPE 22-18, WDJX 5-2, WCIR 27-21.

FLEETWOOD MAC "Fireflies" (WB) 16/2

Moves: Up 9, Same 4, Down 1, Adds 2, V100, KSRR, WBEN-FM 36-33, 96KX 29-27, KXXX 9-6, WCGQ 22-15.

Continued on Page 36