

# Radio & Records

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JUNE 12, 1981

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## SENATE CONFIRMS DAWSON

### Quello, Rivera Named To FCC



James Quello

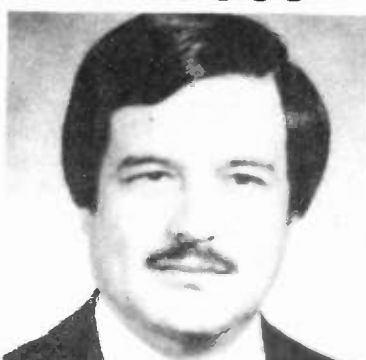
President Reagan has filled the two remaining FCC slots by reappointing an experienced broadcaster, James Quello, and nominating Henry Rivera, a New Mexico lawyer who readily admits he knows almost nothing about broadcasting. Both men are Democrats.

The nominations came one day (6-5) after the Senate, on a unanimous voice vote, confirmed the nomination of Mimi Weyforth Dawson to replace Commissioner Bob Lee after June 30.

Quello, who is 67 and reportedly wants to retire in a few years, will serve through June 1984 in the seat formerly held by Charles Ferris. Before joining the Commission in 1973, Quello had retired as Vice President of Capital Cities Broadcasting. He began his broadcasting career in 1947 as Promotion Manager for WJR/Detroit, becoming VP/GM there in 1960.

#### Rivera: Favors Free Enterprise

Rivera, 34, takes over the Quello seat which runs through 1987. He was chosen because the White House wanted to name the first Hispanic FCC Commissioner and he had come to the attention of



Henry Rivera

Sen. Harrison Schmitt (R-NM), a key GOP member of the Senate Communications Subcommittee. Since 1973, Rivera has practiced

QUELLO/See Page 14

### London & Engelman Exit KRTH For Mornings At KWST



Ron Engelman

In a surprise move late Tuesday (6-9) the KRTH/Los Angeles morning team of John London & Ron Engelman resigned to join KWST/Los Angeles. London & Engelman, who joined KRTH in July 1979 for that station's first "live" morning show, made their resignation effective immediately.

KWST's new PD Chuck Martin

### Benson Named VP/Operations At KIIS-FM

Don Benson will join Gannett's KIIS-FM/Los Angeles in the newly-created position of Vice President/Director of Operations on June 15. Benson, who held a similar position with the seven-station Western Cities chain, told R&R, "This is a flattering opportunity for me and I'm delighted with the challenge. Gannett is a very strong organization committed to winning in all of its markets including Los Angeles. I'm really looking forward to working with J. Ray Padden (KIIS-FM President/GM), Jay Cook (Gannett VP/Programming), and the KIIS



Don Benson

staff. Quite honestly, my first day on the job can't arrive soon enough.

"Of course deciding to leave the people at Western Cities was not easy. My time there was very challenging and the people with whom I worked are true professionals. That company is one of the most forward-thinking groups in the country, and I'm especially thankful to Rick and Bill Phalen

BENSON/See Page 14

### WDRQ ALSO ON THE BLOCK

#### Charter Sells WOKY & WMIL To Sunbelt

The Charter Company announced Tuesday (6-9) that it had entered into a letter of intent with Sunbelt Communications to sell WOKY & WMIL/Milwaukee for \$5 million in cash. J.P. Smith, President of Charter's Chartcom, Inc., also announced that the company has decided to sell WDRQ/Detroit.

In announcing these decisions, Smith indicated that "the company will focus its attention on

CHARTER/See Page 14

### RKO Networks Promote Five To VP

Tom Burchill, President of the RKO Radio Networks, has announced the promotion of five network directors to newly-created network vice presidential positions.

The five are Ken Harris, VP & Director of Affiliate Services; Jo Interrante, VP & Director of Programming; Dave Cooke, VP & Director of News; Kevin Lyons, VP & Director of Sales; and Joe

"STAYING IN RECORD BUSINESS"

### 20th Restructures, Reduces Staff

20th Century-Fox Records underwent a significant restructuring last week, with 20th Music Publishing Group President Herb Eiseman becoming Chairman of the record company while continuing to head the publishing efforts as well. Label President Neil Portnow will stay on, while VP/Promotion Dave Parks will serve as a promotion consultant for the

company, as well as a liaison between 20th (whose on-staff promotion head will be Donnie Brooks) and RCA, which distributes the label. VP/Sales Mort Weiner and VP Bunky Sheppard have departed, as well as artist relations/publicity staffer Brenda Geffner and A&R Manager Paula Jeffries; a company spokesman

20TH/See Page 22

### Metromedia On The Move In Station-Trading Market

Metromedia completed an active week in the station acquisition arena by agreeing in principle to buy Doubleday's KHOW/Denver for \$15 million, one of the highest considerations ever paid for an AM station. Metromedia had

#### Metheny Resigns At WBCS

Terrell Metheny Jr., Executive VP/GM of WBCS & WMKE/Milwaukee, has resigned that post to become Executive VP of the Mesa Broadcasting Group, licensee of KQIL & KQIX/Grand Junction, CO, and Executive VP/GM of Mesa's KUUY & KKAZ/Cheyenne, WY.

Metheny told R&R, "The owner

METHENY/See Page 22

earlier last week sold KSAN/San Francisco to a Malrite Communications subsidiary for \$7 million (Malrite had previously purchased Metromedia's KNEW/Oakland) and purchased WWBA-FM/St. Petersburg from WWBA Inc. for the same price. All transactions are subject to FCC approval, after which Metromedia will own its full complement of seven AM, seven FM, and seven TV facilities.

Hepburn & Co.'s Ted Hepburn, broker on the KHOW deal, commented to R&R, "It was a fair price, not over or under and not exorbitant. It could very well be justified considering the book. It's consistent with Metromedia's philosophy, which is AM-FM diversification, and it's the kind of

METROMEDIA/See Page 22

BUYS KHOW FOR \$15 MILLION, WWBA-FM FOR \$7 MILLION

# "TOUCH ME WHEN WE'RE DANCING"

IS TOUCHING RADIO IN ALL THE RIGHT PLACES

# CARPENTERS



WROR add 24  
F105 add  
KSLQ add 22  
WOKY add  
KFI add  
KPLZ add  
KOPA add  
WFBR add  
KC101 add 29  
WICC add  
K104 add  
WTIX add  
WERC add  
WSGN add  
WAAY add  
Y103 add  
BJ105 add  
CK101 add 39  
WRJZ add  
WNOX add  
WAYS add  
WSEZ add  
WCSC add  
WVLK add  
KKXX add  
KIOY add  
KCPX add  
95XIL add



WFOX add  
WFLB add  
KFYR add  
KBOZ add  
WKRZ add  
WYSL add  
KENO add  
WIP add  
WGLF add  
WLCY add  
FM97 add  
WCCO add  
WOMC add  
WLW add  
WTVN add  
WIOD add  
AIA add  
WSB add  
WSM-FM add  
WBT add  
KRMG add  
WRFC add  
KMOX add  
WGBS add  
KMBZ add  
WLOF add  
KFMD add  
KYA add

The country has been waiting for a hit single from Richard and Karen Carpenter and here it is—"TOUCH ME WHEN WE'RE DANCING." The first single from the long awaited forthcoming Carpenters album MADE IN AMERICA.

CARPENTERS. "TOUCH ME WHEN WE'RE DANCING"  
ON A&M RECORDS & TAPES



PRODUCED BY RICHARD CARPENTER

Management: Management

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## Jim Davis New GM Of V100

Jim Davis, who resigned as Program Director of KMPC/Los Angeles in February (R&R 2-13), will join Capitol Broadcasting's WVAF (V100)/Charleston, WV as General Manager next week. This is Davis's first management position after more than 15 years as a well-known air personality/programmer. Davis commented to R&R, "It's certainly not every day that someone offers you a radio station with a 20.6 share and asks you to manage it. WVAF is a very well-run operation and I'm understandably very excited about my entrance into management. (Capitol President) Ken Johnson's offer is a logical step for me at this point in my career and I'm very happy about it."



Jim Davis

Johnson told R&R, "Jim Davis is Capitol Broadcasting's kind of guy. He's a delightful person and has proven himself to be very good with people. Just the number of employees he dealt with at KMPC proves that he's got management written all over him. I'm very excited that he's agreed to join our company."

## Logan Opens Management Consultancy Company

Dick Logan, most recently VP/Marketing for Arbitron Radio and a veteran broadcaster, has announced that he is opening a radio management consultant firm. Logan told R&R that he plans to concentrate on aiding non-broadcasters who are making their first investments in our business, generally in small and medium markets. According to the recently-departed Arbitron executive, "About 25-30% of the station sales today involve non-broadcast interests getting into our field. They can't afford to hire a guy like me to manage their station, but they can hire my expertise."

Logan plans "to solicit my clients through LOGAN/See Page 14

## Tandy Named GM At KFJZ & KEGL

Jim Tandy has been appointed General Manager of Swanson's KFJZ & KEGL/Dallas-Ft. Worth. Tandy was most recently VP/GM at WLCY/Tampa-St. Petersburg, and is a 23-year broadcasting veteran.



Jim Tandy

Tandy commented, "I'm very excited about the 'Music Of Your Life' format on KFJZ and the success of the new Eagle 97 (CHR-formatted). The manner in which the two stations position themselves in this top ten market is vital, and Swanson Broadcasting has great faith in the area's potential, as evidenced by their moving the stations' headquarters to a newly-constructed facility on the east side of Ft. Worth."

## FRISOLI EXITS, SHERWOOD SUPERVISES SALES

## Polygram "Solidifies" Sales & Distribution

Polygram Records has reorganized its sales and distribution structure, with Polygram Distribution Inc. President John Frisoli exiting (R&R 6-5) and the entire sales organization, headed by VP/Sales Jack Kiernan, reporting to Polygram Exec. VP/GM Bob Sherwood. The company's fulfillment/distribution operation, headed by VP/Operations Bert Franzblau, will report to Exec. VP/Operations Guenter Hensler. The move consolidates the company's distribution, sales, and marketing operations.

POLYGRAM/See Page 14

## AOR AND ADULT

## ABC To Develop Two More Nets

ABC has announced the formation of its fifth and sixth radio networks, an "AOR/Top Tracks" net targeted at 15-34 year-olds, and a new adult-oriented 25-44 demographic net. Both will debut New Year's Day, 1982.

As with ABC's other four nets, the primary thrust will be news, features, and sports, ABC Executive VP/GM Bob Chambers told R&R. In addition to "King Biscuit Flower Hour" specials, there will also be concerts and special programs.

ABC hopes to attract 300 affiliates for the AOR net and 200 for the adult operation. When asked if he foresees any problem in attracting affiliates given the proliferation of new radio program services, Chambers replied that only 3200 of the 8000 existing radio stations are currently affiliated with networks. He added that to date there have been no clearance problems on any of the nets.

Chambers indicated that by having more networks, it will be easier to pitch "increased reach" when selling against TV to current advertisers. However, he noted that like the firm's existing nets, each of the new nets will have its own sales force and that ABC will not attempt to sell its nets in combination.

ABC/See Page 14

## WHB Promotes Roberts To Program Director

Jeff Roberts, afternoon drive personality at WHB/Kansas City since 1979, has been promoted to Program Director. Roberts replaces Al Casey, who left the station to head national programming efforts at Charter Broadcasting (R&R 3-20).

"I'm very happy to be able to program WHB," Roberts told R&R. "I've done every shift on the station over the years and I'm quite flattered to accept the challenge of following in Al Casey's footsteps. Being a Kansas City native, I know what the town likes and I'm going to give it to them."



Jeff Roberts

WHB General Manager Jim Erwin said, "I'm really pleased to have a man as strong as Jeff for this key programming position. I'm looking forward to working closely with Jeff as we continue WHB's success in the market."

Roberts's promotion is effective immediately, and he will take on the additional duties of Music Director following the announced departure of WHB MD Rick Brown. Brown will join WOKY/Milwaukee as MD.

## Goldstein Elevated To President Of Island

Ron Goldstein has been promoted to President of Island Records/U.S. & Canada Operations, coming from his previous post as VP/Managing Director for the firm. Goldstein joined Island after having served as General Manager for Warner Bros. Progressive Music Division for three years.

He began his record industry career with the Cleveland-based Mainline independent distribution firm in 1966, becoming West Coast Regional Sales Manager for Warner Bros. in 1969, later moving to Special Projects Coordinator. Beginning in 1972, Goldstein headed Chrysalis Records/U.S., returning to Warners as a Product Manager in 1974.

Commenting upon Goldstein's promotion, Island Records founder Chris Blackwell said, "In the short time Ron's been with Island, everything's worked very well for us. Warner Bros. and Island have pulled together better than ever. You can see it in the results... Ron's moved up to the presidency the old-fashioned way. He earned it."



Ron Goldstein

# R&R

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## this week...

6-12-81

### PROBLEMS WITH THE MONTHLIES

Broadcasters and agencies using incomplete monthly ratings data for sales purposes may be creating a climate of abuse.

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### HAS RESEARCH STERILIZED PROGRAMMING?

New insights into the old "ears vs. research" programmers' debate.

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### ON-AIR VS. OFF-AIR PD ROLES COMPARED

Examples of both breeds of programmer compare the advantages and disadvantages of their positions.

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### CALLOUT CLOUT FOR A/C

Callout research has become increasingly important to the format, and two valid and varying approaches are outlined.

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### COUNTRY PD'S GRADUATE TO MANAGEMENT

Five former Country PD's talk about the extra responsibilities and privileges management positions bring.

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### IS RADIO READY FOR EBS?

If a nuclear emergency should come to pass, will radio provide necessary information to the populace?

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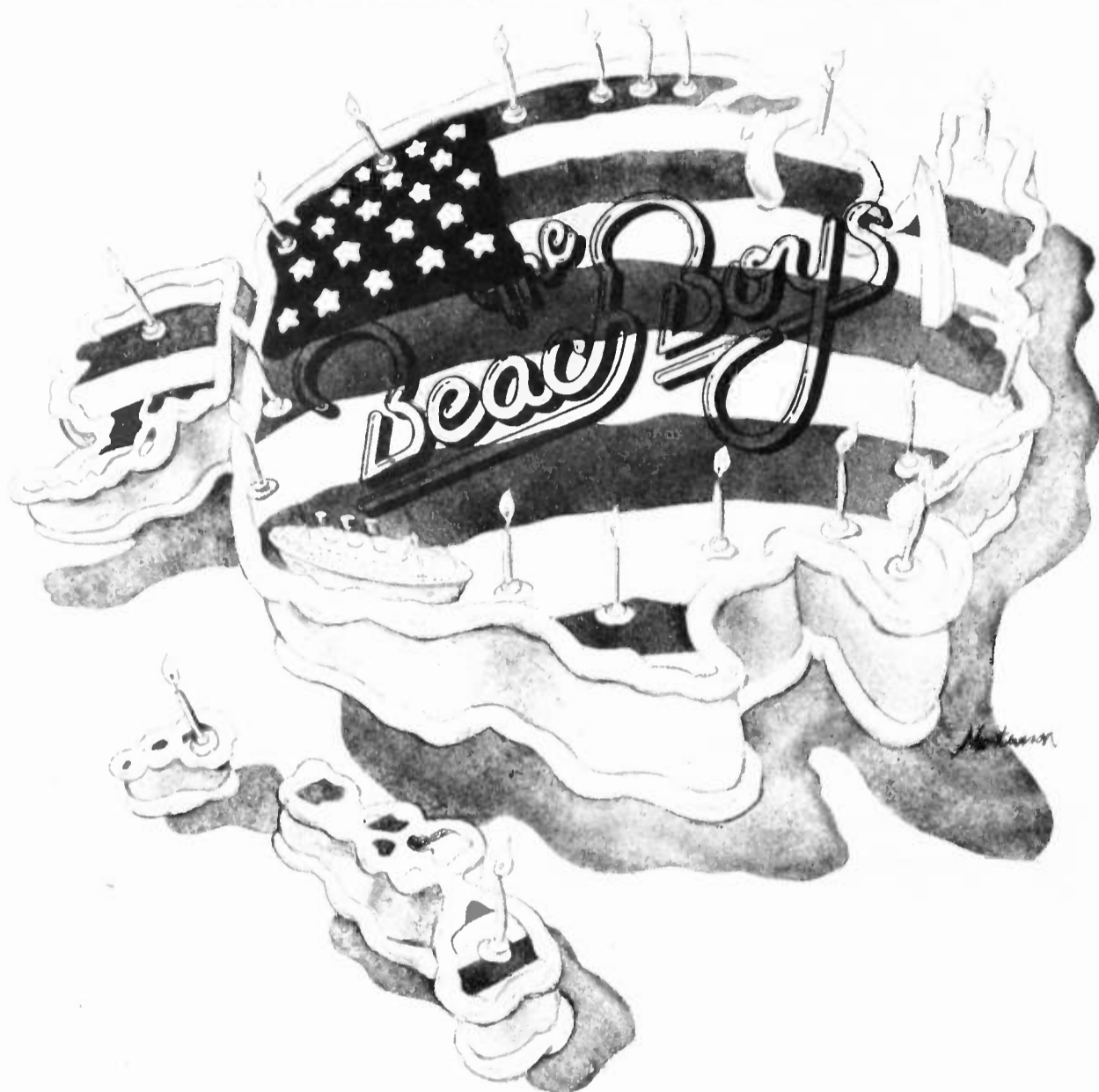
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# Washington Report

## Florida Broadcasters Take Cuban Interference Problem To Congress

Some U.S. stations are suffering "staggering" losses of listenership and revenues due to illegal Cuban AM interference, a House subcommittee was told last week.

But broadcasters said converting to 9 kHz channel spacing would be a futile attempt to impose a technical solution on a political problem.

"Current events clearly dictate that the Cuban government will do what it wants, when it wants, and how it wants," testified Matt Liebowitz, counsel to the Florida Association of Broadcasters. At his side was Bill Stakelin, VP of WHOO/Orlando and newly-elected NAB Radio Board Vice Chairman.



**TESTIFYING** — On hand for congressional hearing on Cuban AM interference was William Stakelin, newly-elected NAB Radio Board Vice Chairman and Executive VP with Bluegrass Broadcasting, owner of four AM's and three FM's in the Southeast.

Liebowitz advocated trying to persuade Cuba to use FM stations and directional antennas. Although subcommittee member Joel Pritchard (R-WA) said the U.S. should "get pretty tough" and "send some signals down there." Liebowitz said a power war with Cuba would be expensive and "unacceptable" to American broadcasters. He also blasted the FCC for moving too slowly in granting special relief, such as power increases, to help U.S. stations offset Cuban interference.

Last week's session was the first of two hearings called by Rep. Dante Fascell (D-FL) in his International Operations Subcommittee at the request of Florida broadcasters.

### Cuban Interference Tapes Heard

At the session, WINZ/Miami GM Harold Frank played tapes of



**RUNNING INTERFERENCE** — A tape of Cuban signals interfering with U.S. stations was played for the House International Operations Subcommittee by Harold Frank, VP/IGM of WINZ/Miami and Chairman of the Florida Association of Broadcasters.

Spanish programming from Cuba clearly audible behind a WINZ talk show; a heterodyne whistle from Cuba's jamming of Spanish language WQBA/Miami; and Radio Moscow, in English, being beamed into the U.S. via Cuba.

According to Susquehanna Broadcasting's Chief Radio Engineer Charles Morgan, Cuban interference is a problem at three of the group's seven AM's: WQBA/Miami, WARM/Scranton, PA and WHLO/Akron, OH. As a partial solution, he suggests dropping all protection for a country on any frequency on which it allows a signal creating illegal interference.

FCC Commissioner James Quello derided 9 kHz spacing and said he doubts its usefulness in the Cuba problem: "If Cuba is violating international agreements now, there is no assurance of Cuban compliance in the future."

Commissioner Abbott Washburn also criticized 9 kHz, saying, "The disruption will probably outweigh the benefits." He cited the high number of AM stations for sale as evidence there probably isn't a high demand for the new stations 9 kHz spacing might permit.

### Cuba "Copout?"

"The gut issue is political," said Rep. Fascell. "Exactly," agreed FCC Chairman Mark Fowler, who told the NAB Board of Directors the next day he doesn't believe Cuban interference ties into the 9 kHz issue, but is a separate political matter.

However, the State Department's lead man on AM issues, William Jahn, later told R&R he "just can't buy" that argument. "To me it's a copout, a way to dump the problem. Either we work out a technical solution or get down to a power war. We don't want the Cubans getting down into Central America, either. It's political in the sense you're not going to work out an agreement without some type of assurances Cuba will live up to it."

### Fowler Favors Junking Financial Reports



**FCC Chairman Mark Fowler last week (6-5) told the NAB Board of Directors in Washington he favors elimination of annual station financial reports (Form 324) and frowns upon making sales of AM-FM combinations subject to a provision requiring divestiture of either station, should the Commission eventually decide to break up such combinations.**

### LAWMAKER PROPOSES TO "STOP THE UNCERTAINTY"

## Packwood Promises Radio Deregulation Law

Speaking to over 250 affiliates at the Associated Press Broadcasters conference in Washington on Friday (6-5), Senate Commerce Committee Chairman Bob Packwood (R-OR) said there will be a complete bill by late summer or, at the latest, year's end, putting into law all aspects of radio deregulation set forth by the FCC.

One purpose of such a bill will be to eliminate future court challenges to the Commission's already-enacted radio deregulation policy eliminating logging and ascertainment requirements, commercial restrictions, and nonentertainment programming guidelines. "Government should not regulate capitalistic acts among consenting adults," Packwood stated. He concluded that there is no more competitive industry than radio.

Also endorsing radio deregulation were Harris Broadcasting President Bob Wells and KRISB/Roseburg, OR President Tom

Worden. Being free of regulation means being more accountable to the public, commented Wells, a former FCC Commissioner. He said that in 98% of all cases, broadcasters' sense of responsibility will be the same or better. Worden likened community service to a canvas that reflects community involvement.

Opposing radio deregulation was the Church of Christ's Rev. Everett Parker, who took exception to radio stations being turned into mere program translators and to the NAB's "blind faith in a free market." Moderating the panel was Clint Formby, President of KPAN/Hereford, TX.

### The Week In Review

- Broadcasters warn House of Cuban interference dangers.
- Packwood sees radio deregulation law by year's end.
- Lee lashes FCC reappointment system.
- Fowler favors eliminating financial reports for stations.

### SEES UNPRECEDENTED INDUSTRY INFLUENCE

## Lee Urges FCC Colleagues To Reject Reappointment

Calling the process of getting reappointed to the FCC "demeaning," Commissioner Bob Lee Wednesday (6-10) urged his colleagues to reject reappointment and called for a single non-renewable 15-year FCC term. Lee's present term expires June 30.

The suggestion was one of ten commandments Lee offered for Commissioners in a speech entitled "Requiem For A Regulator," delivered before the Federal Communications Bar Association in Washington.

Lee said there is at least the appearance of favors being traded when a Commissioner "must go trotting around with hat in hand to the power structure, including the very industry one regulates" to get reappointed.

### More "Presumptuous" Advice On Conduct

"I know of no time when the influence of the industry has been greater. I do not necessarily disagree, but I trust this influence will be used discreetly, since excesses have a way of surfacing," Lee told the FCBA.

Acknowledging that his com-

mandments may sound like "gratuitous, presumptuous, and arrogant advice from the old goat," Lee also advised his colleagues on the FCC to:

- Avoid close personal relationships with licensees, congressional staffs, and colleague commissioners.
- Accept only modest entertainment that is business-related.
- Keep public statements to a minimum.
- Explain reasoning if departing from a precedent.
- Beware of "logrolling" (trading favors with other commissioners).
- Be candid with Congress and the press. Do not compound an error.
- Keep their word after giving it, and don't give it lightly.
- Watch travel.
- Maintain and protect the FCC's independence.



### Sharp Debuts Twin-Tonearm Vertical-Tracking Player



While several microprocessor-controlled turntables give you a hand in programming your music, the "VZ-3000," manufactured by Sharp, gives you two arms. The vertical-tracking unit features a second tonearm, enabling you to play the record's flipside and eliminating the need to turn the disc over. Price for the system, which also includes an AM-FM radio and a cassette deck as well as speakers, has not yet been set.

### EMPLOYEES UNWILLING TO TRANSFER

## Anti-Moving Movement Gathering Momentum

For the fourth consecutive year, a survey of transferred employees undertaken by the **Employee Transfer Corporation** (a unit of the **Lincoln National Corporation** affiliated with the **Chicago Title & Trust Co.**) registered a decline in the number of employees willing to relocate. Only 76.3 percent of those transferred during 1980 claimed to be willing to transfer again, according to the survey. In 1979, 78.8 percent were willing to be transferred versus 82.7 percent in 1978 and 84.4 percent in 1977.

Employee Transfer, a firm retained by corporations to buy the houses of transferred employees and manage their moves, based its survey upon 316 replies from 1100 employees sampled. Those responding said they

didn't mind moving to advance their careers, but concerns about compensations and costs seem to be increasing.

While the cost of housing at the new location ranked high on the list of employee concerns, family attitudes and feelings about the new job continued to be the top considerations.

### RCA, Why-Fi Pen Worldwide Production Pact

**RCA Records** has signed a worldwide production agreement with British label **Why-Fi Records**, headed by former **Sire-U.K.** A&R Director **Paul McNally**. The initial albums to be released under the pact will be **Robert Ellis Orrall's** "Fixation" and **Sparks's** "Whomp That Sucker."

## MSA Unveils Qualitative Radio Listening Study

Most people don't really listen to the radio even when they're listening to the radio, according to a recent study conducted by the Irvine, CA-based **Multiple Systems Analysis** research firm. The survey found that most people prefer to perform a primary or secondary activity while listening to the radio.

When asked which activities they engaged in while listening most attentively, those polled cited driving (51 percent of the male and 37 percent of the female respondents), housework (27 percent of the males and 10 percent of the females) and socializing (14 percent of the males compared to seven percent of the females). Other favorite activities while listening to the radio were reading (12 percent of the males and 10 percent of the females) and school or business work at home (13 percent of the females and eight percent of the males).

### Special Features Peak Listeners' Interest

The study also attempted to uncover which programs elicited the most attention from listeners with special music features garnering 39 percent of the females' attention (30 percent of the males) while news and information features pulled in 38 percent of the males' attention and 26 percent of the females.

Interestingly, usual musical formats attracted the greatest amount of attention from 16 percent of the males and 15 percent of the females, with females also showing a marked (14

percent) attentiveness to routines from their favorite DJ's. Not surprisingly, commercials and PSA's captured less than five percent of any group of listeners' attentions.

## WEA Joins CBS In Adopting "CX" Noise Reduction Process

The **WEA** group of labels (**Warner Bros.**, **Elektra/Asylum/Nonesuch**, and **Atlantic Records** as well as all **WEA**-distributed labels) recently announced they would join **CBS Records** in the adoption of the patented "CX" noise reduction process, a compatible audio system that virtually eliminates surface noise from phonograph records while extending their dynamic range. The **WEA** companies become the first labels other than **CBS** to commit to the "CX" process.

Developed by the **CBS Technology Center**, the "CX" process increases the dynamic range of records by 20 dB to 85 dB. These "CX" encoded discs can be played on conventional record players with no loss in fidelity. "CX" encoded discs can also be manufactured on standard pressing equipment and will

be priced the same as conventional LPs.

The full benefits of "CX" encoding can be realized with the addition of an inexpensive decoder to your stereo system. These decoders will be available by early summer of 1981 and will cost less than existing noise reduction systems. Eventually, "CX" decoding capability will be built into the circuitry of receivers, pre-amps, and turntables, reducing consumers' costs even further.

Licenses to manufacture "CX" decoders have already been granted to a number of audio hardware firms, including **Phase Linear**, **Audionics**, **MXR**, and **Sound Concepts** with the initial hardware to be available in late June 1981. The "CX" process will also be available to other record companies under royalty-free licensing agreements.

### FM'S SHARE INCREASING

## 1981 RADAR Report Details U.S. Radio Usage

The recently-released Spring 1981 "RADAR" Report, a product of Westfield, NJ-based **Statistical Research Inc.**, provides a wide range of radio usage data, broken out along several geographic and demographic bases.

Probably the most significant fact uncovered by the survey is that FM's share of U.S. radio audiences now stands at 58 percent, with FM's share exceeding AM in every Monday-Friday daypart except 6-10am (where they are equal). This marks the continuation of the FM over AM trend which first surfaced in the Spring 1979 "RADAR" Report.

FM listening dominates AM in the 10am-3pm slot with 59 percent of the listeners, in the 3-7pm period with 62 percent of the available audience, in the 7pm-midnight daypart with 66 percent of those listening, and in the midnight-6am time frame with 57 percent of the total listeners.

### Working Women Above-Average Listeners

Additional points of interest found in the most recent "RADAR" report include employed women account for 55 percent of the radio usage, even though they make up only 51 percent

of the adult female population. This above-average listening pattern has remained consistent over the past several years despite the increased percentage of working women.

While the internal audience for radio continues to change, the overall audience share displays remarkable consistency as radio's total weekly audience share hovers at 96 percent of all persons 12 years of age or older. Network stations affiliated with the **ABC**, **CBS**, **Mutual**, **NBC**, **RKO**, or **Sheridan** networks sport a weekly reach of 77 percent of the total 12-plus population (approximately 138 million persons).

# EXCLUSIVE!

in your market: the "Big Guy"



After excellent early response to his television commercials for Charter stations, Gordon Jump, of **WKRP in Cincinnati**, is now available as exclusive spokesman in non-Charter markets.

His humor, warmth and professionalism make him an ideal spokesman, no matter what the format of your station. The network-quality spots can give you the best look, image and message ever seen in your market.

To reserve the "Big Guy" as your exclusive spokesman, call today. Prices vary by market size. Production starts in July, offered only through Charter Broadcasting.



**CONTACT:** John Bayliss,  
Russ Wittberger, Al Casey  
**PHONE:** (714) 298-3390

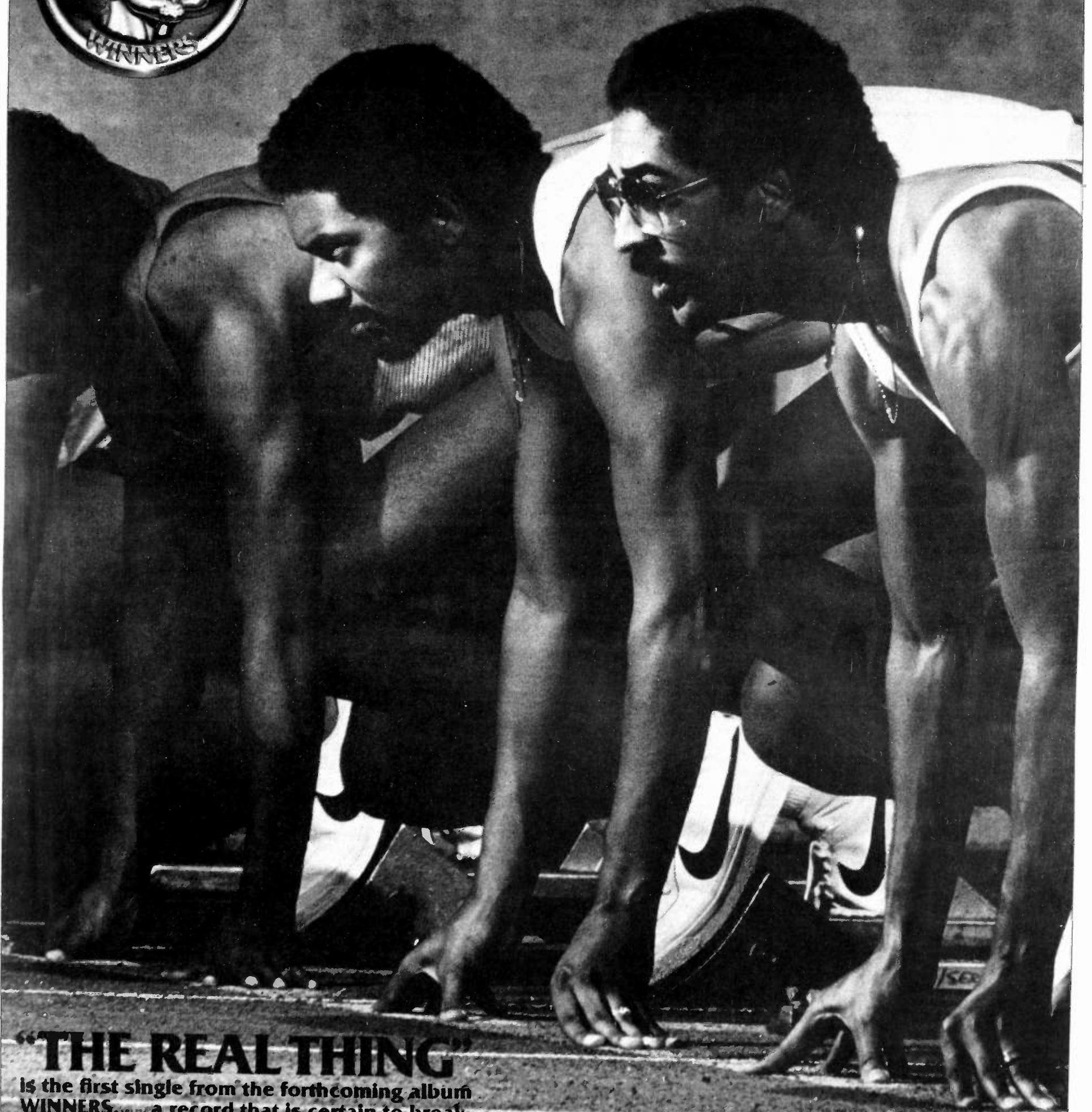
2399 Camino del Rio S., Suite 100  
San Diego, CA 92108



# THE BROTHERS JOHNSON

are on their marks and set to go with a powerful new single

## "THE REAL THING"



## "THE REAL THING"

is the first single from the forthcoming album **WINNERS**, a record that is certain to break.

**FROM THE BROTHERS JOHNSON ON A&M RECORDS & TAPES**

Produced by The Brothers Johnson for Brojay Productions. Direction: Max Allward



WXKS-FM deb 29  
PRO-FM add  
Y100 add 30  
KRLA add

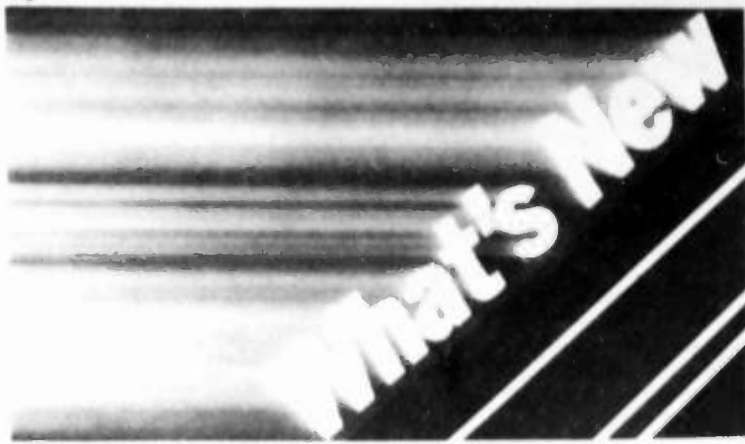
B97 add  
WFMF add  
KQ94 on  
WSGN add

CK101 add 38  
WCSC add  
KGGI add  
KTKT add

KHYT add  
KUHL add  
KUTE add  
95SGF add

WFOX on  
KVOL on  
WQLT add  
WALG add

KFXM add  
WXIK add  
WQOK add  
WJAD add



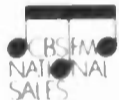
# Reps



Katz Radio

**Dick Williams** has been upped to General Manager of **PROBE/Marketing**. Katz's media analysis arm Williams will continue to serve as Director/Market Development-East for the firm in addition to his new duties.

Simultaneously, **Mike Marshall** has been named Manager of the St. Louis office, coming from his previous post as an account exec in the firm's sales office. **Daniel Rioux** joins the firm as an account exec in the Detroit office. Rioux formerly served as a Media Buyer with **Kenyon & Eckhardt** in Detroit and as an account exec with **WCHP/Mt. Pleasant, MI**.



**KNTB-AM** and **KLYD-FM/Bakersfield** have been added to the rep's sales roster.

# Sales

Upcoming **RAB** Idearamas are Albany & Scranton, PA (6-15), Boise (6-17), Philadelphia & Buffalo (6-18), Albuquerque, Indianapolis, Atlanta & Billings, MT (6-23), Denver, Phoenix, St. Louis & Columbia, SC (6-25), Salt Lake City & Baton Rouge (6-30). Call the RAB for conference locations.

**Bill Cummings** received official confirmation that he'll succeed **Mark Mullin** as **Radio Advertising Bureau** VP/National Sales Director. Cummings has been acting in that capacity since Mullin left to head to new New York office of **Chiat/Day**. Coming to the RAB from **Sylvania**, Cummings was previously in network sales for **Mutual**, **ABC** and **WCBS/New York**. Also, **Bill Shriftman** has been named RAB VP/Finance, leaving **Empire State Federal Savings & Loan** in White Plains, NY.

**WPVA** and **WPVA-FM/Colonial Heights, VA** have been sold by the **Atlantic Broadcasting Corp.** to **WPVA Inc.** for \$1.45 million.



BLAIR RADIO



**Rosemary Petta** has been appointed Vice President for the Boston-based **Pro Media** firm. In her new post, Petta will be responsible for all **Starfleet Blair's** media placement.



McGAVREN GUILD RADIO

**KISS-KMAC/San Antonio, KSET-AM-FM/El Paso, KVOL/Lafayette, LA, and KOUL-FM/Corpus Christi, TX** have been added to the rep's sales roster.



bernard howard & company, inc.

**Dianne Carstens** has been promoted to Sales Manager of the San Francisco regional office. Carstens most recently served as an account exec in the rep's Chicago office, having previously been associated with **WXRT/Chicago**.

# People

## Gainesville

The University of Florida has established two \$4500 **Al Flanagan (Gannett Broadcasting Group President)** Broadcasting Fellowships to be financed by revenues from **WRUF-AM-FM/Gainesville**.

# Networks/Program Suppliers

## CONTINENTAL RADIO

The Tidewater, VA-based firm has begun offering a satellite radio programming service that is expected to be operational by mid-September of this year. Using **Satcom I**, the firm will provide a full-service A/C format, complete with 24-hour news. Among air personalities already enlisted to voice the programming are "Powerline" host **Jon Rivers** and "Adult Contemporary Countdown" host **Tom Dooley**. Former **WSB/Atlanta** News Director **David Foulk** will head the service's news operations with **WSB-TV/Atlanta's Terry Casey** aiding in the anchoring duties. For further information contact **Continental Radio** at (804) 424-7777.



**KING CONTRACT** — **Larry King** (center) is pictured putting pen to a new five-year pact while **Mutual Broadcasting System President/Chief Executive Officer Marty Rubenstein** (left) and **Amway Corp. Executive VP/Corporate Development Robert Hunter** (right) look on. King, host of America's number one overnight radio talk program, has seen his show blossom from 26 stations in 1978 to its present 240 affiliates with an estimated audience of four million nightly.

## AP Associated Press



**VP TO AP** — Vice President **George Bush** (above) and Reagan advisor **Ed Meese** discussed the current administration at the annual **AP affiliates meeting** in Washington, DC last week. The group later heard **Walter Rodgers**, AP Radio Network White House Correspondent, deliver an attack on how Reagan's team is managing the news.

## GLOBAL SATELLITE NETWORK

Upcoming guests on the "Rockline" program include **Supertramp** (6-15) and **Joni Mitchell** (6-22).



The **Source Board**, an affiliate executive committee consisting of 11 persons from stations of various market sizes and formats, recently elected **KZEW/Dallas GM Jeff Poll** as Chairman. Additional board officers are: **KZIO/Duluth GM Rob Ridder** (Vice Chairman), **WWWL/Miami PD Rick Peters** (Secretary), and **WMMS/Cleveland GM Walt Tiburski** (Treasurer).

## WESTWOOD ONE

"Live From Gilley's," the hour-long weekly series of live concerts by country music artists, will feature performances by **Mickey Gilley** (6-13), **Moe Bandy** and **Joe Stampley** (6-20), **Johnny Lee** (6-27), **Johnny Paycheck** (7-4), **George Jones** (7-11), **Brenda Lee** (7-18), the **Kendalls** (7-25), **Jerry Lee Lewis** (8-1), **Ray Price** (8-8), **Razzy Bailey** (8-15) and **Rex Allen Jr.** (8-22). The program is currently airing over more than 350 stations nationwide.



## ABC Information



**Tina Press** has been named to the newly-created **Director/Programming** post, coming from her previous position as **Manager/ABC News for the Information Network**. Prior to joining **ABC**, Press served as **Director/Editorials for WCBS/New York**, having formerly been an **Assignment Editor with CBS News** and **Assistant News Director with WCAU/Philadelphia**. She began her broadcast industry career as **KCBS/San Francisco's News Editor** in 1970.

**Stuart Krane** has been appointed **Director/ABC Information Network**, having previously served as an account exec with the **ABC Radio Networks**. Krane came to ABC from his previous post as **Associate Media Director of the Warren, Muller & Dolobowsky ad agency**, having begun his career as a media planner with the **Ogilvy & Mather agency** in 1970.



"Guitar: A Rock Episode," a 36-hour radio special saluting notable rock guitarists and their music, will be available from the Dallas-based firm by late summer. Produced by **TM Special Projects** in conjunction with former **KSAN/San Francisco PD Tom Yates** and **MD Kate Hayes**, the program is targeted toward AOR-formatted stations. Among the guitarists interviewed for the special are **Eric Clapton**, **Ted Nugent**, **Eddie Van Halen**, **Mike Bloomfield**, and **Lindsey Buckingham**.

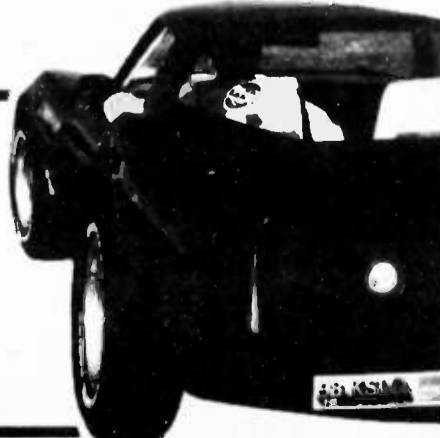
## CBS RADIO

**Herb Score**, **WWWE/Cleveland's** sportscaster and former All-Star pitcher, has been signed to provide special commentary for the net's coverage of the 1981 major league All-Star baseball game, scheduled for July 14.

Use a **TRAVELING BILLBOARD™** for the Best in **BUMPER STRIPS** and **WINDOW LABELS . . .**



Call **Byron Crecellus** Collect . . . **314-423-4411**  
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Star  
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**WANTED**


**THE**

**OUTLAWS**



**LIVE**

You wanted them. Now Starfleet Blair is bringing them to you. It's The Outlaws in concert, June 21. Brought to you via satellite direct from Saratoga Springs, New York. Nothing captures the excitement of live, like live. Don't miss it. Call Starfleet Blair (617) 262-0220. Or contact them at 535 Boylston Street, Boston, MA 02116.

Produced for radio by Jim Slattery and Sam Kopper. Executive Director Harriet Bellush.  
Satellite delivery: **WOLD COMMUNICATIONS** A Division of John Blair & Co.  Sponsored by **PENTAX**



## Taft '81 Earnings Take Tumble

Taft Broadcasting Co.'s year-end earnings for 1981 slipped 11 percent to \$28.4 million, down from \$31.7 million in 1980. Year-end revenues, however, increased two percent to \$239.9 million, up from \$235.9 million in the year-previous.

Fourth-quarter earnings for the period ending March 31 slumped 56 percent to \$2 million, down from \$4.7 million in the equivalent period of 1980, while fourth quarter revenues rose one percent to \$239.9 million, up from \$235.9 million in the year-previous period.

Taft's broadcasting division's year-end revenues dipped five percent to \$42.3 million, down from \$44.6 million in the year before, as year-end broadcast revenues climbed 10 percent to \$112.2 million, up from \$102.3 million in 1980.

The broadcasting division's fourth quarter revenues remained stable at \$23.8 million versus \$23.7 million in the analogous period of 1980. Fourth quarter earnings for the broadcast division nevertheless declined 18 percent to \$6.4 million, down from \$7.9 million in the fourth quarter of 1980.

## Bobby Darin Bio "Borrowed Time" Bows

A star at 22, dead at 37. Such is the story of Bobby Darin, born Walden Robert Cassotto (as one of his later albums was titled). However, as *Borrowed Time: The 37 Years Of Bobby Darin*, the forthcoming (July) biography of Darin by Al DiOrto, attests, there's more to Darin's life than one might expect of the brash young onetime teen idol who burst upon the best-seller charts with "Splish Splash" in 1958.

As a recording artist, Darin won two Grammys. His recording of "Mack The Knife" was selected Record Of The Year in 1959, while Darin was simultaneously honored as Best New Artist. Darin also wrote the oft-recorded "Sing A Simple Song Of Freedom" and brought the late Tim Hardin to the national charts with his interpretation of Hardin's "If I Were A Carpenter." As an actor, Darin was nominated for an Academy Award for Best Supporting Actor for his performance in 1963's "Captain Newman MD."

DiOrto's book, exhaustively researched, provides an in-depth look at a little-acclaimed artist and is ultimately more than a casual recounting of Darin's showbiz accomplishments. Darin's intense drive is attributed to his having suffered rheumatic fever as a child. (He was repeatedly told he



was not expected to live past 20.) Furthermore, the book details the reasons behind Darin's radical 60's career shift, spurred by the dissolution of his marriage to actress Sandra Dee and the assassination of Senator Robert Kennedy.

*Borrowed Time* is 266 pages long, contains 40 previously unpublished photos, and retails for \$9.95 (hardcover). For author interviews, etc. contact David Perkins at Running Press, 125 South 22nd St., Philadelphia, PA 19103. (215) 657-5080.

# 5

YEARS AGO  
TODAY



**RALPH BEAUDIN EXITS AS COMBINED COMMUNICATIONS PRESIDENT**



**BILL MCCLEAGHAN STEPS DOWN AS ARBITRON RADIO VP/GM**



**DAVE PARKS NAMED PD AT WLEE/RICHMOND**



**NUMBER ONE FIVE YEARS AGO: "Silly Love Songs" — Wings (Capitol)**



**NUMBER ONE COUNTRY: "I'll Get Over You" — Crystal Gayle (UA)**



**NUMBER ONE LP: "Fly Like An Eagle" — Steve Miller (Capitol)**

## Radio & Records

### Schnabel Named Division VP/Business Affairs At RCA

Ekke Schnabel has been appointed Division Vice President/Business Affairs & International Administration at RCA Records. A 14-year veteran of the record industry, Schnabel most recently served as Sr. VP/Legal & Business Affairs for Polygram Records-New York, having previously held the VP/Business Affairs position for the label. Prior to joining Polygram's New York operation, Schnabel held the Director/Business Affairs post with Polydor International, the German-based branch where he entered the record industry.



Ekke Schnabel

### Strothers Forms Creative Broadcast Consultants Firm

Jerry "DJ" Strothers has launched the Creative Broadcast Consultants firm, designed to aid A/C, CHR, and Black formatted stations as well as developing its own "Tempo Of The City" format. Strothers, a seven-year radio veteran, will concentrate activities in the East, providing services ranging from promotional advice, consultation, personnel screening, and jingle preparation. Creative Broadcast Consultants can be reached at (412) 795-1370.

### Marx, Lombard Establish Offices

Michelle Marx, a veteran publicist, and Robert Lombard, an independent producer, have launched the Marx & Lombard Entertainment Co. The independent video production firm will be located at 8113 1/2 Melrose Ave., Los Angeles, CA 90046, (213) 653-1402.

### Stone Elevated To Nat'l Singles Promo Dir. At A&M

Rick Stone has been upped to National Singles Promotion Director for A&M Records. A veteran of over four years with the label, Stone most recently served as New York Promotion Director, having begun his record industry career as A&M's New York Marketing Manager. Prior to joining A&M, Stone held MD and air personality positions with radio stations in upstate New York.



Rick Stone

### Pudlow Named VP/Promo For Erect

Van Pudlow has been appointed Vice President/Promotion for Erect Records. He will be based at the label's Merrillville, IN-based offices.

### Hay Named GM For Polish

Peter Hay has been appointed General Manager for Polish Records. Most recently Director/A&R and General Professional Manager for Camerica Music, Hay began his record industry career with London Records 11 years ago, holding positions within the label's publicity, promotion, creative services, and A&R departments.

In his new post, Hay will oversee the activities of Polish Records' affiliated publishing arm, Stolen Music/Got No Publishing, in addition to his GM duties.



Peter Hay

### Andrews Forms Broadcast Consultation Firm

Gerl Andrews has announced the formation of a programming consultation firm specializing in CHR and A/C formats. Most recently, Andrews served as PD for KAAP-AM-FM/Santa Paula, having previously held posts with California radio stations KACY/Port Hueneme, K105/Oxnard, KOVA/Ojai, and 102X/Ventura. Andrews' new firm is designed specifically for the small market broadcaster. Andrews may be reached at (805) 648-4715.

## Pro:Motions

### Sternberg To Head Wolf/Rissmiller Video Division

Scott Sternberg has been named to head Los Angeles-based concert promotion firm Wolf/Rissmiller's newly-formed video division. Sternberg most recently headed Sternberg Productions, having previously aided in the introduction of the Warner/Amex QUBE system. He also currently serves as a consulting producer/director for TeleVisa.

### Anthony Launches Velsi Label

George Anthony has announced the formation of Velsi Records, a Woodland Hills, CA-based label distributed by Pickwick International. Rebecca Posen has been named Promotion Director for Velsi and Vic Asher is the first artist signed. Velsi can be reached at (213) 344-5957.

# WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' it Like It Was.

**DC 101**  
AM FM  
Washington, D.C.

**WESTWOOD ONE**

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

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

# "QUEEN OF HEARTS"

## ANOTHER WINNER BY JUICE NEWTON

**THE BACK PAGE**

**BREAKERS**

**JUICE NEWTON**

**Queen Of Hearts (Capitol)**

60% of our reporters on it. Moves: Up 48, Debuts 28, Same 38, Down 0, Adds 20 including KVIL, KJR, KIMN, WHFM, WTRY, WBLI, K TSA, WFMF, CK101, KX104, WLOL-FM, KIOA, WNAM, KLUC, KRO. See Parallels, charts at number 30.



FROM THE BEST SELLING ALBUM

*Juice* PRODUCED BY RICHARD LANDIS

Capitol  
1978



Take the call  
of music

# Ratings & Research

## Monthly Reports: The Sales Problem

As the radio world has its attention turned to Quarterly Measurement (and the upcoming spring results, due to be received beginning the week ending July 17), one item that is sure to get more attention is a QM by-product, monthly reports. Monthlies have been produced along with the longer surveys ever since they were begun in 1978 under the name Extended Measurement. The use and value of the monthlies has been a debated topic almost from the start, and with the nation getting QM now, the issues are bound to become more widespread. Let's examine the pros and cons involved.

### Why Monthlies?

There were several purposes kept in mind when it was decided to offer monthlies to markets receiving the extended surveys. Since I was present at the birth of the 12-week survey system during my Beltsville days, it has been interesting to see if the initial ideas proved worthwhile.

Two considerations from a corporate Arbitron perspective may have helped lead to the decision to give stations access to data based on each four-week section in the 12-week sweep. First, extra revenue would accrue to Arbitron. Stations pay an extra 5% of their regular annual Arbitron fee for the right to receive the monthly booklets. Since the data is already in-house in Beltsville and Laurel, the monthlies represent nice added income for Arbitron.

Second, by offering monthly reports with an Arbitron name on the cover, the company could hope to preempt a service such as Mediatrend, which relies on monthly reports for revenue.

There are two major points that the monthlies were to have going for them, from a station utility point of view. First, it was hoped that the monthly reports would enable station programmers to have midterm data before the end of a Quarterly Measurement survey. Such interim information might, it was hoped, tell a programmer if the station was on target or not. Theoretically there would be time for adjustments before the end of the sweep. At the least, a tracking of several months worth of data, say over six monthlies in major markets for example, might give a programmer guidance as to how the market was shaping up.

The second consideration from the station point of view dealt with sales. As Dick Logan, then VP/Marketing, told a panel I chaired at the NRBA last year, "We thought that stations seeing good interim monthly data might adjust their rate cards prior to the release of the final Arbitron report." In other words, Logan was saying that the monthlies could possibly be used to predict final numbers, thus giving a station a chance to

*"An industry using unstable figures to sell itself is slowly committing suicide."*

pre-sell and jump rates before the final report was on the street.

### What Is A Monthly?

Basically the monthly report is a tip-of-the-iceberg booklet containing overview data. Numbers are in share form and cover a handful of demos and dayparts, broken out for the relevant four weeks of the extended survey. In the case of the winter/summer reports, the last monthly deals only with two weeks worth of new data (weeks nine and ten). The data is contained in a booklet designed to fit into a coat pocket. You can't take the data from each of the monthlies and average them to arrive at your 12+ share, total week, because Arbitron reweights the entire 10 or 12-week data base when all the figures are in, but the monthlies are supposed to give you a good clue as to what your final 12+ share will be.

### Monthly Sales Problems

When monthlies were first created in 1978 for Seattle and New Orleans, there was concern on Arbitron's part that the data not be used for sales purposes. *Right!* As you might imagine, sales types in those markets made hay as soon as the first monthlies came out. Although Arbitron has repeatedly tried to keep a lid on this issue, there still appears to be a spread of monthly data for street use. This is a major problem, since the data base for the figures is relatively small.

The problem has the potential of spreading soon. Although not many markets have voted to support the cost of the monthly booklets, Arbitron is now taking the tack that majority support for the monthlies is no longer needed. This led to the monthly reports being used in Philadelphia and Detroit even though most station subscribers did not want the booklets. With QM going nationwide this sweep, and with Arbitron possibly considering expanding the sales effort for this data, the industry needs to be concerned about how to cope with sales abuse of the interim reports.

Conversations with broadcasters and agency personnel in Philadelphia and Detroit confirmed that there is a serious "leakage" problem in those cities. General Managers in both cities told R&R that "advertisers — both directs and agencies — have the booklets and are using them." In Philadelphia, a GM stated that not only do advertisers have the monthly reports "but record promoters also have copies of the numbers." Even though Arbitron has been going around to agencies and asking them not to use the monthlies in buying situations, one GM stated "agencies are using the numbers to measure format changes and to wheedle for rate breaks." Another broadcaster

## Week In Review

### Hoyt Expects Quick Arbitron Pricing Decision

Tom Hoyt, President of Heftel Broadcasting and Chairman of the Arbitron Radio Advisory Council, tells R&R that he thinks Arbitron will decide "sooner rather than later" to revise its pricing setup for station contracts. As a result of an effort by the Council and the Station Representatives Association, Arbitron is now reviewing new ways of generating revenues from ratings books subscriptions. Hoyt told R&R that he expects the Arbitron decision before the next Advisory Council/Arbitron meeting, set for August. One possibility reportedly up for consideration involves pricing based on station's lowest unit rate, like political contracts.

### Hiber & Hart Relocates, Adds Staff

Hiber & Hart, Ltd., broadcast consultants in the ratings, research and sales fields, have moved their main offices. Effective immediately, the firm, headed by Jhan Hiber, will be headquartered at 3102 Bird Rock Road, Pebble Beach, CA 93953. New telephone is (408) 373-3696.

H&H has also announced that Lisa Blinzler, Research Director at KYTE & KLLB/Portland, has joined the firm. Ms. Blinzler, who holds a masters degree in broadcast research, will fill the position of client service representative with the company.

mentioned that although his station is not a subscriber to the monthlies, "within two-three days I will have the 12+ shares for the leading 10 or so stations, without having to buy the books."

Discussions with agency personnel turned up similar comments. Talking with contacts from my old days at CKLW generated the response that "as long as stations show us the data, we'll consider it in our buys." One agency media figure told R&R that "I'll bet WLLZ has made a lot of money from the monthlies." By the way, the respondents above have been kept anonymous for a good reason — none of them are subscribers to the monthlies, yet all see the figures from the Arbitron booklets.

### What Next?

If we agree that an industry using unstable figures to sell itself is slowly committing suicide, then let's put a stop to using the monthlies on the street. It seems that there might be two ways to do this. Either Arbitron could cease producing and trying to sell the monthlies (or it could wait until after the receipt of the final book and then show everyone the monthlies), or broadcasters and agencies in a town are going to have to agree not to sell or buy with this incomplete data. One option involves a revenue loss for Arbitron. The other means the ad business is going to have to exert some internal discipline. The prospects for neither are bright, but let's see what develops when Arbitron rolls out QM nationally, then starts to push the monthlies again. Perhaps one of the above suggestions will make sense if the problem becomes more widespread.

## Q&A

Phyllis Moore of WEZI/Memphis called this past week to inquire, "If a station's music is carried on cable TV — maybe even several channels in the same market — and someone writes down that they were listening to radio on 'Channel —' will Arbitron give the station credit?"

Although it would seem logical that as long as a station submitted the TV channel information to Arbitron in the survey Facility Form package the relevant station ought to receive credit, apparently Arbitron has yet to concur. Checking with officials in Laurel yielded that a decision on how to handle this situation is yet to be made. Apparently the spring sweep will not see this type of entry being credited to a station, but we'll advise when Arbitron decides on its future policy.

**Jhan  
Hiber**



LONG DISTANCE VOYAGER

The Moody Blues



**LAST WEEK**

**AOR BREAKERS**

**MOODY BLUES**  
Long Distance Voyager  
(Threshold/PolyGram)  
"Vibes" "Garden" "Talking" "Mean  
while." 87% of our reporters on it.  
Total album reports: 148. A-119, M-13,  
H-17. Charted this week at number 16.

**LAST WEEK**

**THE BACK PAGE**  
**BREAKERS**

**MOODY BLUES**  
Gemini Dream (Threshold/PolyGram)  
87% of our reporters on it. Moves: Up 14, Debuts 55. Same  
38, Down 0, Adds 44 including WFIL, PRO-FM, 94Q, Y100,  
KOPA. See Parallels, charts at number 25.

**THIS WEEK**

**NATIONAL AIRPLAY/40**

**16-5**

**THIS WEEK**

**NATIONAL AIRPLAY/30**

**25-23**



Manufactured And Marketed By  
**PolyGram Records**

# Pointer Sisters

## "SLOW HAND"

*Their Fastest Breaking Record To Date . . .*

*Potentially The Biggest Of Their Career . . .*



### THE BACK PAGE BREAKERS

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

#### POINTER SISTERS Slow Hand (Planet)

64% of our reporters on it. Moves: Up 48, Debuts 27, Same 32, Down 0, Adds 38 including WKBW, WBEN-FM, WIFJ, WCAO, WXKS-FM, WPGC, CFTR, CHUM, WHB, KIIS-FM, 13K, KPLZ, WHFM, KZ93, KTAC. See Parallels, charts at number 28.

*From Their Just Released Album*



## "BLACK & WHITE"

*Produced by Richard Perry*



*On Planet Records*

*Distributed by Elektra/Asylum Records*

#### MINORITY BROADCAST PIONEER

### United President Eaton Dead At 81

Richard Eaton, President of the United Broadcasting Corp. (UBC) and founder of WOOK/Washington (said to be the first full-time Black-formatted U.S. radio station), died of cancer Monday (6-8) at the age of 81. Along with establishing WOOK (now OK100) in 1947, Eaton initiated the first Spanish language radio station outside New York or Miami when he set up WFAN/Washington in 1960. Eaton is also credited with hiring the first black air personality in Washington and the first black general manager.

Eaton began his broadcast career as a news analyst with Mutual's WINX/Washington in the early 1940's. By 1944, he was heard over more than 500 of Mutual's network of stations. When he left Mutual to begin UBC, Eaton continued to deliver a weekday morning inspirational broadcast, "Message Of Hope," which aired on all UBC outlets.

Although he had been in effective retirement since January of this year, Eaton had remained President and Secretary of UBC. The company's administration was recently taken over by a Maryland bank (R&R 5-29).

### KFMQ GM Lampman Goes Into Ownership

Harley Lampman, Corporate Director of Woodward Communications' Lincoln Broadcasting and GM of KFMQ/Lincoln, has resigned from that position to become GM and co-owner of KJMO/Jefferson City, MO. Lampman and former KRSD/Seward, NE owner Frank Newell purchased the station from John English for \$609,000 recently.

Lampman told R&R, "It's both invigorating and scary at the same time. I'm very anxious to get down there and get to work. We think it's a fine property with a lot of potential. This has been a great facility, and I'm going to miss the people. It's a fine radio station, a bunch of real pros."

Lampman had been GM at KFMQ for two years, following six years managing KLMS/Lincoln. No successor at KFMQ has been named.

### Polygram

Continued from Page 3

Sherwood explained, "By bringing marketing and sales together, we feel better able to meet the increasingly complex needs of the music industry. This will increase our effectiveness by making us even more versatile and capable of adapting with greater speed and efficiency." He praised Kiernan as a "streetwise professional whose increased responsibilities will facilitate our communications between the various departments."

Polygram Records President David Braun, commenting on Frisoli, called him "an outstanding individual and . . . a credit to the organization during his time here. He is a highly capable executive who will make a significant contribution to any organization fortunate enough to obtain his services."

### Charter

Continued from Page 1

maximizing the profitability of its investments in the St. Louis (KSLQ), San Diego (KCBQ) and San Francisco (K101) properties. With the acquisition of K101 last year and of KITT/San Diego later this summer, our broadcast group will have an excellent competitive

position in three strong radio markets."

John Bayliss, President of Charter Broadcasting, indicated that WDRQ would be sold on a "bid basis" and that offers of less than \$6 million for the Detroit CHR would not be considered.

### London

Continued from Page 1 could imagine. They'll be with us when we start our new approach later this month."

John London said, "Both Ron and I are grateful to Bob Hamilton (KRTH PD) for the guidance and understanding he gave us, but this was an opportunity we just couldn't pass up. The future looks very bright for KWST, and we're very excited about being a part of something totally new for this market."

### Benson

Continued from Page 1 (Western Cities principals) for their support."

In announcing the acquisition of Benson, KIIS-FM's Padden said, "I think it's the most exciting thing to happen to KIIS radio in its history. I'm thrilled to be able to get someone of Don's caliber, and I consider him the best young programming genius in the country. That's a big statement, but I predict a fabulous success story for KIIS in the near future."

#### NON-MUSIC SPECIAL

#### GETS STRONG RESPONSE

### Warner Films Courts Radio With "Superman II" Special

In an unusually extensive effort for a film company, Warner Films has created and marketed a 60-minute radio special to promote "Superman II." The special, produced by Riches & Rubinstein Productions, is set to air in 50 major markets in the U.S. as well as 25 Canadian cities, a notably high penetration for a non-music hour-long program.

The show, titled "The History Of Superman," is tied in with ticket and soundtrack album giveaways, screenings, and posters, which the participating stations in each market will distribute and coordinate. R/R Productions plans a number of similar projects coordinated with film studios involving radio stations in the near future.

### KNCN Owner Bruce Baxter Passes Away

Bruce B. Baxter III, sole owner of KNCN/Corpus Christi, TX, passed away as a result of complications which followed a bout of hepatitis last week (5-31) at the age of 41. Baxter put the AOR-formatted station, his first radio endeavor, on the air in August 1976. His estate will maintain operation of the station.

KNCN General Manager Ken Schupback told R&R, "Bruce was a very generous person to work with. He had a great sense of humor and adventure that was very refreshing. He was a unique man whose station's adventurous format was a direct reflection of his own attitudes."

### ABC

Continued from Page 3

Each network staff will include its own news manager, PD, and station relations director, according to ABC Radio Network President Ed McLaughlin. Tom Plant, currently VP of the ABC FM Net, will head the AOR operation, with programming consultant Jeff Pollack helping develop the format. The other net is being designed by ABC Director of Network Development Bob Chaisson. A national talk network is also reportedly in the offing from ABC in the near future.

### Logan

Continued from Page 3

Washington attorneys and brokers." When the licenses were granted he would then "step in with a marketing campaign as well as hire and train the GM." In addition to his management advice for the small market stations, Logan will also offer himself to groups in need of sales training. Logan can be reached at his residential office, (516) 661-5229.

### Quello

Continued from Page 1

law with the Albuquerque firm Sutin, Thayer and Browne, where he specialized in the buying and selling of corporations.

"I'm just beginning to wade through various background materials on some of these issues to begin educating myself," Rivera told R&R. Among his assets he counts "an ability to understand statutes and regulations."

Describing Rivera as "impressive" following meetings with the nominee, KOB/Albuquerque GM and New Mexico Broadcasters Association President Ron Sack told R&R, "Even though he didn't know much about broadcasting, he seemed to have a pro-business, pro-free enterprise attitude, as opposed to the government-knows-best-we'll-tell-you-what-to-do attitude broadcasters have been used to in the past. In this day and age, I don't think you can ask much more than that."

"YOU GOTTA HAVE A MONSTER GUITAR PLAYER,  
OR YOU CAN'T PLAY ROCK'N ROLL." — Ted Nugent



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In this brand new 36-hour radio special, you'll hear every monster guitar player that ever made his guitar scream, or cry, or whine.

From Robert Johnson to Eric Clapton, from Page to Beck himself, everyone is here, . . . and hard. Call now! (Collect) 214-634-8511.

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# STREET TALK

# SPIDER

**"It Didn't  
Take Long"**

**These Stations Are  
Making Spider  
A Hit:**

- |         |        |      |       |
|---------|--------|------|-------|
| WIFI    | WJDX   | WNAM | 95SGF |
| KRBE    | KXX106 | WDJX | WFOX  |
| 94Q     | WSGN   | WRVQ | WCGQ  |
| KIIS-FM | WAAY   | KERN | WISE  |
| KIQQ    | Y103   | KNBQ | KVOL  |
| KEZR    | BJ105  | KYSN | KKLS  |
| KPLZ    | KX104  | KCPX | WTRU  |
| WHFM    | 92Q    | WJBQ | KENI  |
| WPST    | WBCY   | WIGY | KCBN  |
| WKEE    | WGH    | WFBG | KBOZ  |
| KINT    | WVLK   | 14WK | KOOK  |
| WTIX    | WVIC   | WHHY | KFXD  |
|         |        |      | KRLC  |

Produced by Peter Coleman



The original agreement between Hefstet Broadcasting and Burkhart/Abrams/Michaels/Douglas expired recently and the speculation that the consultation contract would not be renewed came true this week, with both parties going their separate ways. Following that announcement, Hefstet's WLUP/Chicago signed up consultant John Sebastian, who will go to work on the Loop immediately. John also signed WBLM/Lewiston-Portland, ME as his eighth client station.

A big controversy nearly erupted this week when rumors leaked that Arbitron was going to be very late in publishing the results of the spring sweeps. Apparently the rumor was based on someone's misunderstanding of a comment made by an Arbitron employee. The bottom line is Arbitron has promised to begin mailing the spring books on July 13, which is only slightly behind its original projections.

Meanwhile, 19 of the 21 members of the Washington Broadcasters Association voted against having Arbitron survey the DC market this summer, but a 10-week sweep of the city will begin June 25 nonetheless.

Very strong street talk in Los Angeles that Westwood One President Norm Pattiz is making a move to purchase the controlling interest in Watermark. Should the two program suppliers become one company, it would create one of the largest specialized programming firms in the country.

Richard Harker has exited KGW/Portland as PD with no immediate replacement named to fill his vacancy.

CKGM/Montreal PD Robert Hall has announced he will leave the station, return to America, and take on another programming position. Although he wasn't saying just where he would wind up, Street Talk has learned that it will be a big job with a newly-formed company. Taking over the PD duties at CKGM temporarily will be CKGM & CHOM/Montreal VP/GM John Macke.

Carole Bayer Sager and Burt Bacharach segued from the Tony Awards telecast to their scheduled appearance at New York's Bottom Line this week. To help cheer up Boardwalk Entertainment Company President Neil Bogart, Carole & Burt had a special telephone hook-up from the Bottom Line to Bogart's home in Los Angeles. Bogart, who was still recovering from his surgery last week (R&R 6-5), enjoyed the two-hour concert, complete with 34-piece orchestra, via long distance.

WLW/Cincinnati's legendary radio personality James Francis Patrick O'Neill has announced that he will perform his last morning drive show for the station June 13. Jim, who joined WLW in 1967, said, "Thirteen years is long enough. I have some other business ventures going and I'm ready to put all my effort into them."

## WBCN Bites The Biscuit

WBCN/Boston, taking a stand reminiscent of the early idealistic days of free-form album radio, has dropped the "King Biscuit Flower Hour" from its Sunday night lineup.

The show is produced by DIR Broadcasting, distributed by ABC, and sponsored in part by the Nestle Corporation, which is exactly where WBCN chose to raise its objection. Station GM Tony Berardini told Street Talk, "It would be inconsistent, given WBCN's editorial stance against the use of Nestle's baby formula in underdeveloped countries, for us to continue to air a program sponsored in part by Nestle's. Our decision in no way reflects the quality of the 'King Biscuit Flower Hour,' DIR, or ABC."

The decision to stop airing the program came as a direct result of the recent World Health Organization Conference in Geneva, where the U.S. was the only nation to vote against adopting an Infant Formula Code to protect the populations of Third World nations from the marketing strategies of infant formula manufacturing companies. Apparently WBCN felt strongly enough about its position to take a quality show off the station rather than indirectly endorse a sponsor with whom it philosophically disagrees.

Look for Irving Azoff to shift his WB/Full Moon deal to Elektra/Asylum.

After more than 10 years as midday personality of WHN/New York, Lee Arnold will exit the station to pursue a career in television.

Donald Fagen has reportedly begun work on a solo album amid rumors that he and partner Walter Becker have parted professional ways. Does that mean Steely Dan is no more?

Larry James has taken over programming of KNUS/Dallas with Paul Drew no longer consulting the station. Craig Jackson joins KNUS as Assistant PD from KOPA/Phoenix.

Jack Wagner will retire as Operations Director of KCBS/San Francisco after more than 44 years in the industry. Jack, who is the author of several books, plans to pursue his writing career and continue to speak on the lecture circuit.

Philip Rankin has been promoted to PD at KVOL/Lafayette from his current PM-drive slot.



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# "Where The Boys Are"

(NB7 11-111)



Shirley  
Beachfront



From the Boardwalk Records LP,

# get wet™

(NB1 33236)

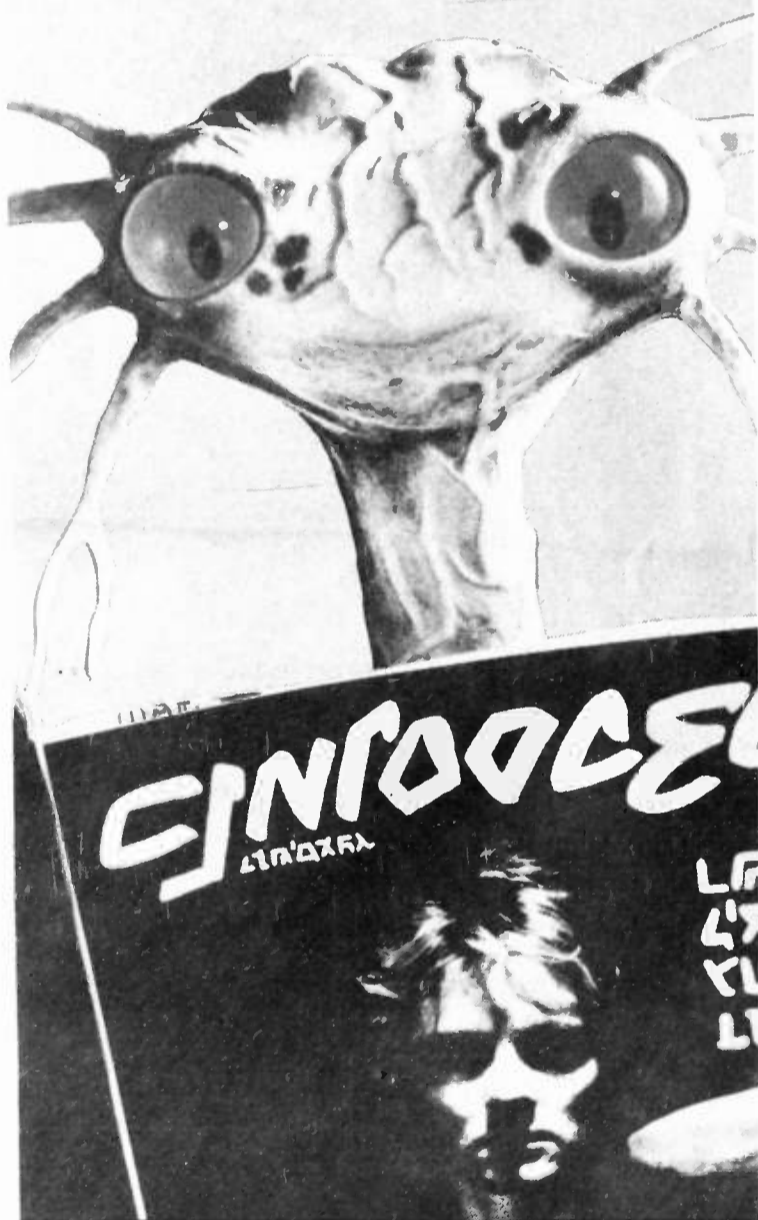
Produced by  
Phil  
Ramone



P.S. This record is as much fun as a day at the beach!

# ROCK 'N' ROLL IS CRAZY!

Roger Taylor's "Let's Get Crazy"  
E-47151



**Roger Taylor,**  
drummer for **Queen,** has  
gone rock 'n' roll crazy.

### Radio Stations Gone Crazy:

- |      |         |       |      |
|------|---------|-------|------|
| Z104 | WOKI    | FM103 | KRBE |
| KBPI | DC101   | WPLR  | WKLS |
| KMET | WMMS    | WPYX  | WIMZ |
| KLOS | WMJQ    | WLIR  | WBCN |
| KROQ | WSYR-FM | WBAB  | WCCC |
| KSJO | WLAV-FM | WAVA  | WHCN |



Written, arranged & produced by Roger Taylor  
© 1981 Elektra Asylum Records • A Warner Communications Co

# BRAD MESSER



## "Had This Been A Real Emergency . . ."

It makes me laugh. The man comes on the radio with a "test of the Emergency Broadcast System" and assures me that had this been a real emergency, I would be instructed where to tune for news and information in my area. It doesn't make most people laugh. They have the impression there is a reliable, working system standing by to cope efficiently and professionally with The Emergency. Ha ha. The vaunted Emergency Broadcast System may have the potential to be truly helpful during a major crisis, but I suspect Jimmy The Greek wouldn't give you even odds on it actually working smoothly. I may be the most skeptical of us all, because of The Meeting.

All the management types were gathered for The Meeting because our leader wanted to decide calmly, long before any real crisis, exactly who would man the radio station and broadcast from the fallout shelter. Those of us who had been invited felt we had One Up on everyone. We'd be assured of concrete-and-steel protection if the bombs started coming.

Our leader opened with a statement about the facility itself, explaining water and food availability, living conditions, the duties of the shelter dwellers, and so on. After the preliminaries it was time to write down the names and lock in the list of the privileged. Man after man solemnly said yes, he would like to be on the shelter list so he might serve the public during the great unknown crisis.

I blew my place on the list by admitting the truth. If the EBS ever moved on the wire, with the code words matching, my first move would probably (who knows for sure until the time comes?) be a fast dash to the parking lot and a quick drive home. If I'm going to fry I prefer to do it with my wife and offspring. Oh, I shouldn't have said that. The other Daddy types started wondering whether they should be sheltered while their families were home. One by one the names were crossed off the list until it became apparent that the men considered their bottom-line obligation to be their own flesh-and-blood, not a faceless mass audience. The meeting fell apart. The list was never typed up. The shelter was, to the best of my knowledge, never mentioned again.

Oh, sure, there'll be some go-down-with-the-ship types who will valiantly and heroically stay on the air as the horizon is glowing, but ask your radio friends privately what they plan to do when the Big One comes. They're going to save their own because they are programmed that way, and when — as the announcement promises — we are "told where to tune for news and information in our area" I'll lay great odds no one will be there, and if they are, they'll be as uninformed and confused as those of us huddling in our closets with the flashlights and cans of soup. I'll be watching television to find out whether this is really It. The way I'll know is if Dan Rather gets bumped and they bring Walter Cronkite back to anchor The Big One.

## CALENDAR

### Lightning Hits The Kite

**MONDAY, JUNE 15:** It was exactly 229 years ago today that Benjamin Franklin and his son flew their kite into a thunderstorm, to prove lightning and electricity are the same thing. Franklin's written account of the experiment in 1752 refers to lightning as "electric fire" and calls the storm a "thundergust."

Charles Lindbergh became an international hero by flying alone across the Atlantic, but the two men who did it first are all but forgotten. About eight years prior to the Lone Eagle's solo, John Alcock and Arthur Browne completed the first nonstop across-the-ocean flight 62 years ago today in 1919.

Harry Nilsson is 40. Waylon Jennings is 44.

### First Woman In Space

**TUESDAY, JUNE 16:** The Soviets sent Valentina Tereshkova into space 18 years ago today. Six years ago Oregon became the first state to outlaw aerosol propellants using chlorofluorocarbons. One year ago the Supreme Court ruled that companies may patent new forms of life they have created. That case involved little critters created to eat away ocean oil spills.

Jack Althertson is 71. Billy "Crash" Craddock is 42. Roberto Duran is 30.

### Mr. Guillotine's Suggestion

**WEDNESDAY, JUNE 17:** A couple of centuries ago in France, it was decided that executions were being too horribly botched by swords and axes which frequently missed the condemned person's neck, creating mutilations rather than executions. Dr. Joseph Guillotine (GEE'uh-teen) suggested a more efficient way of dispatching criminals, and the Secretary of the French Surgical Academy designed the machine, which was then built by a German pianomaker. After about a century-and-a-half of use, the guillotine was last used for a public execution 42 years ago today in France.

Dean Martin is 64. Barry Manilow is 35. James Brown is 53.

### Ark Riders Spot Land

**THURSDAY, JUNE 18:** Biblical scholars believe it was 4330 years ago today that Noah and the seven other people aboard the ark first spotted emerging mountaintops that signalled the end of the Great Flood.

Eighty-four years ago this week, as word of the Klondike Gold Rush spread across the U.S., half the police and firemen walked off their jobs in Seattle to prospect for gold.

Paul McCartney is 39. Lou Brock is 42.

### The Longest Day

**FRIDAY, JUNE 19:** Yesterday and today are the longest days of 1981, with over fifteen hours of daylight. The time between sunrise and sunset will have shrunk to just over nine hours by Christmas week.

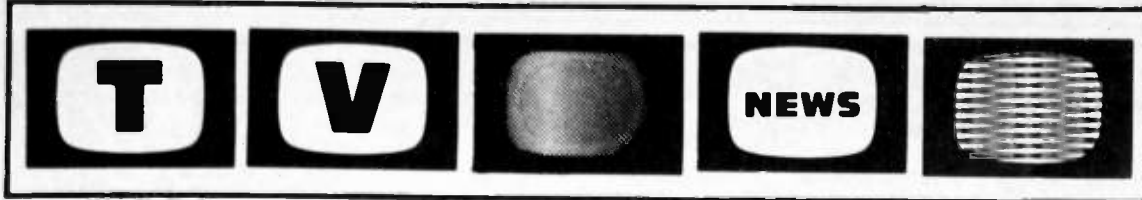
Father's Day and the first day of summer are this Sunday.  
Senator Alan Cranston is 67. Ann Wilson of Heart is 31.



**THE HOTTEST DECALS YOU'VE EVER SEEN!**

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## CBS Wins Squeaker

In a remarkably well-balanced race, CBS edged NBC and ABC to win the Nielsen competition for the week ending June 7. CBS earned a 14.2 average rating; NBC, thanks to relatively impressive series strength, finished second with 13.9, and ABC brought up the rear with 13.6. Monday night made the difference for CBS, as the 1-2 punch of "M\*A\*S\*H" and "House Calls" finished first and second, and follow-up "Lou Grant" was fourth. The standings:

9	1	M*A*S*H (CBS)	—	11	Too Close For Comfort (ABC)
20	2	House Calls (CBS)	—	12	Real People (NBC)
—	3	Detour To Terror (NBC Sun. Mov.)	—	13	First You Cry (CBS Tues. Mov.)
—	4	Lou Grant (CBS)	—	14	Barbara Walters Special (ABC)
—	5	Diff'rent Strokes (NBC)	—	15	Happy Days (ABC)
—	6	Three's Company (ABC)	—	15	16 Taxi (ABC)
18	7	Facts Of Life (NBC)	—	3	17 Dukes Of Hazzard (CBS)
4	8	60 Minutes (CBS)	—	12	18 Barney Miller (ABC)
5	9	20/20 (ABC)	—	—	19 Quincy (NBC)
—	10	Laverne & Shirley (ABC)	—	17	20 CHiPs (NBC)



**SHARP PLAQUE FOR CLARK** — "American Bandstand" host Dick Clark was awarded a plaque from Philadelphia International Records saluting his contributions to artist career development over the years on the show. The plaque was presented by PIR artist Dee Dee Sharp Gamble, a frequent "Bandstand" guest in her early 60's "Mashed Potato/Gravy" period. Clark and Gamble are pictured above.

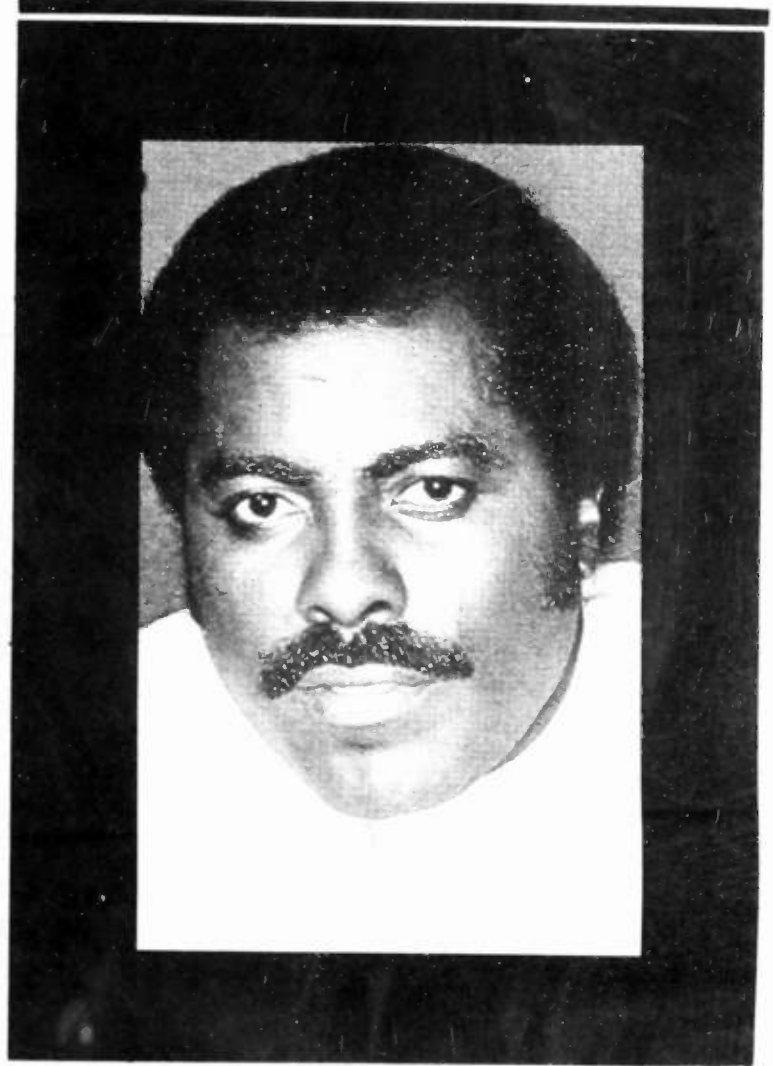
### Music On TV

The Oak Ridge Boys cohost "Solid Gold" the week of June 12, with Kim Carnes, Christopher Cross, Get Wet, Bill Medley, Sister Sledge, and Bill Withers on hand. John Klemmer is on NBC's "Sunday Show" June 14. Sheena Easton guests on the "Today Show" June 15. Bill Medley is on "John Davidson" June 16. John O'Banion appears on "American Bandstand" June 20.

## VIDEOSCOPE:

**COLUMBIA ENTERS VIDEODISC ARENA:** Columbia Pictures has entered into an agreement with Discovision Associates to produce laser-read optical videodiscs. Columbia's Home Entertainment Division has also pacted Pioneer Video Inc. to distribute these discs nationally. The discs will retail for \$30 for a single album (\$36 for a double LP) and will be available in late fall. . . **EMI EXPANDS HOMEVIDEO EFFORTS:** British-based Thorn EMI Ltd. has announced the formation of Thorn EMI Video Programming Enterprises (TEVPE) to supply programming for the burgeoning homevideo, cable, pay-cable, and TV syndication markets. Frederick Richards, formerly Director/International Marketing at Time-Life Video, has been named President/Chief Executive Officer for TEVPE. . . **28 VIDEOCASSETTES TOP MILLION-DOLLAR SALES MARK IN MAY:** The International Tape/Disc Association certified 28 videocassettes as having surpassed the \$1 million retail sales mark last month. Only 30 videocassettes had topped the "gold" sales plateau during the first four months of 1980. The 28 videocassettes were: "The China Syndrome," and "Midnight Express" (from Columbia Pictures Home Entertainment); "Brubaker," "Butch Cassidy And The Sundance Kid," "Norma Rae," "The Rose," and "Silver Streak" (Magnetic Video — a division of 20th Century-Fox); "Xanadu," "1941," "Flash Gordon," "Smokey And The Bandit II," and "Cheech & Chong's Next Movie" (MCA Videocassette Inc.); "The Wizard Of Oz," "Ben Hur," "Fame," and "My Fair Lady" (MGM/CBS Home Video); "American Gigolo," "Up In Smoke," "Friday The 13th," "Ordinary People," "The Elephant Man," "Popeye," and "Heaven Can Wait" (Paramount Pictures); and "Dirty Harry," "Every Which Way But Loose," "Clockwork Orange," "Caddyshack," and "The Bugs Bunny/Road Runner Movie" (Warner Home Video).

# Bobby King Is "Having A Party" And You're Invited



# "Having A Party"

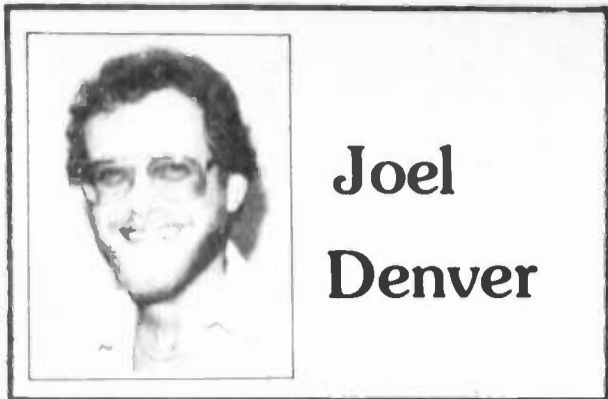
The Sam Cooke Classic  
Now, The New Single From

# BOBBY KING

Produced By Steve Barri  
With Michael Price And Daniel Walsh



On Warner Bros. Records



Joel  
Denver



PROGRAMMERS SHARE MIXED FEELINGS

## Music Research: Has It Sterilized Radio Programming?

The radio industry found a buzzword in the early 70's and has adopted it into the day-to-day vocabulary. The word is *research*. A select few, at every convention, began talking about how *much* research was being done, but not explaining *how* it was done.

Time soon took the mystery out of research, and practically everyone started their own research programs. This chain of events was facilitated by the practicality of having a computer at the radio station to help with the dissemination of the research.

Record company executives have since learned the basics of research and have come to understand its application to programming. What many of them complain about is the lack of variety in radio from being over-researched, and now some programmers themselves are realizing that as an industry, we may have taken music research too far.

### Gerry Cagle, PD, KFRC/San Francisco

Gerry is probably one of the most outspoken programmers against the use of music research. Some critics have even accused him of not changing with the times. He has responded, "I've been doing radio without it for years and winning. I don't know how to do it any other way but make it exciting.

"I think a lot of younger programmers have been intimidated by research. As a result they have let it run their programming entirely and it's resulted in bland-sounding radio stations. I think music research, if used at all, should be implemented only to back up theories and actions that have been put into practice. Research cannot predict the future, it can only show you what has taken place. You have to do something before people can react to it."

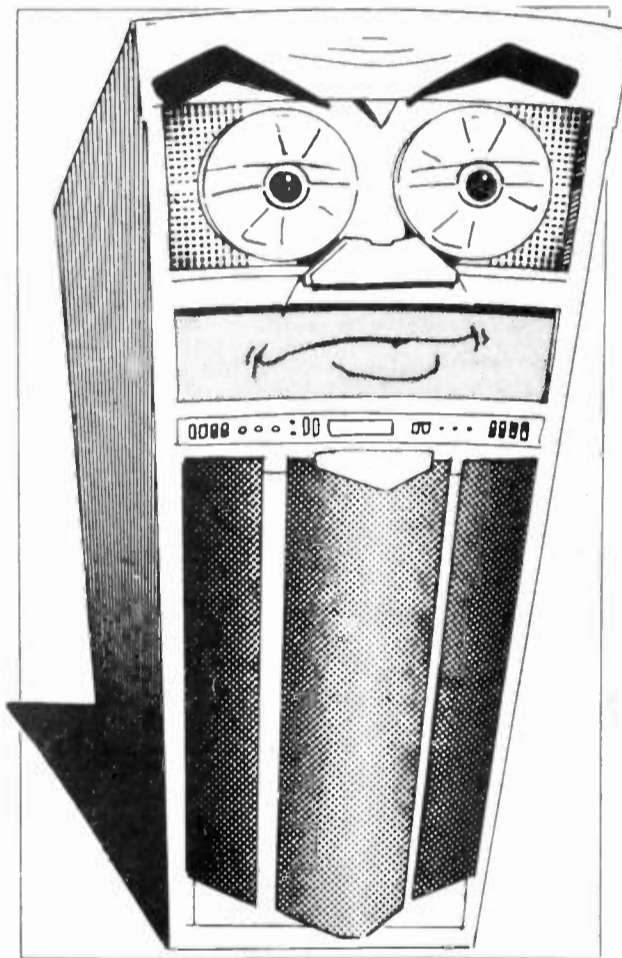
Gerry continued, "Radio is not like a football game. Too many programmers have been playing a defensive game. All they are trying to do is keep from losing points. They should try an offensive posture and try and win some points. If you don't have a pretty good idea about what records belong on your radio station, you should get out of the business."

While Gerry doesn't believe in research for KFRC, he does point out one programmer who has found a good balance of research and gut feel. "Bill Tanner from Y100/Miami uses a lot of research but still runs an exciting station. He uses his head to round out the numbers with what he feels is right. A lot of people make the mistake of trying to emulate Bill's research and end up with a boring sound. They have forgotten the creative element."

While fractionalization has been an increasing problem, Gerry feels, "If you play a wrong record, you won't get hurt as much because your station doesn't control as much come in the market anymore. At KFRC we play some wrong records, but we play a lot more right ones."

How does he determine what is a *right* record? "I look at requests and some sales, but only after a record is on the air. Requests are generated from active listeners and callouts usually hit passive listeners. Passives are followers, and actives are leaders, they are the trendsetters."

Gerry concluded, "The worst that can happen if I play a wrong record is that it doesn't sell. I won't get



hurt because it will always be consistent with the sound of KFRC. Radio is an artform. If you took all of the money spent on music research and gave it away, it would be dollars spent in a more productive way."

### Bill Shannon, PD, K104 (WCKK)/Erie, PA

While Gerry Cagle has demonstrated his opposition of music research, another programmer, Bill Shannon, uses this tool without running a boring or restrictive playlist. "I think music research has really helped me at K104. It has allowed me to find records that would not show up in sales or generate requests, that my audience wants to hear.

"Record sales are lagging and requests are such a small part of the audience that I find myself using callout research more and more. A record store can't tell you who bought an album, and whether it's a gift for someone or for the purchaser. Did they buy it for the artwork, or because they like a song, or just like the artist? Callouts give me this information."

Bill's philosophy on research is 180 degrees opposite from Gerry's. They do agree, though, on playing a good variety of records. "While I use a lot of research, I use it to find correct cuts for the audience, once it's on the air. I never use it to avoid playing songs.

"We should take a lesson from Beautiful Music stations. They don't turn over the same 20 songs, but play about 60 titles in a current rotation. In drivetimes, when listening spans are shorter, they play the biggest hits. In other dayparts the list is expanded to expose more product and extend time spent listening."

Expressing concern over the misuse and sterilization of programming by over-research, Bill said, "Too many people have taken research and applied it incorrectly. It has even affected their oldies. The oldie lists have shrunk to the point of sounding like worn-out currents. If used properly, callouts can help you select the proper oldies. There are literally thousands to choose from."

### Gary Berkowitz, PD WPRO-AM-FM/Providence

While some programmers use research as excuses to avoid records, Gary said, "The only reason I won't play a record is because I don't think it fits. If I like it, the record goes on. Research is not my saviour. How can it be in a business that has no set rules and guidelines? Stations using research incorrectly will become boring and drive listeners away."

Backing up his feeling on music research, Gary feels, "When you call up people and ask their opinions, they immediately go through a personality change. Immediately they become experts. Their opinions become subject to what they think is hip and should be the correct answer.

"My best research tools are my ears. I read a lot of national charts and make comparisons of radio station playlists in similar markets and listen to a lot of product. I can't rely on retail information, because it's so full of hype. I have yet to see any research system that I feel comfortable with."

If radio stations are using research to such a large degree, and have systems they feel comfortable with, how do you avoid a boring station? "Use your ears and research in a good balance," advised Gary. "Remember, people as a rule don't live their lives in black & white and research is an either/or situation. We are programming to people. People will only listen to what they like. What people listen to in the car by themselves vs. what they respond to on a survey will be two different things."

### Don Potter, MD, KSLY/San Luis Obispo

Don is a young and energetic MD who is responsible for the music at KSLY and the research behind it. "I don't do any passive research at all. I think it tends to limit the type of music you end up playing, and as a result it alters the type of audience your station appeals to.

"I have made trips to Los Angeles and to San Francisco to listen to major market radio. Most of them are doing just about the same thing, record for record. All of them are using basically the same callout methodology, which will net approximately the same results. If the music is boring, so goes the rest of the station."

If KSLY doesn't do callouts, what kind of music research does it do? "I call record stores, monitor requests, and talk to listeners on a one-to-one basis at events. As a result, we have a good variety of



Gary Berkowitz



Gerry Cagle



Bill Shannon



Don Potter

# The Epic Times

"ALL THE HITS THAT ARE FIT TO PLAY"

NUMBER 1 BULLET

JUNE 12, 1981

## Sweet Baby, Sweet Breaker!

### STANLEY CLARKE / GEORGE DUKE

#### "Sweet Baby"

Produced By Stanley Clarke  
And George Duke



**THE BACK PAGE**

**BREAKERS**

STANLEY CLARKE/GEORGE DUKE  
Sweet Baby (Epic)

60% of our reporters on it. Moves: Up 83, Debuts 11, Same 22, Down 2, Adds 17 including CHUM, WHYN, V100, KTSA, KEEL, WNAP, WGBF, WOHO, KYSN, KGW, KZZX, WLAM, WCGQ, WSPT, KDVV. See Parallels, charts at number 29.

## Steinman Coming Through

### JIM STEINMAN

#### "Rock & Roll Dreams Come Through"

WKBW deb 23  
WFIL add  
WIFI on  
CFTR deb 38  
CHUM on  
KRBE on  
Q105 25  
KBEQ 22  
WGCL 21-16  
KEZR deb 30  
KYYX on  
B104 on  
WOLF on  
WHFM 35-29  
WFLY 21-16  
WICC 24-22  
WPST 28-25  
WAEB on  
Q106 30-26  
WAQY 30-27  
WKEE 40-36  
KSTAR add 28  
KINT 35-30  
KHFI on  
KBFM on  
B97 deb 28

KLAZ 33  
WAAY on  
Y103 on  
CK101 21-17  
WBBQ on  
FM100 on  
92Q add  
WOKI on  
WBCY 31-26  
WCSC 28-25  
WGH on  
WQRK add  
KJ100 27  
WVLK on  
WVIC on  
Z104 on  
WOW on  
WNCI add 29  
KERN 34-27  
KNBQ add  
KTAC on  
KYSN on  
KCPX 36-32  
FM103 20-15  
KLUC deb 26  
KTKT on



WGUY 35-25  
WACZ 32-27  
WFBG deb 30  
WCIR add  
Z102 30-27  
WSGA add 34  
95SGF on  
WISE 8-5  
WANS-FM on  
FM99 on  
WKXY on  
KSEL on  
KKRC add  
KKLS deb 28  
WRKR 34-30  
KENI 33-24  
KDZA on  
KATI deb 34  
KQDI deb 27  
KBOZ add  
KYA deb 30  
KOOK on  
KFXD add  
KRLC 30-19

Produced By Jimmy Iovine  
And Jim Steinman

## Speedwagon Is Rolling

### REO SPEEDWAGON

#### "Don't Let Him Go"



#1 MOST ADDED

## NEW & ACTIVE

REO SPEEDWAGON "Don't Let Him Go" (Epic) 107/42  
Moves: Up 12, Debuts 26, Same 27, Down 1, Adds 42 including WBEN-FM, PRO-FM, WPGC, CFTR, CHUM, Z93, WGCL, Q102, KIQQ, V100, KEGL, WOKI, Z104, KKXX.

*Epic*

*Epic* / CLEVELAND

Produced By Kevin Cronin,  
Gary Richrath And Kevin Beamish

JOHN BARLUCK  
MANAGEMENT COMPANY

# Music Research

Continued from Page 20

music and encourage our personalities to have fun. Most stale-sounding music stations have bored disc jockeys."

He continued, "Over the last several years, radio listenership has become more fragmented and has declined. I believe it's due to the state of programming at over-researched stations. People used to listen to radio not only for hits but for fun. Now they listen to tapes and LP's and are more intrigued with video games, video tapes, and even TV. I don't think TV is really that great, but it's still more entertaining than most radio stations are today."

While Don believes that perceptual research is good for a radio station, and has helped KSLY considerably, he also remarked, "It is now more than ever a challenge to keep a good balance between research and creativity. This is a business, and most successful businesses function on ideas. Ideas come from creativity, and success comes from sound planning."

**Jeff McCartney, MD,  
94Q (WQXI-FM)/Atlanta**

Over the years, Jeff has developed a reputation for breaking a lot of hit records. At the same time he is known for being opinionated about what he likes and doesn't like. "If I only used research we would have an extremely short list. Instead I look at everything available. Research and trades make up about 50% and the rest is what my ears tell me."

While agreeing that music research has its place, Jeff stated, "Stations can't react fast enough to the public if they wait for the numbers to reflect total acceptance on every record. Callouts are used here to show strength and burnouts while helping to determine proper rotation. Retail research is so scattered that I've had to increase single weighting and decrease LP weighting for a better balance."



Jeff McCartney

"I think any station with a limited playlist is a direct reflection of a programmer's own lack of self-confidence. It's hard to imagine how those stations keep an audience. This is the day of the crossover record, which means more variety and longer playlists. Our fastest rotation is just over three and three quarters of an hour and we still get complaints about burnouts. Music research, if used improperly, does more harm than good," concluded Jeff.

CHR radio has been into music research pretty heavily for about 10 years now. Just as there are no set rules to winning the ratings, there are no set rules to philosophies regarding programming and research. Use whatever works best for you.

For a look at what programmers at some A/C stations are doing in the areas of callout research, be sure to read Jeff Green's column this issue.

# Bits

WLS/Chicago just gave away an \$80,000 home in the fifth annual "Dream Home Giveaway"... imagine winning a brand new home and no mortgage payments. 30 listeners were qualified for the drawing, which was broadcast live on the Tommy Edwards mid-day show. Runner-up prizes included TVs, microwaves, and vacations.

KTSA/San Antonio just gave away \$10,000 to the first listener to call in when they heard "The Gambler" by Kenny Rogers. This record was chosen because of the overwhelming research response it still carries in the market.

WCSC/Charleston just awarded \$25,000 to a listener in its "WCSC Rainbow" contest. There were three ways to win: call-in, display a bumper sticker, or send in an entry. The winner sent in over 5000 entry blanks!

KZZX/Albuquerque recently ran a "Moody Blues Concert Trip." The station took callers, and each caller was given a boarding pass number. The following week, the numbers were called. If the number was heard and contact with the station was made within the time limit, a prize was awarded, and the name went in to the drawing for the trip for two to Dallas for the concert.

## LETTER

### College Radio Could Be In Trouble

Many people in the industry and outside believe that college radio should provide a free-form alternative to the tight playlists of commercial radio. Unfortunately, that attitude in college radio can sometimes carry over into a disdain for professional-style presentation, programming, and anything else reminiscent of structured radio. The following letter from a former college, now commercial air personality makes some worthwhile points along these lines.

Dear Joel,

Not long ago your column dealt with the nurturing of new air talent. Many of us privileged to work in radio were saved the expense of broadcasting school. Some of us who needed more than about 16 weeks to develop our talent were lucky enough to have a radio station on campus during our college years.

I don't know how many readers feel the way I do, but I see ominous signs which threaten college radio as a source of new talent. Many college outlets are fine operations where creativity and professionalism are not mutually exclusive.

But other college radio stations are seeing a large influx of what I would call some of the more closed-minded programmers from the "progressive" era. I mean those who are so extreme in their views that they would classify WNEW-FM as "boss" radio.

It bothers me that such people take up airtime today's college students deserve to have. Worse still, they bring with them an attitude about commercial radio which is passed on to would-be broadcasters. Aside from a few valid criticisms, the negative attitude

Dave Roberts has been named Assistant PD at KCBS/San Francisco... WDMS/Greenville welcomes new 9am-2pm personality Allen Reynolds from Crosstown at WNIX... Frank Conners leaves K96/Provo, and Jim Pelletier departs K105/Central Valley to do mornings and afternoons respectively at KYOS/Merced, CA.

WOHO/Toledo promotes night man John Zion to handle MD duties... WSQV/Jersey Shore, PA signs on the air as a CHR station... V100/Charleston has a new midday personality, Steve Taylor from WIKS/Indianapolis... WXLO/New York welcomes former WBLS midday personality Jeff Troy to the 7-11pm shift.

Michelle Poteracke, News Director at KSRO/Santa Rosa, goes to FM102/Sacramento as Assistant News Director... WCMT-AM-FM/Martin, TN promotes Production Director Steve Hilton to PD... WAZY/Lafayette night rocker Chuck Larsen leaves to do nights at U93/South Bend... WGBF/Evansville midday man Mike Prokop leaves the air to do full-time production and is replaced by Steve O'Bryan, coming in from WFIE-TV... KX104/Nashville welcomes Big Al Larson from KOPA/Phoenix and new morning man Bryan Sargent from WFHG/Bristol, VA... Bruce Cannon is the new PD at KTAC/Tacoma, replacing Tom Jeffries.

they represent is the result of sour grapes. It is the dangerous notion that any concession to popular taste is a sellout. And those students who want to develop personality on-mike are told this is just "hype."

Now, I don't say that college stations have got to replicate commercial formats in order to be good training grounds for future broadcasters. Indeed, those students who are at noncommercial stations should enjoy the freedom these licenses afford. On the other hand, graduation day is far too late to start sounding professional.

All this is not to say that those of us who got our start in college radio should interfere at the old alma mater. But as alumni we have the duty to make sure that the "baton" is passed on to those who have not yet had their chance. If we don't, we have no right to complain when the airchecks coming in sound like George Carlin parodies of underground radio. Sincerely,

**Paul Christopher,  
WILI/Willimantic, CT**

(Editor's Comments: Paul does the 6-11pm show at WILI. He is quite concerned about the young broadcaster looking for that first shot. Many people spend a great deal of time looking for that first opportunity to get on the air. College stations are in many cases that first shot at experience.)

If you are an experienced broadcaster, and someone at the college level comes to you for advice and instruction, take the time to listen and offer some words of advice whenever possible. Remember, you were once in the same situation looking for your first chance. The strength of the industry lies within the young broadcasters who will grow one day to become our leaders.)

# Metromedia

Continued from Page 1  
market they're interested in and an excellent signal."

Doubleday Broadcasting President Gary Stevens told R&R, "This brings us another step closer to our long-range strategic plans to be all FM and be spread across the 20 largest markets. We've worked toward that goal in the last couple of years, and shortly we hope to be announcing another acquisition within the top ten markets."

**SUBSCRIBE**



Call Krisann  
(213) 553-4330

On March 1, 1980, WPIX-FM/New York retained the Program Consultation services of Todd Wallace/Associates to help increase their ratings.

Here are the results:

**BEFORE:**

Jan/Feb 1980 Arbitron  
AOH Audience: 23,000  
Weekly Cume: 578,900

**AFTER:**

Jan/Mar 1981 Arbitron  
AOH Audience: 54,300  
Weekly Cume: 1,091,600

\*6 AM-Midnight, Monday-Sunday, New York City, MSA

Quarter Hour increase: 136%!!! Cume increase: 89%!!!

Congratulations to Program Director CHUCK MORGAN on a job well done in the world's most competitive radio market! And special thanks to General Manager Ray Yorke for his support!

Call Toll Free (800) 528-6082

**radio index** **Todd Wallace**  
associates

# 20th

Continued from Page 1  
stressed that the departures were layoffs caused by economic cutbacks and did not reflect on past performance as implied elsewhere. The label's staff now stands at eight employees.

Portnow commented to R&R, "We are open and will remain so; we are staying in the record business. This is a reaction to the kinds of economic pressures that have been put on each and every record company; we're no different than anyone else in reacting to these changes." 20th will release all projected product with what was termed "full support" for the next six months, at which time its distribution deal with RCA comes up; discussions with RCA and others are progressing, with an apparently strong possibility existing that RCA, in

light of its former black music mainstay Solar signing with Elektra/Asylum for distribution, hopes to renew its association with 20th, which also has specialized in black product of late.

# Metheny

Continued from Page 1  
of Mesa is John Hough, and he is an incredible man, which is one of the reasons why I accepted this new position. He made me a very fair offer for both now and the future. This is an excellent opportunity for me to become a part of a growing company and exercise some control over my own financial future."

Great Trails Broadcasting has not yet named a replacement for Metheny at WBCS & WMKE. Metheny will officially join Mesa on July 1.

# "SUZI" IS MAKING RANDY VANWARMER WARMER...

WBEN-FM add 40  
WIFI add  
KRBE on  
WFLY add  
WHYN deb 24  
KSTAR add 30  
KINT deb 35  
KBFM add

WBBQ add  
WCSC add  
WGH on  
KJ100 deb 30  
WVIC add  
KYNO-FM add  
KIOY 30-28  
KCPX add

WACZ add  
14WK add  
WISE add  
KVOL deb 25  
WRKR add  
KENI add  
KQDI on  
KRLC add



# "SUZI" RANDY VANWARMER

Produced By John Holbrook And Ian Kimmet  
For Briggs And Co. Productions



On Bearsville Records

Manufactured and Distributed by Warner Bros. Records



# TOM JOHNSTON'S "TIME" HAS COME!

KBEQ    KKXX    WKXY  
KEZR    KGGI    KVOL    KQDI  
WAAY    FM103    KENI    KRLC

# "WASTIN' TIME" TOM JOHNSTON

Produced By Michael Omartian



On Warner Bros. Records







EAST Most Added Hottest

Pointer Sisters George Harrison
REO Speedwagon Kim Carnes
Kenny Rogers Air Supply

ADDS & HOTS

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

SOUTH Most Added Hottest

Carpenters George Harrison
REO Speedwagon Air Supply
Blackfoot Hall & Oates

EAST

PARALLEL TWO

14Q/Worcester, MA Gary Nolan
ELTON JOHN
KENNY ROGERS
MOODY BLUES
ALAN PARSONS
G. HARRISON 7-1
TASTE OF HONEY 5-2
NEIL DIAMOND 6-4
GARY U.S. BONDS 15-9
JIM PHOTOGLO 19-12
WBFF/Rochester, NY Dave Mason
RODDY BLUES
ALAN PARSONS
JIM PHOTOGLO
MANHATTAN TRANSFE
RICK SPRINGFIELD
KIM CARNES 1-1
NEIL DIAMOND 5-3
AIR SUPPLY 10-8
G. HARRISON 15-10
SHEENA EASTON 16-13
WICC/Bridgeport, CT Bob Mitchell
CARPENTERS
CHAKA KHAN
TUBES
COMMODORES
KOO & THE GANG
KIM CARNES 1-1
GARY U.S. BONDS 5-3
G. HARRISON 8-4
AIR SUPPLY 13-8
MANHATTAN TRANSFE 21-18
WBFO/Hartburg, PA Betty Kaye
LEE RITENOUR
MANHATTAN TRANSFE
CAROLE B. SAGER
BARBRA STREISAND
G. HARRISON 3-1
PURE PRAIRIE LEAG 13-9
MARTY BALIN 18-10
ELTON JOHN 17-11
JOEY SCARBURY D-16
WKEE/Huntington, WV Gary Miller
FRANKIE SMITH
JOHN SCHNEIDER
LOVERBOY
STACY LATTISAW
STARS ON 45 2-1
RICK SPRINGFIELD 6-3
G. HARRISON 12-5
AIR SUPPLY 11-7
TOM PETTY 10-8
WOLFS/Cause, NY Bob Mitchell
KENNY ROGERS
REO SPEEDWAGON
38 SPECIAL
DIONNE WARRICK
BLACKFOOT
STYX 2-1
HALL & OATES 10-4
G. HARRISON 13-6
ALAN PARSONS 16-7
SHEENA EASTON 17-9
WPST/Trenton, NJ Tom Taylor
TUBES
KIM CARNES 1-1
RICK SPRINGFIELD 3-2
AC/DC 5-4
ALAN PARSONS 12-9
G. HARRISON 22-13
WTRY/Albany, NY Bill Cahill
JUICE NEWTON
REO SPEEDWAGON
KIM CARNES 1-1
HALL & OATES 12-9
GARY U.S. BONDS 13-7
HALL & OATES 18-13
WHYN/Springfield, MA Andy Carey
KENNY ROGERS
MANHATTAN TRANSFE
OAK RIDGE BOYS
CLARKE/DUKE
JACKSONS
NEIL DIAMOND 1-1
DON McLEAN 7-2
DOTTIE WEST 9-4
TASTE OF HONEY 10-7
JOEY SCARBURY 23-15
KC101/NEW Haven, CT Danny Lyons
OAK RIDGE BOYS
STACY LATTISAW
CARPENTERS
JAMES TAYLOR
CAROLE B. SAGER
STARS ON 45 1-1
G. HARRISON 12-6
HALL & OATES 13-7
JOEY SCARBURY 17-13

WFBH/Baltimore, MD Andy Szulinski
POINTER SISTERS
CARPENTERS
COMMODORES
LARRY GRANAM
SAVOY BROWN
KIM CARNES 1-1
RICK SPRINGFIELD 3-2
HALL & OATES 7-4
OAK RIDGE BOYS 17-8
KENNY ROGERS 29-23
WBLI/Long Island, NY Bill Terry
POINTER SISTERS
JUICE NEWTON
ALAN PARSONS
JIM PHOTOGLO
RICK SPRINGFIELD 2-1
KIM CARNES 1-1
G. HARRISON 10-6
GARY U.S. BONDS 12-10
AIR SUPPLY 16-12
ELTON JOHN 18-15
WTFM/Hartford, CT Rick Donahue
TOM PETTY
LEE RITENOUR
KIM CARNES 1-1
G. HARRISON 3-2
NEIL DIAMOND 9-4
AIR SUPPLY 17-8
HALL & OATES 18-13
Q108/York, PA Steve Gallagher
HOTTTEST:
KIM CARNES 1-1
GARY U.S. BONDS 5-3
G. HARRISON 8-4
AIR SUPPLY 13-8
MANHATTAN TRANSFE 21-18
WFBQ/Altoona, PA Tony Booth
DAN HARTMAN
RUSH (dp)
PHIL COLLINS
TUBES (dp)
SHEENA EASTON
JOE WALSH
KIM CARNES 1-1
NEIL DIAMOND 9-4
AIR SUPPLY 17-8
HALL & OATES 18-13
WQYV/Bangor, ME Jim Randall
ALAN PARSONS
BLACKFOOT (dp)
REO SPEEDWAGON
OAK RIDGE BOYS (dp)
POINTER SISTERS
APRIL WINE
KIM CARNES 1-1
G. HARRISON 9-3
AC/DC 12-10
AIR SUPPLY 14-11
HALL & OATES 17-14
WHEB/Portsmouth, NH Rick Bean
KENNY ROGERS
POINTER SISTERS
CAROLE B. SAGER
STARS ON 45 1-1
NEIL DIAMOND 2-2
SHEENA EASTON 7-3
JESSE WINCHESTER 6-5
G. HARRISON 15-8
WJBO/Portland, ME Mike O'Neil
KENNY ROGERS
ALABAMA
SPIDER
SMOKEY ROBINSON
TUBES
KIM CARNES 2-1
RICK SPRINGFIELD 6-3
GARY U.S. BONDS 8-6
G. HARRISON 12-8
SHEENA EASTON 15-9
WTSN/Dover, NH Jim Sebastian
JOHN SCHNEIDER
KIM CARNES 1-1
G. HARRISON 7-2
ELTON JOHN 6-5
AIR SUPPLY 9-6
GARY U.S. BONDS 14-10
WIGY/Bath, ME Willie Mitchell
TUBES
KENNY ROGERS
JOE WALSH
REO SPEEDWAGON
KIM CARNES 1-1
TOM PETTY 5-2
NEIL DIAMOND 10-6
G. HARRISON 17-9
AIR SUPPLY 20-16
WLAM/Lewiston, ME Chris Layne
CLARKE/DUKE
POINTER SISTERS
JOEY SCARBURY
JIM STAFFORD
KIM CARNES 1-1
GINO VANNELLI 2-2
RAYDIO 3-3
AIR SUPPLY 24-13
PURE PRAIRIE LEAG 26-16
95KI/Parkersburg, WV Terry Lee Collins
DILLMAN BAND
JACKSONS
BLACKFOOT
CARPENTERS
HOTTTEST:
GARY U.S. BONDS 7-1
AIR SUPPLY 11-8
LOVERBOY 14-9
REO SPEEDWAGON 28-18
OAK RIDGE BOYS 29-20
WACZ/Bangor, ME Michael O'Hara
WHO
GREG KINN
ALAN PARSONS
PURE PRAIRIE LEAG
RICK SPRINGFIELD 3-1
AIR SUPPLY 9-3
HALL & OATES 10-4
JOEY SCARBURY 20-8
G. HARRISON 21-12
WKZR FM/Wilkes Barre, PA Jim Rising
WHO
ROBERT GORDON
TUBES
JOHN SCHNEIDER
G. HARRISON 11-1
NEIL DIAMOND 2-2
HALL & OATES 16-3
TASTE OF HONEY 4-4
TOM PETTY 7-6
PARALLEL THREE
13FEA/Manchester, NH Keith Lemire
KENNY ROGERS
CLARKE/DUKE
POINTER SISTERS
KOO & THE GANG
SMOKEY ROBINSON
KIM CARNES 1-1
STARS ON 45 2-2
NEIL DIAMOND 10-7
GARY U.S. BONDS 12-8
HALL & OATES 17-14

14WK/Wheeling, WV Jack Armstrong
ARBA
STACY LATTISAW
TUBES
KANDY VANWARMER
STARS ON 45 1-1
TASTE OF HONEY 6-2
RAYDIO 7-4
OAK RIDGE BOYS 10-5
SANTANA 12-9
WCIN/Beckley, WV Jim Martin
STACY LATTISAW
OAK RIDGE BOYS
REO SPEEDWAGON
JIM STEINMAN
RICK SPRINGFIELD 2-1
JEFF STARSHIP 4-2
TOM PETTY 8-4
ELTON JOHN 12-6
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G. HARRISON 17-9
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WLAM/Lewiston, ME Chris Layne
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PURE PRAIRIE LEAG 26-16
95KI/Parkersburg, WV Terry Lee Collins
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AIR SUPPLY 11-8
LOVERBOY 14-9
REO SPEEDWAGON 28-18
OAK RIDGE BOYS 29-20
WACZ/Bangor, ME Michael O'Hara
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RICK SPRINGFIELD 3-1
AIR SUPPLY 9-3
HALL & OATES 10-4
JOEY SCARBURY 20-8
G. HARRISON 21-12
WKZR FM/Wilkes Barre, PA Jim Rising
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JOHN SCHNEIDER
G. HARRISON 11-1
NEIL DIAMOND 2-2
HALL & OATES 16-3
TASTE OF HONEY 4-4
TOM PETTY 7-6
PARALLEL THREE
13FEA/Manchester, NH Keith Lemire
KENNY ROGERS
CLARKE/DUKE
POINTER SISTERS
KOO & THE GANG
SMOKEY ROBINSON
KIM CARNES 1-1
STARS ON 45 2-2
NEIL DIAMOND 10-7
GARY U.S. BONDS 12-8
HALL & OATES 17-14

SOUTH

PARALLEL TWO

92Q/Nashville, TN Scooter Davis
STACY LATTISAW
RONNIE MILSAP
BIRTH & SWEET
JIM STEINMAN (dp)
38 SPECIAL (dp)
APRIL WINE (dp)
OAK RIDGE BOYS 2-1
ALAN PARSONS 14-11
HALL & OATES 23-18
CHAKA KHAN 24-20
POINTER SISTERS 25-21
BJ108/Orianda, FL Tom West
JOE WALSH
MANHATTAN TRANSFE
CARPENTERS
JOEY SCARBURY
LIMX
TUBES
STARS ON 45 1-1
CLIMAX BLUES BAND 6-3
G. HARRISON 12-8
AIR SUPPLY 22-15
MARTY BALIN 39-29
KEEL/Shreveport, LA Marty Johnson
COMMODORES
DIONNE WARRICK
ROSANNE CASH
SANTANA
MICHAEL DANIAN
CLARKE/DUKE
MANHATTAN TRANSFE
JOE WALSH
KIM CARNES 1-1
STARS ON 45 3-2
G. HARRISON 11-5
AIR SUPPLY 13-9
OAK RIDGE BOYS 20-13
KTSJ/San Antonio, TX J.J. Rodriguez
SHEENA EASTON
MANHATTAN TRANSFE
JUICE NEWTON
CLARKE/DUKE
JIM PHOTOGLO
KIM CARNES 1-1
G. HARRISON 16-12
NEIL DIAMOND 18-14
DOTTIE WEST 24-21
KENNY ROGERS 29-23
KXX106/Birmingham, AL Chris Train
HOTTTEST:
KIM CARNES 1-1
STARS ON 45 10-4
G. HARRISON 11-5
AIR SUPPLY 15-7
HALL & OATES 14-9
WAKY/Louisville, KY Gloria Buchanan
SHEENA EASTON
JOEY SCARBURY
STARS ON 45 3-1
NEIL DIAMOND 6-2
AIR SUPPLY 13-5
G. HARRISON 14-7
HALL & OATES 16-12
WAXY/Ft. Lauderdale, FL Rick Shaw
TOM PETTY
JOEY SCARBURY
OAK RIDGE BOYS
ALAN PARSONS
HOTTTEST:
KIM CARNES 1-1
AIR SUPPLY 5-2
G. HARRISON 10-3
CLIMAX BLUES BAND 6-4
RICK SPRINGFIELD 18-8
WAYS/Charlotte, NC Mark Kessler
ALABAMA
CARPENTERS
HOTTTEST:
KIM CARNES 2-1
HALL & OATES 8-4
JOEY SCARBURY 12-7
AIR SUPPLY 18-10
ALAN PARSONS 23-12
WBBQ/Augusta, GA Bruce Stevens
BLACKFOOT
JUICE NEWTON
RANDY VANWARMER
FRANKIE SMITH
JOHN SCHNEIDER (dp)
RICK JAMES 5-1
NEIL DIAMOND 9-4
HALL & OATES 12-5
AIR SUPPLY 13-8
G. HARRISON 14-9
WFMF/Baton Rouge, LA Randy Rice
PURE PRAIRIE LEAG
REO SPEEDWAGON
JUICE NEWTON
BROTHERS JOHNSON
PETER FRAMPTON (dp)
HOTTTEST:
G. HARRISON 3-1
HALL & OATES 8-5
JOEY SCARBURY 13-7
POINTER SISTERS 27-20
OAK RIDGE BOYS 28-23
WGX/Norfolk, VA Bob Caneda
JAMIS IAN
COMMODORES
ARMY MURRAY
JACKSONS
YUTAKA YOROKURA
HOTTTEST:
STARS ON 45 2-1
DOTTIE WEST 10-5
MANHATTAN TRANSFE 11-9
JIM PHOTOGLO 13-11
KENNY ROGERS D-20

WHBQ/Memphis, TN Mike Scalet
JOEY SCARBURY
MANHATTAN TRANSFE
HALL & OATES
HOTTTEST:
KIM CARNES 1-1
RAYDIO 3-2
GINO VANNELLI 4-1
TASTE OF HONEY 7-4
G. HARRISON 9-8
WJDX/Jackson, MS Bob Rell
TERRI GIBBS
MANHATTAN TRANSFE
ALABAMA
JACKSONS
TUBES
JOE WALSH
HOTTTEST:
HALL & OATES 2-1
RICK SPRINGFIELD 14-8
GARY U.S. BONDS 13-9
SHEENA EASTON 10-10
G. HARRISON 23-13
WKIX/Raleigh, NC Ron McKay
JIM PHOTOGLO
LEE RITENOUR
BARBRA STREISAND
SHEENA EASTON
MANHATTAN TRANSFE
OAK RIDGE BOYS 1-1
STARS ON 45 2-2
DOTTIE WEST 7-5
NEIL DIAMOND 13-7
G. HARRISON 16-9
WRJZ/Knoxville, TN Tim Edwards
JOE WALSH
ALABAMA
CARPENTERS
HOTTTEST:
OAK RIDGE BOYS 3-1
STARS ON 45 2-2
G. HARRISON 6-4
RICK SPRINGFIELD 19-10
ELTON JOHN 18-13
WSQN/Birmingham, AL Walt Brown
BROTHERS JOHNSON
SMOKEY ROBINSON
CARPENTERS
JOHN DENVER
HOTTTEST:
OAK RIDGE BOYS 1-1
ALAN PARSONS 5-3
HALL & OATES 11-5
G. HARRISON 13-7
MANHATTAN TRANSFE 24-19
WTIX/New Orleans, LA Marty Maxwell
COMMODORES
CARPENTERS
SPIDER
KOO & THE GANG
POINTER SISTERS
HOTTTEST:
KIM CARNES 1-1
G. HARRISON 8-5
MOODY BLUES 21-17
OAK RIDGE BOYS 29-20
KENNY ROGERS D-23
Y103/Jacksonville, FL Dave Scott
CARPENTERS
TUBES
DIONNE WARRICK
HOTTTEST:
KIM CARNES 1-1
AIR SUPPLY 8-4
TASTE OF HONEY 13-9
G. HARRISON 15-11
JOEY SCARBURY 23-18
KELPIE/Paso, TX Raymond Mesa
KENNY ROGERS
MOODY BLUES
LEE RITENOUR
HOTTTEST:
KIM CARNES 2-1
RAYDIO 5-3
QUINCY JONES 9-4
SANTANA 14-7
CLARKE/DUKE 20-15
FM100/Memphis, TN Tom Prestigiacomo
MANHATTAN TRANSFE
HOTTTEST:
CHRIS CROSS 4-1
HALL & OATES 8-4
GARY U.S. BONDS 12-9
AIR SUPPLY 14-11
ROSANNE CASH 17-14
WNGX/Knoxville, TN Scott Majors
MANHATTAN TRANSFE
JOEY SCARBURY
CARPENTERS
ALABAMA
HOTTTEST:
KIM CARNES 1-1
OAK RIDGE BOYS 6-2
GARY U.S. BONDS 10-5
G. HARRISON 12-6
AIR SUPPLY 15-10
WSKZ/Chattanooga, TN David Carroll
POINTER SISTERS
ALABAMA
PHIL COLLINS
HOTTTEST:
G. HARRISON 4-1
AIR SUPPLY 10-7
OAK RIDGE BOYS 18-8
ELTON JOHN 17-13
MARTY BALIN 21-17
WAAY/Huntsville, AL Jim Kendrick
REO SPEEDWAGON
GARY WRIGHT
CARPENTERS
PRODUCERS
STACY LATTISAW
HOTTTEST:
HALL & OATES 2-1
OAK RIDGE BOYS 12-4
AIR SUPPLY 16-11
GARY U.S. BONDS 17-13
MARTY BALIN 20-14

KINT/El Paso, TX Jim Zippo
SMOKEY ROBINSON
COMMODORES
JACKSONS
HILL WRAY
TUBES
KUSH
LIMX
ANNE MURRAY
KOO & THE GANG
HOTTTEST:
STARS ON 45 1-1
HALL & OATES 6-3
RICK SPRINGFIELD 7-4
AIR SUPPLY 8-5
G. HARRISON 13-6
WERC/Birmingham, AL Al Karrh
CARPENTERS
ALABAMA
JOHN SCHNEIDER
HOTTTEST:
OAK RIDGE BOYS 1-1
KIM CARNES 2-2
HALL & OATES 6-3
STARS ON 45 4-4
G. HARRISON 16-6
KX104/Nashville, TN Jon Anthony
JUICE NEWTON
CHAKA KHAN
HOTTTEST:
G. HARRISON 4-1
OAK RIDGE BOYS 26-10
MARTY DALIN 22-17
SHEENA EASTON 27-20
JOEY SCARBURY 30-23
KJ100/Louisville, KY Tom Gilligan
LOVERBOY
JUDAS PRIEST
JOHN SCHNEIDER
PRODUCERS
BLACKFOOT
JEFF STARSHIP 1-1
RANDY MEISNER 6-3
AIR SUPPLY 9-4
GREG KINN 12-5
PHIL COLLINS 19-9
KHFI/Austin, TX Ed Volkman
LOVERBOY
PHIL COLLINS
DIONNE WARRICK
POINT BLANK
AC/DC
HOTTTEST:
OAK RIDGE BOYS 3-1
HALL & OATES 9-5
RUSH 12-8
G. HARRISON 14-10
JOEY SCARBURY 15-11
KBFM/McAllen/Brownsville, TX Marcelo Grajales
JOHN SCHNEIDER (RA)
RANDY VANWARMER (RA)
CHAKA KHAN
ROBERT GORDON
ERIC CLAPTON
STACY LATTISAW
SMOKEY ROBINSON
HOTTTEST:
KIM CARNES 1-1
RICK SPRINGFIELD 7-4
HALL & OATES 12-8
CLARKE/DUKE 17-15
CAROLE B. SAGER 23-18
WQRK/Norfolk, VA Ron Bates
ALAN PARSONS
38 SPECIAL
JIM STEINMAN
BILL DEAL & RONDE
HOTTTEST:
STARS ON 45 2-1
SHEENA EASTON 10-6
G. HARRISON 12-7
AIR SUPPLY 15-9
JOEY SCARBURY 16-11
KFMK/Houston, TX Jerry Steele
ALAN PARSONS
SHALAMAR
JIM PHOTOGLO
HOTTTEST:
SMOKEY ROBINSON 2-1
RAYDIO 5-2
STARS ON 45 28-7
G. HARRISON 24-11
AIR SUPPLY 23-18
KQ94/Little Rock, AR Michael York
PHIL COLLINS
JOE WALSH
ALABAMA
JACKSONS
BLACKFOOT
COMMODORES
HOTTTEST:
KIM CARNES 2-1
HALL & OATES 16-9
AIR SUPPLY 18-3
OAK RIDGE BOYS 26-19
MARTY BALIN D-22
G100/Mobile, AL Scott Griffith
OAK RIDGE BOYS
JOEY SCARBURY
REO SPEEDWAGON
CAROLE B. SAGER
APRIL WINE
HOTTTEST:
HALL & OATES 4-1
RICK SPRINGFIELD 12-5
AIR SUPPLY 13-6
G. HARRISON 14-7
MOODY BLUES 27-20
WAAY/Huntsville, AL Jim Kendrick
REO SPEEDWAGON
GARY WRIGHT
CARPENTERS
PRODUCERS
STACY LATTISAW
HOTTTEST:
HALL & OATES 2-1
OAK RIDGE BOYS 12-4
AIR SUPPLY 16-11
GARY U.S. BONDS 17-13
MARTY BALIN 20-14

CK101/Cocoa Beach, FL Steve Ocean
RED SPEEDWAGON (dp)
GREG KINN (dp)
RICK SPRINGFIELD
JUICE NEWTON
BROTHERS JOHNSON
CARPENTERS
GARY WRIGHT
SHEENA EASTON 3-1
HALL & OATES 19-14
JOEY SCARBURY 20-15
POINTER SISTERS 26-19
ERIC CLAPTON 32-25
WBEZ/Winston-Salem, NC Bob Mahoney
KENNY ROGERS
CARPENTERS
HOTTTEST:
KIM CARNES 1-1
SANTANA 11-7
OAK RIDGE BOYS 1-1
KIM CARNES 2-2
HALL & OATES 6-3
STARS ON 45 4-4
G. HARRISON 16-6
KX104/Nashville, TN Jon Anthony
JUICE NEWTON
CHAKA KHAN
HOTTTEST:
G. HARRISON 4-1
OAK RIDGE BOYS 26-10
MARTY DALIN 22-17
SHEENA EASTON 27-20
JOEY SCARBURY 30-23
KJ100/Louisville, KY Tom Gilligan
LOVERBOY
JUDAS PRIEST
JOHN SCHNEIDER
PRODUCERS
BLACKFOOT
JEFF STARSHIP 1-1
RANDY MEISNER 6-3
AIR SUPPLY 9-4
GREG KINN 12-5
PHIL COLLINS 19-9
KHFI/Austin, TX Ed Volkman
LOVERBOY
PHIL COLLINS
DIONNE WARRICK
POINT BLANK
AC/DC
HOTTTEST:
OAK RIDGE BOYS 3-1
HALL & OATES 9-5
RUSH 12-8
G. HARRISON 14-10
JOEY SCARBURY 15-11
KBFM/McAllen/Brownsville, TX Marcelo Grajales
JOHN SCHNEIDER (RA)
RANDY VANWARMER (RA)
CHAKA KHAN
ROBERT GORDON
ERIC CLAPTON
STACY LATTISAW
SMOKEY ROBINSON
HOTTTEST:
KIM CARNES 1-1
RICK SPRINGFIELD 7-4
HALL & OATES 12-8
CLARKE/DUKE 17-15
CAROLE B. SAGER 23-18
WQRK/Norfolk, VA Ron Bates
ALAN PARSONS
38 SPECIAL
JIM STEINMAN
BILL DEAL & RONDE
HOTTTEST:
STARS ON 45 2-1
SHEENA EASTON 10-6
G. HARRISON 12-7
AIR SUPPLY 15-9
JOEY SCARBURY 16-11
KFMK/Houston, TX Jerry Steele
ALAN PARSONS
SHALAMAR
JIM PHOTOGLO
HOTTTEST:
SMOKEY ROBINSON 2-1
RAYDIO 5-2
STARS ON 45 28-7
G. HARRISON 24-11
AIR SUPPLY 23-18
KQ94/Little Rock, AR Michael York
PHIL COLLINS
JOE WALSH
ALABAMA
JACKSONS
BLACKFOOT
COMMODORES
HOTTTEST:
KIM CARNES 2-1
HALL & OATES 16-9
AIR SUPPLY 18-3
OAK RIDGE BOYS 26-19
MARTY BALIN D-22
G100/Mobile, AL Scott Griffith
OAK RIDGE BOYS
JOEY SCARBURY
REO SPEEDWAGON
CAROLE B. SAGER
APRIL WINE
HOTTTEST:
HALL & OATES 4-1
RICK SPRINGFIELD 12-5
AIR SUPPLY 13-6
G. HARRISON 14-7
MOODY BLUES 27-20
WAAY/Huntsville, AL Jim Kendrick
REO SPEEDWAGON
GARY WRIGHT
CARPENTERS
PRODUCERS
STACY LATTISAW
HOTTTEST:
HALL & OATES 2-1
OAK RIDGE BOYS 12-4
AIR SUPPLY 16-11
GARY U.S. BONDS 17-13
MARTY BALIN 20-14

PARALLEL THREE
KILEY/Dayton, TX Scott Taylor
POINTER SISTERS
38 SPECIAL
APRIL WINE
POINT BLANK
HOTTTEST:
KIM CARNES 1-1
SANTANA 5-4
AIR SUPPLY 9-6
STARS ON 45 15-8
G. HARRISON 19-9
KSEL/Lubbock, TX Stan Cauties
BILLY BOUIER
38 SPECIAL
MOODY BLUES
BLACKFOOT
ALABAMA
HOTTTEST:
TOM PETTY 3-1
AIR SUPPLY 7-2
G. HARRISON 9-7
NEIL DIAMOND 10-8
OAK RIDGE BOYS 20-13
KCGQ/Columbus, GA Bob Raleigh
SPIDER
CLARKE/DUKE
PHIL COLLINS
POINTER SISTERS
HOTTTEST:
KIM CARNES 2-1
NEIL DIAMOND 7-2
AIR SUPPLY 18-5
G. HARRISON 26-8
KENNY ROGERS D-23
WFLB/Fayetteville, NC Larry Cannon
RONNIE MILSAP
CARPENTERS
DAN HARTMAN
JOHN DENVER
HOTTTEST:
JIM PHOTOGLO 4-1
JOEY SCARBURY 16-12
CAROLE B. SAGER 21-15
G. HARRISON 24-19
SMOKEY ROBINSON D-22
WHMY/Montgomery, AL Rich Thomas
REO SPEEDWAGON
SPIDER
JOHN SCHNEIDER
BLACKFOOT
JOHN DENVER (dp)
HOTTTEST:
OAK RIDGE BOYS 1-1
HALL & OATES 6-2
G. HARRISON 15-7
AIR SUPPLY 17-10
JOEY SCARBURY 26-22
WISE/Ashville, NC John Stevens
REO SPEEDWAGON
GARY WRIGHT
PRODUCERS
LOVERBOY
GREG KINN
SHEENA EASTON
RANDY VANWARMER
BLACKFOOT (dp)
SPLIT ENZ (dp)
TUBES
HOTTTEST:
ALAN PARSONS 5-1
JIM STEINMAN 8-5
PURE PRAIRIE LEAG 14-10
G. HARRISON 30-12
HALL & OATES 35-13
WFOV/Gainesville, GA Hank Dole
GARY WRIGHT
CARPENTERS
TUBES
HOTTTEST:
KIM CARNES 1-1
G. HARRISON 7-2
TOM PETTY 9-6
HALL & OATES 10-7
MOODY BLUES 21-16
WRGV/Roanoke, VA Barry Michaels
SHEENA EASTON
JOEY SCARBURY
MANHATTAN TRANSFE
HOTTTEST:
KIM CARNES 1-1
CLIMAX BLUES BAND 2-2
DOTTIE WEST 3-3
STARS ON 45 5-4
RAYDIO 6-6
FM99/Tallahassee, FL Jack Norris
REO SPEEDWAGON
DILLMAN BAND
QUINCY JONES
HOTTTEST:
KIM CARNES 1-1
HALL & OATES 8-5
G. HARRISON 15-10
AIR SUPPLY 16-11
RICK SPRINGFIELD 18-13

WKXV/Bartons, FL Tony Williams
38 SPECIAL
POINTER SISTERS
JOEY SCARBURY
HOTTTEST:
RICK SPRINGFIELD 2-1
G. HARRISON 10-4
TOM PETTY 11-7
AIR SUPPLY 13-9
SANTANA 20-12
KPUR/American, TX Wilson/Glass
KENNY ROGERS
BLACKFOOT
PHIL COLLINS
REO SPEEDWAGON
HOTTTEST:
KIM CARNES 1-1
G. HARRISON 10-3
TASTE OF HONEY 14-7
OAK RIDGE BOYS 17-10
JOEY SCARBURY D-20
WANS-FM/Anderson, SC McCown/Evans
SHEENA EASTON
REO SPEEDWAGON
PHIL COLLINS
BLACKFOOT
HOTTTEST:
STARS ON 45 1-1
HALL & OATES 7-2
G. HARRISON 12-5
AIR SUPPLY 15-9
ROSANNE CASH 21-13
WSQA/Savannah, GA Ray Williams
RICK SPRINGFIELD
SANTANA
JIM STEINMAN
HOTTTEST:
KIM CARNES 1-1
JOEY SCARBURY 23-19
SHEENA EASTON 28-22
OAK RIDGE BOYS D-26
95SQ/Savannah, GA Dave Carlisle
BLACKFOOT
BROTHERS JOHNSON
SPIDER
CAROLE B. SAGER
SPLIT ENZ
HOTTTEST:
KIM CARNES 1-1
TASTE OF HONEY 4-8
JOEY SCARBURY 23-19
SHEENA EASTON 28-22
OAK RIDGE BOYS D-26
Z102/Savannah, GA Ray Williams
JOEY SCARBURY
HOTTTEST:
G. HARRISON 2-1
OAK RIDGE BOYS 9-3
AIR SUPPLY 10-7
GARY U.S. BONDS 14-10
MARTY BALIN 18-12
KQ12 FM/American, TX Tim Butler
JOEY SCARBURY
LOVERBOY
POINT BLANK
MOODY BLUES
ALABAMA
POINTER SISTERS
HOTTTEST:
PHIL COLLINS 3-1
NEIL DIAMOND 13-8
RICK SPRINGFIELD 15-10
STARS ON 45 18-13
G. HARRISON 20-16
KVGL/Lafayette, LA Phillip Rankin
RUSH
ALABAMA
BILLY SQUIER
TUBES
HOTTTEST:
MARS PRODUCTION 1-1
KIM CARNES 2-2
RICK SPRINGFIELD 9-5
HALL & OATES 20-7
RICK KINN 25-13
WXLK/Roanoke, VA Russ Brown
BLACKFOOT
JAMES TAYLOR
JACKSONS
MOODY BLUES
WHO
HOTTTEST:
FRANKIE SMITH 3-1
HALL & OATES 16-9
ROBBIE DUPREZ 19-12
SHALAMAR 23-13
MARTY BALIN 24-18

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
F105/Boston
KSET-FM/El Paso
WRVO/Richmond
WAKX/Duluth
KWEN/Tulsa
WMEE/Ft. Wayne





# 1981 New Music

The 1981 New Music Seminar will be held at Private's club on 85th Street and Lexington Avenue in New York City on Monday and Tuesday (July 13-14). Designed to explore a variety of topics as they relate to professionals working within the field of new music (rock 'n' roll, disco, new wave, R&B, reggae, and rap records), the seminar will feature a keynote address by **Stiff Records** President and founder **Dave Robinson**.

Of particular interest to R&R readers will be the sections on commercial radio and alternative radio. Independent promoter **Joel Webber** will moderate the commercial radio discussion with panelists to include radio consultant **Lee Abrams**, **Atlantic Records'** **Alan Wolmark**, **WBCN/Boston GM Tony Berardini**, **WLIR/Long Island MD Ray White**, **WMMR/Philadelphia PD Charlie Kendall**, **Epic Records'** **Bob Feinegle**, independent promoter **Steve Leeds**, **Warner Bros. Records'** **Bonnie Simmons**, and **WXLO/New York's Barry Mayo**.

**Polygram Records'** **George Meier** will moderate the alternative radio section with panelists to include **WBCN/Boston's Jimmy Mack**, **WHFS/Bethesda's Dave Einstein**, **Record World's Frank Murray**, **WNYU/New York's Sal Locurto**, **College Media Journal's Robert**

# NOTS

of the day and/or night. (RA) indicates

## SOUTH Most Added® Hottest

**Carpenters** **George Harrison**  
**REO Speedwagon** **Air Supply**  
**Blackfoot** **Hall & Oates**

<b>Paso, TX</b> 30 <b>ROBINSON</b> <b>OREN</b> <b>MS</b> <b>RAY</b>  <b>MURRAY</b> <b>THE GANG</b> <b>EL</b> <b>ON 45 1-1</b> <b>OATES 6-3</b> <b>SPRINGFIELD 7-4</b> <b>PLY 8-5</b> <b>PRISON 13-6</b>  <b>Birmingham, AL</b>  <b>TERS</b> <b>IA</b> <b>CHNEIDER</b> <b>REI</b> <b>DGE BOYS 1-1</b> <b>ARNES 2-2</b> <b>OATES 6-3</b> <b>ON 45 4-4</b> <b>PRISON 16-6</b>  <b>Nashville, TN</b> <b>thony</b> <b>NEWTON</b> <b>KHAN</b> <b>SI</b> <b>PRISON 4-1</b> <b>DGE BOYS 26-10</b> <b>DALIN 22-17</b> <b>EASTON 27-20</b> <b>SCARBURY 30-23</b>  <b>Louisville, KY</b> <b>Higan</b> <b>DY</b> <b>PRIEST</b> <b>CHNEIDER</b> <b>ERS</b> <b>DOT</b> <b>STARSHIP 1-1</b> <b>NEISHER 6-3</b> <b>PLY 9-4</b> <b>HN 12-5</b> <b>LLINS 19-9</b>  <b>den, TX</b>	<b>CK101/Cocoa Beach, FL</b> <b>Steve Ocean</b>  <b>REO SPEEDWAGON (dp)</b> <b>GREG KINN (dp)</b> <b>RICK SPRINGFIELD</b> <b>JUICE NEWTON</b> <b>BROTHERS JOHNSON</b> <b>CARPENTERS</b> <b>GARY WRIGHT</b> <b>Hottest:</b> <b>SHEENA EASTON 3-1</b> <b>HALL &amp; OATES 19-14</b> <b>JOEY SCARBURY 20-15</b> <b>POINTER SISTERS 26-19</b> <b>ERIC CLAPTON 32-25</b>  <b>WSEZ/Winston-Salem, NC</b> <b>Bob Mahoney</b>  <b>KENNY ROGERS</b> <b>CARPENTERS</b> <b>Hottest:</b> <b>KIM CARNES 1-1</b> <b>SANTANA 11-7</b> <b>HALL &amp; OATES 20-15</b> <b>AIR SUPPLY 25-16</b> <b>POINTER SISTERS 35-23</b>  <b>KLAZ/Little Rock, AR</b> <b>Shawn Stephens</b>  <b>JOEY SCARBURY</b> <b>Hottest:</b> <b>NEIL DIAMOND 1-1</b> <b>TASTE OF HONEY 2-2</b> <b>TUFFY McELROY 4-3</b> <b>AIR SUPPLY 13-5</b> <b>SANTANA 12-9</b>  <b>KNUS/Dallas, TX</b> <b>Lorie Pittman</b>  <b>NEIL DIAMOND</b> <b>AIR SUPPLY</b> <b>JOE WALSH</b> <b>ANNE MURRAY</b> <b>Hottest:</b> <b>STARS ON 45 3-1</b> <b>KIM CARNES 2-2</b> <b>TASTE OF HONEY 5-5</b> <b>RAYDIO 9-7</b> <b>CLIMAX BLUES BAND 21-8</b>  <b>B97/New Orleans, LA</b> <b>Volpe/Louisou</b> <b>MOODY BLUES</b> <b>MANHATTAN TRANSFF</b>	<b>PARALLEL THREE</b> <b>KILE/Galveston, TX</b> <b>Scott Taylor</b>  <b>POINTER SISTERS</b> <b>38 SPECIAL</b> <b>APRIL WINE</b> <b>POINT BLANK</b> <b>Hottest:</b> <b>KIM CARNES 1-1</b> <b>SANTANA 5-4</b> <b>AIR SUPPLY 9-6</b> <b>STARS ON 45 15-8</b> <b>G. HARRISON 19-9</b>  <b>KSEL/Lubbock, TX</b> <b>Stan Castles</b>  <b>BILLY SQUIER</b> <b>38 SPECIAL</b> <b>MOODY BLUES</b> <b>BLACKFOOT</b> <b>ALABAMA</b> <b>Hottest:</b> <b>TOM PETTY 1-1</b> <b>AIR SUPPLY 7-2</b> <b>G. HARRISON 9-7</b> <b>NEIL DIAMOND 10-8</b> <b>OAK RIDGE BOYS 20-13</b>  <b>KCGQ/Columbus, GA</b> <b>Bob Raleigh</b>  <b>SPIDER</b> <b>CLARKE/DUKE</b> <b>PHIL COLLINS</b> <b>POINTER SISTERS</b> <b>Hottest:</b> <b>KIM CARNES 2-1</b> <b>NEIL DIAMOND 7-2</b> <b>AIR SUPPLY 18-5</b> <b>G. HARRISON 26-8</b> <b>KENNY ROGERS D-23</b>  <b>WFLB/Fayetteville, NC</b> <b>Larry Cannon</b>  <b>RONNIE MILSAP</b> <b>CARPENTERS</b> <b>DAN HARTMAN</b> <b>JOHN DENVER</b> <b>Hottest:</b> <b>JIM PHOTOGLO 4-1</b> <b>JOEY SCARBURY 16-12</b> <b>CAROLE B. SAGER 21-15</b> <b>G. HARRISON 24-19</b> <b>SNOKEY ROBINSON D-22</b>	<b>WKXV/Barnesville, FL</b> <b>Tony Williams</b>  <b>38 SPECIAL</b> <b>POINTER SISTERS</b> <b>JOEY SCARBURY</b> <b>Hottest:</b> <b>RICK SPRINGFIELD 2-1</b> <b>G. HARRISON 10-6</b> <b>TOM PETTY 11-7</b> <b>AIR SUPPLY 13-9</b> <b>SANTANA 20-12</b>  <b>KPUR/Amarillo, TX</b> <b>Wilson/Glass</b>  <b>KENNY ROGERS</b> <b>BLACKFOOT</b> <b>PHIL COLLINS</b> <b>REO SPEEDWAGON</b> <b>Hottest:</b> <b>KIM CARNES 1-1</b> <b>G. HARRISON 10-3</b> <b>TASTE OF HONEY 14-7</b> <b>OAK RIDGE BOYS 17-10</b> <b>JOEY SCARBURY D-20</b>  <b>WANB FM/Anderson, SC</b> <b>McCown/Evans</b>  <b>SHEENA EASTON</b> <b>REO SPEEDWAGON</b> <b>PHIL COLLINS</b> <b>38 SPECIAL</b> <b>BLACKFOOT</b> <b>Hottest:</b> <b>STARS ON 45 1-1</b> <b>HALL &amp; OATES 7-2</b> <b>G. HARRISON 12-5</b> <b>AIR SUPPLY 15-9</b> <b>ROSANNE CASH 21-13</b>  <b>WSGA/Savannah, GA</b> <b>Ray Williams</b> <b>RICK SPRINGFIELD</b> <b>SANTANA</b> <b>Hottest:</b> <b>KIM CARNES 1-1</b> <b>JOEY SCARBURY 17-7</b> <b>AIR SUPPLY 18-11</b> <b>POINTER SISTERS 26-21</b> <b>KENNY ROGERS 29-22</b>  <b>95SQF/Savannah, GA</b> <b>Dave Carlisle</b> <b>BLACKFOOT</b>
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## Portable Home Entertainment Systems Proliferate



In keeping with consumers' on-the-go lifestyles as well as the trend toward miniaturization, several companies have recently introduced portable all-in-one home entertainment systems. The **Sharp** entry (pictured at left) consists of an AM/FM radio, a cassette deck, a television with a five-inch diagonal screen, and two four-way speaker systems. The TV also features scanner tuning (the unit automatically switches to the closest available channel). **JVC**, which pioneered the all-in-one portables, has recently upgraded its models. The unit pictured at right includes an AM/FM radio, a cassette deck, and a color TV. Another model (not pictured) adds audio/visual input-output jacks, so that it can be used as a monitor when recording videotapes.

## AIMED AT SMALL MARKET STATIONS

### Warren-Van Pelt Offers Syndicated Music Service On Record

The **Warren-Van Pelt Association**, a Racine, WI-based radio programming and research firm, has recently instituted a unique music syndication service, tailored towards the needs of smaller market stations. This service consists of a symmetrical and thoroughly researched CHR music list, updated every 10 days. Along with the list, subscribers receive two copies of each playlisted record (singles and albums).

The firm claims a speed advantage over syndicators supplying music on tape, in that the Warren-Van Pelt service will have hot new songs in stations' hands within four days. In addition to the discs, station personnel is instructed in the proper rotation and dayparting of the records via the **Warren-Van Pelt Letter**. Additional "how-to" information is contained in the publication as well with subscribing stations also sharing the results of Warren-Van Pelt's continuous programming and marketing research.

This service is reportedly priced lower than those of taped music syndicators. A similar Country-formatted service is scheduled for availability by the end of summer. For further information, contact **Steven Warren** at (414) 886-0548.

## Fairlight Debuts Computer Capable Of Creating Any Sound

**Fairlight Instruments Inc.'s "CMI"** (Computer Musical Instrument) is a computer/synthesizer designed to provide musicians with a powerful tool for composition and live performance. Unlike conventional synthesizers, the "CMI" creates sounds digitally. The "CMI" is also capable of processing samples of non-musical natural sounds (a screeching tire, for instance).

The "CMI" consists of a computer, which uses a floppy disc memory; a master keyboard that can take on up to seven slave keyboards; and a Graphics Monitor, which resembles a cathode-ray-tube computer terminal. The latter comes with a light pen that allows you to "draw sounds" directly on the screen. The Graphics Monitor's alphanumeric, typewriter-style keyboard enables you to communicate with the computer. In addition,



tion, the "CMI" includes a live microphone that lets you blend real sounds with synthesized tones.

Another advantage of the "CMI" is that, used in conjunction with the "Fairlight Composer," hours of composition can be stored on floppy diskette for future performance. Despite the unit's virtually limitless capabilities, its price (\$36,000) places it outside the realm of most stations' production studios, at least for the present.

Among the musicians currently using the Fairlight "CMI" are **Stevie Wonder**, **Lindsey Buckingham** of **Fleetwood Mac**, **Barry Gibb**, and **Geordie Hormel** of L.A.'s **Village Recorder** studios. For further information, contact **Suzanne England** at Fairlight Instruments USA at 1610 Butler Ave., Los Angeles, CA 90025, (213) 478-2414.

# EXCLUSIVE!

in your market: the "Big Guy"



After excellent early response to his television commercials for Charter stations, **Gordon Jump**, of **WKRP in Cincinnati**, is now available as exclusive spokesman in non-Charter markets.

His humor, warmth and professionalism make him an ideal spokesman, no matter what the format of your station. The network-quality spots can give you the best look, image and message ever seen in your market.

To reserve the "Big Guy" as your exclusive spokesman, call today. Prices vary by market size. Production starts in July, offered only through Charter Broadcasting.



CONTACT: **John Bayliss**,  
**Russ Wittberger**, **Al Casey**  
PHONE: (714) 298-3390

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San Diego, CA 92108

# alized Adds & Hots



## STARTS YOUR

<p><b>WCBM/Baltimore</b> Hal Martin</p> <p>Polster Sisters Carpenters Julia Newton HOTTEST KIM CARMS Air Supply Sheena Easton (Modern)</p> <p><b>WBZ/Boston</b> Wendy Furiga</p> <p>PPL Joey Scarbury Julia Newton HOTTEST Neil Diamond Dottie West George Harrison Stars On 45</p> <p><b>WBAB/Bridgeport</b> Russa Gerhart</p> <p>Kenny Rogers Dennis Yost Carl Wilson Pointer Sisters Dionne Warwick HOTTEST George Harrison Ray Parker Jr. &amp; Raydio PPL Stars On 45 Jim Photoglo</p> <p><b>WBEN/Buffalo</b> Roger Christian</p> <p>Manhattan Transfer Pointer Sisters HOTTEST George Harrison Joey Scarbury Marty Ballin Carole B. Seger Lee Ritenour</p> <p><b>WQAR/Buffalo</b> Jerry Reo</p> <p>Ronnie Millap (Gettina) HOTTEST Air Supply George Harrison Manhattan Transfer Joey Scarbury Marty Ballin</p> <p><b>WRNE/erie</b> Ted Abbott</p> <p>Clarke/Duke Lee Ritenour Samantha Sang Carl Wilson HOTTEST Joey Scarbury Alan Parsons Oak Ridge Boys Air Supply Smiley Robinson (Bino)</p> <p><b>WEMF/Hickory</b> Chuck Morgan</p> <p>Carl Wilson Phil Everly John Schneider Julia Newton (Queen) Roberta Flack Bobby King Silvertide HOTTEST Kim Carnes Jim Photoglo Neil Diamond Manhattan Transfer Carole B. Seger</p> <p><b>WHAQ/Hopewell</b> B.J. Baumgardner</p> <p>Kenny Rogers Rosanne Cash Samantha Sang John Schneider Dennis Yost Carl Wilson HOTTEST Stars On 45 Manhattan Transfer Oak Ridge Boys George Harrison Sheena Easton (Modern)</p> <p><b>WFBH/Harrisburg</b> Bob Peira</p> <p>Sheena Easton (Modern) Kenny Rogers James Taylor Smiley Robinson (Forever) HOTTEST Kim Carnes Dottie West Neil Diamond George Harrison Air Supply</p> <p><b>WTTA/Hartford</b> Glenn Jacobson</p> <p>Joey Scarbury HOTTEST Dottie West Christopher Cross Neil Diamond Anne Murray Dolly Parton</p> <p><b>WJBL/Lenoire</b> Bob Nelson</p> <p>Clarke/Duke Larry Graham Carl Wilson Randy Vanmarck (OP) Tubes (OP) HOTTEST George Harrison Air Supply Manhattan Transfer Marty Ballin Julia Newton (Queen)</p> <p><b>WQAR/Manchester</b> Karen Anderson</p> <p>Alan Parsons Joey Scarbury HOTTEST Neil Diamond George Harrison Dottie West Gino Vannelli Don McLean</p> <p><b>WHEN/Syracuse</b> Dobbie Stoughtenger</p> <p>Manhattan Transfer Joey Scarbury Kenny Rogers REO Speedwagon HOTTEST Climas Blues Band Stars On 45 Neil Diamond George Harrison Hall &amp; Oates (Dreams)</p> <p><b>WABM/Washington D.C.</b> Bob Duckman</p> <p>Air Supply Alan Parsons Rosanne Cash HOTTEST Marty Ballin Kenny Rogers Dottie West Kim Carnes</p> <p><b>WATR/Waterbury</b> Rick O'Connor</p> <p>Joe Cheamy Band John Schneider Carl Wilson HOTTEST Kim Carnes Jim Photoglo Jesse Winchester Manhattan Transfer Rosanne Cash</p> <p><b>WHEU/Wheeling</b> Amos/Wei</p> <p>Carl Wilson Niteflyte Terry Gibbs (Rich) Tubes (OP) REO Speedwagon (OP) Dennis Yost Oak Ridge Boys Ray Parker Jr. &amp; Raydio HOTTEST Air Supply Santana Garry U.S. Bonds</p> <p><b>WSPA/ort</b> Jim Horn</p> <p>Julia Newton (Queen) Anne Murray (Hold) HOTTEST Neil Diamond &amp; Raydio George Harrison Joey Scarbury Gino Vannelli</p>	<p><b>WAR/Waaron</b> Bill Hart</p> <p>Kenny Rogers Julia Newton (Queen) Marty Ballin Alan Parsons John Schneider HOTTEST Neil Diamond Dottie West George Harrison Air Supply Manhattan Transfer</p> <p><b>WHBY/Appleton</b> Jeff Clark</p> <p>Alan Parsons E. Humphreys Anne Murray (Hold) Carpenters Carl Wilson Diana Ross HOTTEST Neil Diamond George Harrison Barbra Streisand (Promises) Air Supply George Harrison Oak Ridge Boys</p> <p><b>WKIQ/Bowling Green</b> John Bean</p> <p>John Schneider Kenny Rogers Carl Wilson Dennis Yost Abba (On) HOTTEST Dottie West Stars On 45 George Harrison Neil Diamond Don McLean Ray Parker Jr. &amp; Raydio</p> <p><b>WHBC/Canton</b> Mike Don</p> <p>Carl Wilson Kenny Rogers HOTTEST Jesse Winchester Dottie West Clarke/Duke Jim Photoglo Barbra Streisand</p> <p><b>WFYR/Chicago</b> John Wetherbee</p> <p>None HOTTEST Kim Carnes Taste Of Honey Climas Blues Band Ray Parker Jr. &amp; Raydio Hall &amp; Oates (Dreams)</p>	<p><b>Greg Picciano</b></p> <p>Kenny Rogers James Taylor Dionne Warwick Carpenters Smiley Robinson (Forever) Carl Wilson HOTTEST Kim Carnes George Harrison Air Supply Joey Scarbury Sheena Easton (Modern)</p> <p><b>WGAR/Cleveland</b> Chuck Collier</p> <p>None HOTTEST Stars On 45 George Harrison Barbra Streisand Oak Ridge Boys FRANK &amp; KNOCKOUTS Air Supply</p> <p><b>WVWC/Cleveland</b> Terry Patrick</p> <p>Joey Scarbury Manhattan Transfer Carole B. Seger HOTTEST Dottie West Neil Diamond Champaign (Now) HOTTEST Dottie West Stars On 45 George Harrison Neil Diamond Don McLean Ray Parker Jr. &amp; Raydio</p> <p><b>KQOF/Coffeyville</b> McCard</p> <p>Carl Wilson Stacy Lattisaw Terry Gregory Albert Hammond Kenny Rogers Bobby King Phil Collins (Air) Lisa Del Bello Yutaka Willie Nelson (Good) Delbert McLinton Rodney Lay HOTTEST Anne Murray (Blessed) Kim Carnes T.G. Sheppard Chuck Mangione (Tarentella) Julia Newton (Queen)</p> <p><b>WFYR/Chicago</b> John Wetherbee</p> <p>None HOTTEST Kim Carnes Taste Of Honey Climas Blues Band Ray Parker Jr. &amp; Raydio Hall &amp; Oates (Dreams)</p>	<p><b>WTVN/Columbus</b> Danny Nugent</p> <p>Jim Photoglo Joey Scarbury HOTTEST Air Supply Neil Diamond PPL Dottie West George Harrison</p> <p><b>WVHO/Dayton</b> Peggy Powell</p> <p>Terry Gibbs (Rich) Alabama Dennis Yost HOTTEST Anne Murray Stars On 45 George Harrison Barbra Streisand Oak Ridge Boys</p> <p><b>KRNT/Des Moines</b> Scott Huskey</p> <p>None HOTTEST Sheena Easton (Train) John Lennon Climas Blues Band Oak Ridge Boys Neil Diamond</p> <p><b>WDFW/Film</b> Paul Landino</p> <p>James Taylor E. Humphreys John Schneider John Denver HOTTEST Neil Diamond Air Supply Manhattan Transfer Rosanne Cash Sheena Easton (Modern)</p> <p><b>WACU/Freeport</b> Larry Lance</p> <p>Carl Wilson John Schneider Carpenters Terry Gibbs (Rich) HOTTEST John Lennon Dottie West Neil Diamond George Harrison Air Supply</p> <p><b>KWOS/Jefferson City</b> Steve Morse</p> <p>Carpenters Terry Gibbs (Rich) Cheryl Lynn Delbert McLinton Carl Wilson Bobby King Janis Ian HOTTEST Kim Carnes Stars On 45 George Harrison Air Supply Joey Scarbury</p> <p><b>KFOR/Lincoln, NE</b> Patti Moran</p> <p>Joey Scarbury Marty Ballin John Schneider John Denver Carl Wilson Phil Everly Dionne Warwick Julia Newton (Queen) HOTTEST Dottie West Neil Diamond Alan Parsons Alabama George Harrison Kim Carnes</p> <p><b>KLMB/Lincoln</b> Gary Collins</p> <p>John Denver Manhattan Transfer Julia Newton (Queen) Kenny Rogers HOTTEST Dottie West Sheena Easton (Modern) John Lee HOTTEST Kim Carnes Stars On 45 Neil Diamond Rosanne Cash Gino Vannelli</p> <p><b>WBOV/Roanoke</b> Rita Batcher</p> <p>John Schneider Manhattan Transfer James Taylor HOTTEST Kim Carnes Stars On 45 Neil Diamond Rosanne Cash Gino Vannelli</p>	<p><b>WDFW/Film</b> Paul Landino</p> <p>James Taylor E. Humphreys John Schneider John Denver HOTTEST Neil Diamond Air Supply Manhattan Transfer Rosanne Cash Sheena Easton (Modern)</p> <p><b>WACU/Freeport</b> Larry Lance</p> <p>Carl Wilson John Schneider Carpenters Terry Gibbs (Rich) HOTTEST John Lennon Dottie West Neil Diamond George Harrison Air Supply</p> <p><b>KWOS/Jefferson City</b> Steve Morse</p> <p>Carpenters Terry Gibbs (Rich) Cheryl Lynn Delbert McLinton Carl Wilson Bobby King Janis Ian HOTTEST Kim Carnes Stars On 45 George Harrison Air Supply Joey Scarbury</p> <p><b>KFOR/Lincoln, NE</b> Patti Moran</p> <p>Joey Scarbury Marty Ballin John Schneider John Denver Carl Wilson Phil Everly Dionne Warwick Julia Newton (Queen) HOTTEST Dottie West Neil Diamond Alan Parsons Alabama George Harrison Kim Carnes</p> <p><b>KLMB/Lincoln</b> Gary Collins</p> <p>John Denver Manhattan Transfer Julia Newton (Queen) Kenny Rogers HOTTEST Dottie West Sheena Easton (Modern) John Lee HOTTEST Kim Carnes Stars On 45 Neil Diamond Rosanne Cash Gino Vannelli</p> <p><b>WBOV/Roanoke</b> Rita Batcher</p> <p>John Schneider Manhattan Transfer James Taylor HOTTEST Kim Carnes Stars On 45 Neil Diamond Rosanne Cash Gino Vannelli</p>	<p><b>WJON/Bl. Cloud</b> Tom Booth</p> <p>James Taylor Kenny Rogers Carl Wilson John Denver HOTTEST Rovers Stars On 45 Oak Ridge Boys Air Supply George Harrison</p> <p><b>WBTU/Steubenville</b> Greg McCubough</p> <p>James Taylor Clarke/Duke Pointer Sisters Kenny Rogers Abba (On) Dionne Warwick Alabama Smiley Robinson (Forever) HOTTEST Neil Denver (OP) HOTTEST Jesse Winchester George Harrison Rosanne Cash Neil Diamond Gino Vannelli Don McLean Ray Parker Jr. &amp; Raydio</p> <p><b>WISN/Milwaukee</b> Dave Denver</p> <p>James Taylor Carl Wilson HOTTEST Dottie West Neil Diamond Jesse Winchester George Harrison Rosanne Cash</p> <p><b>WTLJ/Milwaukee</b> Sam Armatto</p> <p>Kenny Rogers James Taylor HOTTEST Anne Murray (Blessed) Michael Jackson Paul Anka T.G. Sheppard Neil Diamond</p> <p><b>KSTP/Minneapolis</b> Don Mitchell</p> <p>Lee Ritenour Oak Ridge Boys HOTTEST Dottie West Neil Diamond Don McLean Gino Vannelli Ray Parker Jr. &amp; Raydio</p> <p><b>WCCO-AM/Minneapolis</b> Denny Long</p> <p>None HOTTEST Anne Murray (Hold) Carpenters Johnny Cash Carl Wilson HOTTEST Roberta Flack HOTTEST James Galway Terry Cashman</p> <p><b>WCCO-FM/Minneapolis</b> Curt Lundgren</p> <p>Kenny Rogers HOTTEST Air Supply Taste Of Honey Dottie West</p> <p><b>KLTE/Oklahoma City</b> John Williams</p> <p>Kenny Rogers Pointer Sisters Manhattan Transfer Razzy Bailey Johnny Lee HOTTEST George Harrison Jim Photoglo Marty Ballin Barbra Streisand Air Supply</p> <p><b>KMRJ/Pittsburg</b> Linnie Swonger</p> <p>Carpenters HOTTEST Dennis Yost Marty Ballin HOTTEST George Harrison Jesse Winchester Stars On 45 Jim Photoglo Air Supply</p> <p><b>WOUA/Quad Cities</b> Jack McKay</p> <p>Res Smith &amp; Rachel Sweet Carl Wilson Alan Parsons Alabama HOTTEST Sheena Easton (Modern) Gino Vannelli Manhattan Transfer Dottie West Barbra Streisand</p> <p><b>WBOV/Roanoke</b> Rita Batcher</p> <p>John Schneider Manhattan Transfer James Taylor HOTTEST Kim Carnes Stars On 45 Neil Diamond Rosanne Cash Gino Vannelli</p>	<p><b>WABZ/Albemarle</b> Mark Robinson</p> <p>Julia Newton (Queen) Dionne Warwick Kenny Rogers HOTTEST Stacey Lattisaw Carl Wilson (OP) John Denver (OP) HOTTEST George Harrison Air Supply Joey Scarbury Sheena Easton (Modern) Marty Ballin</p> <p><b>WLTJ/Atlanta</b> Allen Saunders</p> <p>Carpenters Johnny Cash Carl Wilson HOTTEST Paul Anka Dennis Yost George Washington Jr. (Just) Lenore O'Malley Nicolette Larson</p> <p><b>WBB/Atlanta</b> George Fisher</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WJBO/Baton Rouge</b> Laurie Harrison</p> <p>Kenny Rogers James Taylor Terry Gibbs (Rich) HOTTEST Ray Parker Jr. &amp; Raydio Oak Ridge Boys Alan Parsons George Harrison Joey Scarbury</p> <p><b>WBT/Charlotte</b> Bicket/Rose</p> <p>Marty Ballin Carpenters HOTTEST Neil Diamond Dottie West George Harrison Jesse Winchester Lee Ritenour</p> <p><b>WCHW/Charlotteville</b> Thomas H. Twine</p> <p>Kenny Rogers Pointer Sisters Dionne Warwick Clarke/Duke HOTTEST Tom Leabrick Smiley Robinson Air Supply Taste Of Honey Hall &amp; Oates (Dreams) George Harrison Gino Vannelli</p> <p><b>WDEF/Chattanooga</b> Stanley Hall</p> <p>Carl Wilson E. Humphreys Glady's Knight &amp; Pips John Schneider Kenny Rogers Johnny Lee (Hope) HOTTEST Razzy Bailey Barbra Streisand B.J. Thomas Taffey McIlroy</p> <p><b>WIBC/Columbia</b> Bob Derts</p> <p>Carl Wilson Julia Newton (Queen) E. Humphreys Kenny Rogers Dionne Warwick HOTTEST Gino Vannelli Dottie West George Harrison Lee Ritenour Oak Ridge Boys</p> <p><b>WYMG/Mayfield</b> Mike Brophy</p> <p>Carl Wilson Dennis Yost Marty Ballin Bobbie Dupree Emmylou Harris HOTTEST Elio Carnes Neil Diamond Oak Ridge Boys Ray Parker Jr. &amp; Raydio Stars On 45</p>	<p><b>WDBF/Daytona Beach</b> Mark D'Angio</p> <p>Kenny Rogers Anne Murray Pointer Sisters Marty Ballin HOTTEST Dottie West Neil Diamond Ray Parker Jr. &amp; Raydio George Harrison</p> <p><b>WFLR/FL. Lauderdale</b> Scott Fischer</p> <p>Alan Parsons Carpenters Carl Wilson HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p> <p><b>WBLV/Jackson</b> Wah Grayson</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSB/Atlanta</b> George Fisher</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSM-FM/Asheville</b> Donna Brake</p> <p>Carpenters George Washington Jr. (WineLight) Ray Parker Jr. &amp; Raydio Smiley Robinson (Forever) HOTTEST John Lennon Ray Parker Jr. &amp; Raydio Alan Parsons Jesse Winchester Steve Winwood (Arc)</p> <p><b>WYAR/Richmond</b> Dick Gram</p> <p>Anne Murray (Hold) Clarke/Duke Carole B. Seger Delbert McLinton Bobby King HOTTEST Manhattan Transfer Julia Newton (Queen) Dionne Warwick HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p> <p><b>WYFA/Richmond</b> Dick Gram</p> <p>Anne Murray (Hold) Clarke/Duke Carole B. Seger Delbert McLinton Bobby King HOTTEST Manhattan Transfer Julia Newton (Queen) Dionne Warwick HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p> <p><b>WYFA/Richmond</b> Dick Gram</p> <p>Anne Murray (Hold) Clarke/Duke Carole B. Seger Delbert McLinton Bobby King HOTTEST Manhattan Transfer Julia Newton (Queen) Dionne Warwick HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p>	<p><b>WDBF/Daytona Beach</b> Mark D'Angio</p> <p>Kenny Rogers Anne Murray Pointer Sisters Marty Ballin HOTTEST Dottie West Neil Diamond Ray Parker Jr. &amp; Raydio George Harrison</p> <p><b>WFLR/FL. Lauderdale</b> Scott Fischer</p> <p>Alan Parsons Carpenters Carl Wilson HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p> <p><b>WBLV/Jackson</b> Wah Grayson</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSB/Atlanta</b> George Fisher</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSM-FM/Asheville</b> Donna Brake</p> <p>Carpenters George Washington Jr. (WineLight) Ray Parker Jr. &amp; Raydio Smiley Robinson (Forever) HOTTEST John Lennon Ray Parker Jr. &amp; Raydio Alan Parsons Jesse Winchester Steve Winwood (Arc)</p> <p><b>WYAR/Richmond</b> Dick Gram</p> <p>Anne Murray (Hold) Clarke/Duke Carole B. 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Lauderdale</b> Scott Fischer</p> <p>Alan Parsons Carpenters Carl Wilson HOTTEST Maureen McGovern Neil Diamond Michael Jackson Anne Murray Dottie West</p> <p><b>WBLV/Jackson</b> Wah Grayson</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSB/Atlanta</b> George Fisher</p> <p>Anne Murray (Hold) Alabama Santana Rich Springfield Carl Wilson HOTTEST Neil Diamond Jesse Winchester Air Supply George Harrison Elton John</p> <p><b>WWSM-FM/Asheville</b> Donna Brake</p> <p>Carpenters George Washington Jr. (WineLight) Ray Parker Jr. &amp; Raydio Smiley Robinson (Forever) HOTTEST John Lennon Ray Parker Jr. &amp; Raydio Alan Parsons Jesse Winchester Steve Winwood (Arc)</p> <p><b>WYAR/Richmond</b> Dick Gram</p> <p>Anne Murray (Hold) Clarke/Duke Carole B. 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**ALL STATIONS  
REPORTED THIS WEEK**

**117 REPORTERS  
117 LAST WEEK**



**Walt  
Love**

# Black Radio

"YOU'VE GOTTA BELIEVE"

## WHUR: Fighting Back Against Urban Contemporary

At the up-and-coming NAB Radio Programming Conference in Chicago, there will be a discussion on the effects Urban Contemporary stations have had on the ratings of traditional Black stations by taking away significant numbers of black listeners — in a relatively short period of time. I do not know at this time the specific approach that will be used, but I am aware that there are a significant number of black programmers and general managers who want to know how to get back those (lost) ratings shares or how to hold on to those ratings they presently have. The star villains in this scenario, as some see it, are and have been the Urban Contemporary formats. By playing, in most cases, 85-90 percent black artists, these stations have made it quite difficult for some standard Black-formatted stations.

### A Classic Showdown

When you think about a particular example of the Urban Contemporary/Standard Black confrontation, none is more classic than the one in Washington, DC between WHUR and WKYS. For those not familiar with the Washington market in regard to Black radio, black music, and black people, WHUR was the Black station most listened to by blacks during the mid-seventies, owned and operated by Howard University. During this same period WKYS was new to the market, complete with a new format — Disco. Owned and operated by NBC, WKYS was programmed by whites (at the time). By appealing to blacks with a slick, professional, mechanical, and heavily-contested contemporary approach, WKYS defeated WHUR in the Arbitron ratings.

It was clear that some blacks had tuned out to see what the new deal was all about. So, WHUR either had to wait and see what would happen or proceed with some form of action. In an attempt to find out exactly what types of action (if any) were taken, I contacted WHUR's General Manager, Robert Taylor, and Program Director Jesse Fax. I found it quite informative and inspiring listening to both men express how they managed to get back most of the lost audience.

### WHUR's Counterattack

While speaking with Mr. Taylor, I got the feeling that he is one of those GM's who is willing to listen, not only to his program director, but to the community as well. "Our first and major concern was to do as much as we possibly could to find out what our listening audience wanted," he told me. "We began the process by conducting a couple of surveys, one that we paid for professionally and another conducted by Howard University students. Along with survey findings we used various



**LAKESIDE AT HOME IN DAYTON** — Solar recording artists Lakeside took time out of their busy schedules to visit friends in their hometown of Dayton, Ohio. Pictured (l-r, back) are WDAO's afternoon personality Michael Ecton, Lakeside's Otis Stokes, WDAO morning man Kenneth Ray Tevis, and Steve Shockley of Lakeside; (l-r, front) WDAO MD Langford Stephens, PD Turk Logan, and Lakeside's road manager Frank Stokes.

*"We learned a long time ago that if you stay away from the hit records then a lot of your listeners are going to stay away from your radio station."*

— Jesse Fax



other bits and pieces of information: audience feedback, call-ins, etc. In fact, one time we went on the air (myself as GM, my PD, and my News Director) for one hour, inviting our audience to call up and raise questions, praising or criticizing us. We made certain changes in our music format, nothing major. Before the surveys we were basically a Black R&B station, progressive, and after the findings we're basically the same. I think that the only major musical change (after the surveys) was a little less jazz on the station than there had been before. We kept roughly the same amount of R&B. I think we added a few pop tunes by white artists but not that many.

"We also changed some of our announcing shifts around and made a few programmatic changes, instituting several audience call-in shows. For example, we did an hour-long call-in sports show where the audience could talk with some local sports figure twice a week. We had a similar program with some local figure

in the news where the audience would call in and talk directly to the person. We had a lot less music in the morning and a lot more information.

"As a result of all of this the ratings began to climb and pretty steadily; in a recent Mediatrend we ended up #1 in the market, so we felt pretty satisfied with that. I guess the only thing I would add is that sometimes in these situations you're doing several things at one time and you're changing several things so you don't always know exactly what it was that did it."

### Programming Perspective

Obviously a loyal supporter of the cause, WHUR's Program Director Jesse Fax expressed his ideas and opinions regarding the WHUR/WKYS battle. I asked Jesse to tell us the types of things he had to do to combat the overall success of WKYS. "We didn't do an awful lot of counterprogramming with WKYS. As you may know, when they first came into the market five or six years ago, they came in as a Disco station and they made an impact commensurate with what Disco was doing at the time. They didn't become number one but they did make an impact and that impact stayed with them for about a year-and-a-half.

"Age-wise our listeners range from 20-40, black people with a fairly good degree of intelligence, so we keep that in mind when we program; we'll go back for a Billie Holiday or a Carmen McRae, we'll program an Ahmad Jamal, or mainstream George Benson cut, and we feel that is the kind of thing that appeals. But at the same time we realize that a lot of our listeners don't have that taste, they still like to pat their feet to the beat, so we've got to program the hits. We learned a long time ago that if you stay away from the hit records then a lot of your listeners are going to stay away from your radio station. So we try to come up with what we consider to be a pretty good balance. It's a blend of what we think people want and what we think people need. Our overall programming philosophy is based on giving people 70% of what they want and 30% of what they need. That goes for music, news, public affairs, or whatever."

I asked both gentlemen to give us some closing words of wisdom. Jesse Fax said, "Don't be afraid, do your homework, and if you really have confidence in what you're doing, along with good programming on your station, then I would say stick with it."

Robert Taylor said, "Our approach was that the first thing to do was to find out what your audience wanted. You can't do that by guessing at it. You've got to go out there and ask them what they want. Second to that, as a responsible broadcaster I think it's also necessary to have some idea of what the audience needs, because they may not always know exactly what is needed. You have to combine what you think is needed and what they say they want. Hopefully, out of that combination you can come up with just the right mix that's going to be good for you."

**NOTE:** The last two ARB's for WKYS were 7.0 and 6.9. To show WHUR's climb, the last three ARB's were 3.0 to 4.7 and now a 5.1. Instead of thinking Black radio is doomed, think positive!!

## Action

- June is Black Music Month, and WCIN/Cincinnati will once again celebrate by airing vintage recordings from the 50's and early 60's. All this month, listeners will be able to enjoy the music of our heritage. Artists such as the Platters, Jackie Wilson, the Coasters, Sam Cooke, and the Ink Spots will be featured. Program Director Mike Roberts says, "Last year when we did this it was such a success, we decided to do it again. It's also a good idea to let young people experience the music of the past from time to time." WCIN's contemporary sister station WBLZ will also celebrate Black Music Month by featuring local black artists once per hour. Roberts adds, "If we don't play our local groups, why should any other market!" Some local groups who've received airplay are Midnight Star, Syn-Bad, and E.S.P.

- For those who don't know — WDKX/Rochester, NY is the first Black-owned 24-hour radio station in the state of New York. It's owned by Andrew Langston, who is also the General Manager. Langston most recently was made President of the Rochester Radio Broadcasters Association and the National Association of Black Owned Broadcasters.

- Robert Tucker, formerly of WJJS/Lynchburg, VA, is now a staff announcer at WTOY/Roanoke. Mel Jones is now doing 10am-3pm at WTOY.

- Benny Martinez has been added to KDAY/Los Angeles's air staff. Martinez will be doing weekends, fill-ins, and vacation relief to start. Benny most recently has worked with KGGI/Riverside as well as KIIS-FM as a part-timer.

- On the record industry side of things, Primus Robinson, National Director of R&B Promotion for Elektra/Asylum, has exited the company.

- Art Young is the new Music Director at WJJS/Lynchburg, VA, and he is also doing the 7pm-midnight air shift. Art just made the move from TV back to radio.

MIDWEST Most Added Hottest

Joey Scarbury, Kenny Rogers, Pointer Sisters, Kim Carnes, George Harrison, Air Supply

ADDS & HOTS

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

WEST Most Added Hottest

REO Speedwagon, George Harrison, Joe Walsh, Kim Carnes, Sheena Easton, Air Supply

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Terl Hunter

BLACKFOOT, JOE WALSH, LEE RITENOUR, PURE PRAIRIE LEAG, MARTY BALIN, KIM CARNES 1-1, G. HARRISON 13-8, AIR SUPPLY 14-10, RICK SPRINGFIELD 17-13, HALL & OATES 18-14

KIOA/Des Moines, IA

A.W. Pantoja

JOEY SCARBURY, BLACKFOOT, 38 SPECIAL, JUICE NEWTON, PHIL COLLINS, GINO VANNELLI 1-1, STARS ON 45 11-2, G. HARRISON 9-3, HALL & OATES 17-10, ALAN PARSONS 23-13

KOFM/Oklahoma City, OK

Chuck Morgan

ROSANNE CASH, OAK RIDGE BOYS, MANHATTAN TRANSP, CLARKE/DUKE, HALL & OATES, KENNY ROGERS, POINTER SISTERS, MARTY BALIN, KIM CARNES 3-1, NEIL DIAMOND 10-9, G. HARRISON 14-11, CHAMPAIGN 21-17, JOHN DENVER 30-20

KRAV/Tulsa, OK

Gary Reynolds

JOEY SCARBURY, OAK RIDGE BOYS 1-1, HALL & OATES 3-2, AIR SUPPLY 7-3, ALAN PARSONS 11-8, KENNY ROGERS D-13

KZ93/Peoria, IL

Keith Edwards

38 SPECIAL, POINTER SISTERS, JOEY SCARBURY, RUSH, G. HARRISON 7-1, TOM PETTY 3-2, AIR SUPPLY 6-4, HALL & OATES 11-7, REO SPEEDWAGON 17-10

WGRD/Grand Rapids, MI

Ray Baker

JIM PHOTOGLO, KENNY ROGERS, AIR SUPPLY 8-1, RICK SPRINGFIELD 2-2, KIM CARNES 3-3, G. HARRISON 14-6, APRIL WINE 20-13

WHOT/Youngstown, OH

Dick Thompson

KENNY ROGERS, MOODY BLUES, JOEY SCARBURY, G. HARRISON 6-1, NEIL DIAMOND 9-5, AIR SUPPLY 15-8, TOM PETTY 17-13, HALL & OATES 20-14

WNAP/Indianapolis, IN

Chad Hunt

ELTON JOHN, REO SPEEDWAGON, PHIL COLLINS, CLARKE/DUKE, ROSANNE CASH, RICK SPRINGFIELD 2-1, G. HARRISON 10-8, LEE RITENOUR 12-9, NEIL DIAMOND 17-10, GARY U.S. BONDS 20-15

WNCU/Columbus, OH

Steve Edwards

ALAN PARSONS, JIM STEINMAN, PHIL COLLINS, 38 SPECIAL, KIM CARNES 1-1, RICK SPRINGFIELD 11-5, G. HARRISON 18-8, ROSANNE CASH 15-9, SANTANA 19-11

WOMO/Toledo, OH

John Zion

JOEY SCARBURY, CLARKE/DUKE, NEIL DIAMOND 2-1, SHEENA EASTON 9-5, HALL & OATES 12-8, AIR SUPPLY 14-9, OAK RIDGE BOYS 28-20

WOW/Omaha, NE

J.C. Corcoran

ALAN PARSONS, POINTER SISTERS, MOODY BLUES (dp), KIM CARNES 1-1, STARS ON 45 9-4, REO SPEEDWAGON 10-7, G. HARRISON 15-9, MANHATTAN TRANSP 24-18

WVIC/East Lansing, MI

Jim St John

KENNY ROGERS, RANDY VANWARMER, 38 SPECIAL, ERIC CLAPTON, ALABAMA, COMMODORES, SMOKEY ROBINSON, ANNE MURRAY, POINT BLANK, KIM CARNES 1-1, GINO VANNELLI 2-2, NEIL DIAMOND 15-3, JOHN LENNON 4-4, TOM PETTY 5-5

KSTT/Davenport, IA

Bill Young

KENNY ROGERS, MOODY BLUES, PHIL COLLINS, JOEY SCARBURY, OAK RIDGE BOYS, KIM CARNES 1-1, G. HARRISON 7-2, AIR SUPPLY 6-4, HALL & OATES 12-6, GARY U.S. BONDS 10-7

WISM/Madison, WI

Birch Starr

ALAN PARSONS, NEIL DIAMOND 1-1, TASTE OF HONEY 5-5, AIR SUPPLY 16-11, MANHATTAN TRANSP 24-18, POINTER SISTERS 30-23

KEYN-FM/Wichita, KN

Terrri Springs

KENNY ROGERS, LEE RITENOUR, JOEY SCARBURY, KIM CARNES 2-1, STYX 7-5, RAYDIO 11-8, AIR SUPPLY 14-10, RICK SPRINGFIELD 18-14

WYFM/Youngstown, OH

Jeff Tobin

RICK SPRINGFIELD, STARS ON 45 2-1, FRANKIE/KNOCKOUTS 8-6, G. HARRISON 13-11, AIR SUPPLY 17-12, GARY U.S. BONDS 19-14

WTWR/Detroit, MI

Kurt Kelly

JOEY SCARBURY, KENNY ROGERS, KIM CARNES 1-1, NEIL DIAMOND 12-5, AIR SUPPLY 17-8, HALL & OATES 22-11, GARY U.S. BONDS 21-12

WNAM/Appleton-Oshkosh, WI

Jay Tyler

POINTER SISTERS, JUICE NEWTON, DIONNE WARWICK, RICK SPRINGFIELD 2-1, OAK RIDGE BOYS 9-5, AIR SUPPLY 11-6, ALAN PARSONS 16-11, MANHATTAN TRANSP 28-19

WGBF/Evansville, IN

Kevin Carpenter

KENNY ROGERS, JOEY SCARBURY, SHEENA EASTON, MANHATTAN TRANSP, CLARKE/DUKE, KIM CARNES 1-1, G. HARRISON 7-2, STARS ON 45 8-3, AIR SUPPLY 9-6, HALL & OATES 13-10

WRBR/South Bend, IN

Joe Lightner

KENNY ROGERS, JOEY SCARBURY, KIM CARNES 1-1, CLIMAX BLUES BAND 3-2, TASTE OF HONEY 14-10, CHAMPAIGN 16-12, G. HARRISON 22-16

WZOK/Rockford, IL

Mr. Ed

MARTY BALIN, OAK RIDGE BOYS, GREG KINN, KIM CARNES 1-1, RICK SPRINGFIELD 6-3, G. HARRISON 8-4, HALL & OATES 13-7, SANTANA 16-9

Z104/Madison, WI

Lttda/Hudson

REO SPEEDWAGON, BILLY SQUIER, JOEY SCARBURY, KIM CARNES 1-1, SHEENA EASTON 23-12, G. HARRISON 20-14, AIR SUPPLY 28-17, GREG KINN 24-21

WIKS/Indianapolis, IN

Mike Tinnis

REO SPEEDWAGON, KIM CARNES 2-1, AC/DC 6-3, RICK SPRINGFIELD 15-9, NEIL DIAMOND 23-18, SANTANA 28-23

U93/South Bend, IN

J.K. Dearing

PURE PRAIRIE LEAG, KIM CARNES 1-1, RAYDIO 10-4, FRANKIE/KNOCKOUTS 12-7, STARS ON 45 16-8, RICK SPRINGFIELD 17-13

WDOJ/Dayton, OH

Mark Elliott

LDVERBOY, JOE WALSH, ALABAMA, JACKSONS, YUTAKA YOKOKURA, KIM CARNES 1-1, RAYDIO 20-5, G. HARRISON 16-11, AIR SUPPLY 26-18, CHAMPAIGN 29-23

WLWL-FM/St. Paul, MN

Phil Houston

POINTER SISTERS, JOEY SCARBURY, JUICE NEWTON, KIM CARNES 1-1, SHEENA EASTON 13-9, G. HARRISON 14-10, AIR SUPPLY 20-13, MANHATTAN TRANSP 25-18

YES-96/Cincinnati, OH

Barry James

PURE PRAIRIE LEAG, JOEY SCARBURY, KIM CARNES 2-1, G. HARRISON 18-11, AIR SUPPLY 23-17, MARTY BALIN 28-21, KENNY ROGERS 38-30

PARALLEL THREE

KFYR/Bismarck, ND

Dan Brannan

MOODY BLUES, CARPENTERS, REO SPEEDWAGON, STARS ON 45 2-1, HALL & OATES 8-3, OAK RIDGE BOYS 11-5, RICK SPRINGFIELD 18-7, GARY U.S. BONDS 17-12

KKLS/Rapid City, SD

Mick Kjar

JUICE NEWTON, KENNY ROGERS, PHIL COLLINS, SPIDER, GARY WRIGHT, KIM CARNES 1-1, STARS ON 45 10-6, CLARKE/DUKE 12-7, HALL & OATES 16-10, JOE WALSH 21-14

KKRC/Sioux Falls, SD

Don Nordine

POINTER SISTERS, JUICE NEWTON, JIM STEINMAN, GREG KINN, PHIL COLLINS, KIM CARNES 1-1, HALL & OATES 14-7, G. HARRISON 13-8, AIR SUPPLY 17-14, RICK SPRINGFIELD 22-17

KKXL/Grand Forks, ND

Jeff Parker

JOE WALSH, POINTER SISTERS, JUICE NEWTON, KIM CARNES 1-1, STARS ON 45 5-3, HALL & OATES 8-4, CLIFF RICHARD 6-5, GARY U.S. BONDS 7-6

WEAO/Eau Claire, WI

Rick Roberts

KENNY ROGERS, POINTER SISTERS, ALAN PARSONS, ERIC CLAPTON 3-1, STARS ON 45 7-4, JOHN LENNON 10-7, JOEY SCARBURY 15-13, ROSANNE CASH 26-23

WRKR/Racine, WI

Steve Warren

SPLIT ENZ, RANDY VANWARMER, LEE RITENOUR, STARS ON 45 1-1, G. HARRISON 8-4, PHIL COLLINS 22-18, TOM PETTY 26-21, MOODY BLUES 27-22

WSPT/Stevens Point, WI

Brad Fuhr

KENNY ROGERS, MOODY BLUES, CLARKE/DUKE, REO SPEEDWAGON, THRILLS (dp), STARS ON 45 1-1, G. HARRISON 8-6, GREG KINN 13-8, MANHATTAN TRANSP 15-12, SHEENA EASTON 17-14

WTRU/Muskegon, MI

Mike Stevens

MANHATTAN TRANSP, REO SPEEDWAGON, DIONNE WARWICK, JOEY SCARBURY 2-1, RICK SPRINGFIELD 5-3, G. HARRISON 10-4, GARY U.S. BONDS 9-7, HALL & OATES 12-10

KDVV/Topeka, KS

Rocky Roberts

KENNY ROGERS, CLARKE/DUKE, POINTER SISTERS, RICK SPRINGFIELD 2-1, TASTE OF HONEY 8-4, RUSH 10-5, AIR SUPPLY 12-7, JOE WALSH 23-15

KELO/Sioux Falls, SD

Paul Wescott

ELTON JOHN, JOEY SCARBURY, STARS ON 45 3-1, TASTE OF HONEY 5-3, G. HARRISON 12-5, AIR SUPPLY 15-12, OAK RIDGE BOYS 17-15

KWLO/Waterloo, IA

Drew Bentley

PHIL COLLINS, BROTHERS JOHNSON, CAROLE B. SAGER, GINO VANNELLI 1-1, SANTANA 4-2, G. HARRISON 6-3, AIR SUPPLY 10-5, HALL & OATES 13-8

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron

JOE WALSH, TUBES, CARPENTERS, RANDY VANWARMER, FRANKIE SMITH, DAN HARTMAN, JANIS IAN, JOE CEMAY BAND, PRODUCERS, KIM CARNES 1-1, G. HARRISON 8-4, JOEY SCARBURY 13-7, JIM PHOTOGLO 11-8, JESSE WINCHESTER 12-9

KENO/Las Vegas, NV

Bill Alexander

KENNY ROGERS, JESSE WINCHESTER, NEIL DIAMOND 2-1, TASTE OF HONEY 3-2, HALL & OATES 10-5, AIR SUPPLY 13-7, G. HARRISON 15-8

KERN/Bakersfield, CA

Beau Reyes

JOHN SCHNEIDER, JOE WALSH, 38 SPECIAL, PRODUCERS, KIM CARNES 1-1, NEIL DIAMOND 8-2, G. HARRISON 10-5, RICK SPRINGFIELD 13-9, ALAN PARSONS 26-19

KGW/Portland, OR

Janis Wojniak

AIR SUPPLY, CLARKE/DUKE, KIM CARNES 1-1, G. HARRISON 7-4, NEIL DIAMOND 10-6, JIM PHOTOGLO D-22, LEE RITENOUR D-22

KJRB/Spokane, WA

Brian Gregory

RAYDIO, GREG KINN, ROSANNE CASH, ALAN PARSONS, PURE PRAIRIE LEAG, OAK RIDGE BOYS, KIM CARNES 1-1, G. HARRISON 7-2, SHEENA EASTON 8-7, AIR SUPPLY 17-12, POINTER SISTERS 20-17

KRQ/Tucson, AZ

Kent Lacey

JUICE NEWTON, SHEENA EASTON, REO SPEEDWAGON, JOHN LENNON 2-1, HALL & OATES 12-4, G. HARRISON 15-11, MOODY BLUES 28-19, POINTER SISTERS 29-22

KTAC/Tacoma, WA

Bruce Cannon

KENNY ROGERS, LEE RITENOUR, POINTER SISTERS, REO SPEEDWAGON, KOOL & THE GANG, KIM CARNES 1-1, G. HARRISON 10-5, AIR SUPPLY 13-8, JOEY SCARBURY 22-12, ELTON JOHN 20-16

KTKT/Tucson, AZ

Bobby Rivers

REO SPEEDWAGON, GREG KINN, BROTHERS JOHNSON, CAROLE B. SAGER, GINO VANNELLI 1-1, SANTANA 4-2, G. HARRISON 6-3, AIR SUPPLY 10-5, HALL & OATES 13-8

Y94/Fresno, CA

Ray Appleton

KENNY ROGERS, ALAN PARSONS, SHEENA EASTON, RICK SPRINGFIELD 9-2, AIR SUPPLY 13-6, HALL & OATES 14-10, JOEY SCARBURY 20-14

KLUC/Las Vegas, NV

Randy Lunquist

RICK SPRINGFIELD, POINTER SISTERS, WHO, JUICE NEWTON, GARY U.S. BONDS 1-1, AIR SUPPLY 10-6, HALL & OATES 17-12, GREG KINN 16-14, MARTY BALIN 20-17

KMJK/Portland, OR

John Shornby

JIM PHOTOGLO, PHIL COLLINS (dp), REO SPEEDWAGON (dp), KIM CARNES 2-1, G. HARRISON 14-8, RICK SPRINGFIELD 22-16, JOEY SCARBURY 30-19, BILLY SQUIER 25-21

KIOY/Fresno, CA

Tom Saville

CARPENTERS, JOEY SCARBURY, JOE WALSH, NEIL DIAMOND 2-1, G. HARRISON 7-2, JIM PHOTOGLO 9-7, TOMMY JAMES 19-14, MARTY BALIN 20-15

KYNO/Fresno, CA

Walker/Manson

RANDY VANWARMER, ELTON JOHN, JOHN SCHNEIDER, KENNY ROGERS, MOODY BLUES, NEIL DIAMOND, RICK JAMES 2-1, STARS ON 45 4-2, RAYDIO 5-4, REO SPEEDWAGON 10-5, MASS PRODUCTION 11-8

KZZX/Albuquerque, NM

Bruce Daniels

CLARKE/DUKE, MANHATTAN TRANSP, CAROLE B. SAGER, LINX, KIM CARNES 1-1, G. HARRISON 5-3, TASTE OF HONEY 7-4, RICK SPRINGFIELD 13-9, HALL & OATES 16-11

FM102/Sacramento, CA

Manders/Preston

JOEY SCARBURY, KIM CARNES 1-1, SHALAMAR 5-4, G. HARRISON 10-6, AIR SUPPLY 16-9, CHAKA KHAN 15-10

KSPZ/Colorado Springs, CO

Mike Daniels

SHEENA EASTON, MOODY BLUES, BARBRA STREISAND, AIR SUPPLY 6-1, TASTE OF HONEY 3-2, NEIL DIAMOND 4-3, G. HARRISON 8-6, HALL & OATES 9-7

KYSN/Colorado Springs, CO

Mark Murray

JOEY SCARBURY, CLARKE/DUKE, ALABAMA, BILLY SQUIER, RICK SPRINGFIELD 2-1, TOM PETTY 6-6, AIR SUPPLY 10-8, MARTY BALIN 16-11, MANHATTAN TRANSP 18-14

KZZP/Phoenix, AZ

Dave Anthony

SHEENA EASTON, WHO, PHIL COLLINS, TASTE OF HONEY 1-1, CLIMAX BLUES BAND 6-4, AIR SUPPLY 9-5, HALL & OATES 13-8, MARTY BALIN 15-10

KHYT/Tucson, AZ

Rich Brother Robbin

REO SPEEDWAGON, BILLY OCEAN, GINO SOCCIO, HALL & OATES, BILL SUMMERS & SU, REDDINGS, DIONNE WARWICK, ROSE ROYCE 1-1, RICK JAMES 8-2, KOOL & THE GANG 13-10, MOODY BLUES 19-12, PUSH D-20

KIDD/Monterey, CA

Ron Rodriguez

SPLIT ENZ, COMMODORES, 38 SPECIAL, JOE WALSH, KIM CARNES 1-1, G. HARRISON 9-4, RICK SPRINGFIELD 10-7, JOEY SCARBURY 18-10, FRANKIE SMITH 25-15

KGGI/Riverside-S. Bern., CA

Bob West

MARTY BALIN, BROTHERS JOHNSON, TOM JOHNSTON, KIM CARNES 1-1, JOE DOLCE 10-4, FRANKIE SMITH 8-5, NEIL DIAMOND 14-8, G. HARRISON 24-12

KKXX/Bakersfield, CA

Chris Squires

CARPENTERS, POINTER SISTERS, REO SPEEDWAGON, B.J. THOMAS, KIM CARNES 1-1, G. HARRISON 17-10, JOEY SCARBURY 19-16, MOODY BLUES 27-20, AIR SUPPLY 29-24

KNBQ/Tacoma, WA

Gary Bryan

SMOKEY ROBINSON, LOVERBOY, 38 SPECIAL, ABBA, JIM STEINMAN, JOE DOLCE, NEIL DIAMOND 2-1, AIR SUPPLY 5-3, G. HARRISON 9-6, GARY U.S. BONDS 16-10, MARTY BALIN 19-13

K9B/Provo, UT

Jim Bumpton

MOODY BLUES, POINTER SISTERS, JUICE NEWTON, NEIL DIAMOND 5-1, JOEY SCARBURY 14-12, RICK SPRINGFIELD 21-16, TOM PETTY 26-22, MARTY BALIN 28-24

FM103/Salt Lake City, UT

Lorraine Winnegar

PHIL COLLINS, KIM CARNES 1-1, TOM PETTY 2-2, JOE WALSH 5-4, HALL & OATES 7-5, G. HARRISON 10-8

PARALLEL THREE

# PARALLELS

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

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

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

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

225 REPORTERS  
227 LAST WEEK

★ DENOTES FIRST WEEK IN PARALLELS

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

Regional Reach	100/25	44%	National Summary
E 33%			Up 51
M 21%			Debut 20
S 5%			Same 24
W 19%			Down 0
			Adds 25

**APRIL WINE**  
"Sign Of The Gypsy..." (Capitol)  
LP: Nature Of The Beast

Regional Reach	64/4	24%	National Summary
E 33%			Up 19
M 21%			Debut 24
S 5%			Same 24
W 19%			Down 0
			Adds 4

**EXAMPLE**

100/25 — 100 CHR reporting stations on it this week including 25 new adds

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

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

National Summary  
Up 31 — Number of stations moving it up on their charts

Debut 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

P1	P2	P3
WFLA 28-24 WFTS 21-17 WTVT 11-4 WTOG 26-25	WTOG 26-24 WTVT 21-17 WFTS 21-17 WFLA 28-24	WTVT 21-17 WFTS 21-17 WFLA 28-24 WTOG 26-25

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

Regional Reach	213/6	95%	National Summary
E 92%			Up 191
M 34%			Debut 5
S 9%			Same 9
W 9%			Down 0
			Adds 6

**MARTY BALIN**  
"Hearts (EMI America)  
LP: Balin

Regional Reach	190/10	84%	National Summary
E 90%			Up 127
M 34%			Debut 26
S 9%			Same 9
W 9%			Down 0
			Adds 10

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

**KIM CARNES**  
"Bette Davis Eyes (Liberty)  
LP: Mistaken Identity

Regional Reach	212/0	94%	National Summary
E 90%			Up 71
M 34%			Debut 0
S 9%			Same 9
W 9%			Down 0
			Adds 0

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

**STANLEY CLARKE/  
GEORGE DUKE**  
"Sweet Baby (Epic)  
LP: The Clarke/Duke Project

Regional Reach	135/17	60%	National Summary
E 50%			Up 83
M 34%			Debut 11
S 9%			Same 9
W 9%			Down 2
			Adds 17

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

**D. HALL & J. OATES**  
"You Make My... (RCA)  
LP: Voices

Regional Reach	202/10	80%	National Summary
E 92%			Up 167
M 34%			Debut 2
S 9%			Same 9
W 9%			Down 0
			Adds 10

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

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

Regional Reach	78/26	34%	National Summary
E 33%			Up 14
M 21%			Debut 12
S 5%			Same 25
W 19%			Down 0
			Adds 25

**GARY U.S. BONDS**  
"This Little... (EMI America)  
LP: Dedication

Regional Reach	178/2	78%	National Summary
E 97%			Up 123
M 34%			Debut 3
S 9%			Same 21
W 9%			Down 0
			Adds 2

**ROSANNE CASH**  
"Seven Year Ache (Columbia)  
LP: Seven Year Ache

Regional Reach	99/7	44%	National Summary
E 38%			Up 62
M 21%			Debut 5
S 5%			Same 20
W 19%			Down 5
			Adds 7

**SHEENA EASTON**  
"Modern Girl  
LP: Sheena Easton

Regional Reach	162/18	72%	National Summary
E 92%			Up 100
M 34%			Debut 23
S 9%			Same 19
W 9%			Down 2
			Adds 18

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22

P1	P2	P3
WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22	WABC 12-22 WABC 12-22 WABC 12-22





(REG continued)

**P2**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

Regional Reach: 100%  
Summary: 100%

**LEE RITENOUR**  
*Is It You (Elektra)*  
LP: RH 174/10 77%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P2**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P2**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**KENNY ROGERS**  
*I Don't Need... (EMI/American)*  
LP: Share Your Love 188/35 84%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P2**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**CAROLE BAYER SAGER**  
*Stronger Than... (Boardwalk)*  
LP: Sometimes Late At Night 108/10 45%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P2**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**SANTANA**  
*Winning (Columbia)*  
LP: Zebop! 153/3 68%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**JOEY SCARBURY**  
*Greatest American Hero (Believe It Or Not) (Elektra)*  
LP: Believe It Or Not! 171/37 76%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**BILLY SQUIER**  
*The Stroke (Capitol)*  
LP: Don't Say No 77/8 34%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**RICK SPRINGFIELD**  
*Jessie's Girl (RCA)*  
LP: Working Class Dog 163/8 72%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**JIM STEINMAN**  
*Rock & Roll Dreams Come Through (Epic/Cleveland Int'l)*  
LP: Bad For Good 78/11 34%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**STARS ON 45**  
*Medley (Radio/Atlantic)*  
LP: Stars On Long Play 167/0 74%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**.38 SPECIAL**  
*Fantasy Girl (A&M)*  
LP: Wild Eye Southern Boys 67/20 30%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**JOE WALSH**  
*Life Of Illusion (Asylum)*  
LP: There Goes The Neighborhood 128/21 67%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**JESSE WINCHESTER**  
*Say What (Bearsville/WB)*  
LP: Talk Memphis 131/2 58%

Regional Reach: 100%  
Summary: 100%

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**P1 P2 P3**

WABC 10-25  
WFTS 10-25  
WTVT 10-25  
WTOG 10-25  
WWSB 10-25  
WFLX 10-25  
WFTL 10-25

**ALABAMA "Feels So Right" (RCA) 28/14**  
Moves: Up 5, Debuts 2, Same 8, Down 0, Adds 14, KQ94, WJDX, WERC, WSKZ, WRJZ, WNDX, WAYS, WVIC, WJWJ, KYNO, WJBO, KSEL, KQIZ-FM, KVDL, WISE 31-28

**STEPHANIE MILLS "Two Hearts" (A&M) 26/4**  
Moves: Up 10, Debuts 2, Same 9, Down 0, Adds 4, WA8C, WNBC, WFL, 94Q, WKTU 22-20, KRLY 18-14, Q106, WCKX 4-2, CKLW 25-18, KRLLA on, KIQQ 28-19, WFB9 30-28, WDJX on, KHYT 30-28, FM99 19-17

**RANDY VANWARMER "Suz" (Bearsville/WB) 24/16**  
Moves: Up 1, Debuts 4, Same 3, Down 0, Adds 16, WBFN-FM, WFL, WFLY, K8TAR, KBFM, WBBQ, WCCS, WVIC, KYNO-FM, KCPX, WACZ, 14WK, WISE, WAKR, KENI, KRLLC

**STACY LATTISAW "Love On A Two-Way Street" (Columbia) 23/11**  
Moves: Up 3, Debuts 5, Same 4, Down 0, Adds 11, WKKX-FM, Q106, KYXX, KC101, K104, WKIL, KBFM, WAAJ, 92Q, 14WK, WCIR, WFB9 on, WERC 3-30, WSGN 6-28, CK101 39-34

**SMOKEY ROBINSON "You Are Forever" (Tamla) 23/10**  
Moves: Up 0, Debuts 4, Same 9, Down 0, Adds 10, 98KX, WGLL, KINT, KBFM, WSGN, WVLK, WVIC, KRBQ, WJBO, 13FEA, WFL on, WFLI on, WAEB on, WFLB 6-22

**BLACKFOOT "Fly Away" (A&M) 22/21**  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 21, Including WOLF, K104, WAQY, KQ94, WBBQ, KJ100, KIDA, 92X, WGUJ, 96XIL, 96SGF, WANS-FM, WXLK, KPUR, KENI

**DILLMAN BAND "Loving The Night Away" (RCA) 22/2**  
Moves: Up 8, Debuts 0, Same 12, Down 0, Adds 2, 96XIL, FM99, KRBE on, WZZP on, KFI on, KYXK on, WTIX 33-30, BJ106 36-33, WGRD 36-32, KIDA 30-28, WZOK on, WISM on, WISE on, KVOL on, WSP2 28-25

**JOE DOLCE "Shaddap You Face" (MCA) 21/3**  
Moves: Up 9, Debuts 0, Same 8, Down 1, Adds 3, KEGL, Z102, KRBQ, WFL 19-14, K956-FM on, KEARTH 3-1, KRLA 23-5, KFI 2-1, KIIS-FM 4-3, KIQQ 1-1, KOFM 28-22, KERN on, KGGI 10-4, WSGA 17-7

**TUBES "Don't Want To Wait Anymore" (Capitol) 20/19**  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 19, Including JB106, KPLZ, WPST, WKRF-FM, WAQY, KINT, WJDX, Y103, B106, KCPX, WJBO, WFBQ, WFOX, WISE, KRLLC

**ERIC CLAPTON "Another Ticket" (RSO) 20/4**  
Moves: Up 2, Debuts 2, Same 12, Down 0, Adds 4, KBFM, WVIC, KENI, KBDZ, WKBE on, KIQQ on, WHFM on, WJDX on, CK101 32-26, KCPX 40-38, WCGO on, WFLB 6-36, WXLK on, KVDL 6-21, KOOK on

**RICK JAMES "Give It To Me Baby" (Gordy) 20/2**  
Moves: Up 13, Debuts 1, Same 4, Down 0, Adds 2, KIIS-FM, KFRC, WKTU 30-18, WKKX-FM 3-2, WGPC 22-19, Q105 24-22, KRLA 3-3, KIQQ 11-3, WHFM on, B97 26-23, WBBQ 6-1, KYNO 2-1, KGGI 7-6, KHYY 8-2, KVOL 13-4

**DIONNE WARWICK "Some Changes Are For Good" (Arista) 18/11**  
Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 11, WFL, WKKX-FM, PRO-FM, WOLF, KHFI, KEEL, Y103, WNAM, KHYT, WTRU, KSLY, KRLA on, WHYN 6-23, WBBQ on, WFBQ on

**WHO "Don't Let Go The Coat" (WB) 18/8**  
Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 8, CHUM, B104, WKRF-FM, KLUC, KZZP, WACZ, WXLK, KBOZ, KRBE on, KIQQ on, WPST 6-34, WAEB 6-26, WBCY on, KKKX on, FM103 on

**PRODUCERS "What She Does To Me" (Portrait) 17/7**  
Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 7, WAAJ, KJ100, KERN, KCPX, WISE, KENI, KQDI, Z93 17-14, 94Q 7-4, KXK105 30-28, WERC on, WBBQ on, WCCS on, WHNY on, KRLLC on

**JAMES TAYLOR "Hard Times" (Columbia) 17/3**  
Moves: Up 6, Debuts 4, Same 5, Down 0, Adds 3, KC101, WFLK, KSLY, WABC 38-36, KXDK 22-17, KPLZ 6-30, WGH 6-21, WOKR 2-29, KIOY on, WXLB 36-31, KILE 39-36, WTRU on, KBOZ on

**COMMODORES "Lady (You Bring Me Up)" (Motown) 16/16**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16, WCAO, WKKX-FM, KRLY, Y100, KFI, KIQQ, KJR, WFB9, WICC, KINT, WTIX, KEEL, KQ94, WGH, WVIC, KIDD

**BROTHERS JOHNSON "The Real Thing" (A&M) 15/11**  
Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 11, PRO-FM, Y100, KRLA, B97, WFMF, WSGN, CK101, WCCS, KGGI, KTKT, 96SGF, WKKX-FM 6-29, KQ94 on, WFOX on, KVDL on

**JACKSONS "Walk Right Now" (Epic) 15/10**  
Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 10, KRLY, KIQQ, WHYN, KINT, KQ94, WJDX, WGH, WJDX, 96XIL, WXLK, WKKX-FM 6-28, WCKX 6-26, K104 on, WVIC on, KVOL 6-19

**GAP BAND "Yearning For Your Love" (Mercury/PolyGram) 14/0**  
Moves: Up 7, Debuts 0, Same 5, Down 2, Adds 0, WKTU on, Y100 28-18, WCKX 18-14, KIQQ 19-18, KFRC 30-22, KQ94 28-27, KYNO-FM 28-28, KIDD on, KCPX on, 96SGF on, KILE 40-38

**TERRI GIBBS "Rich Man" (MCA) 12/2**  
Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 2, WFL, WJDX, KXOK 23-20, WGH on, WVLK on, WGRD 34-31, WVIC on, WDJX on, KIOY 27-27, KGGI on, KENI on

**MICHAEL DAMIAN "She Did It" (LEG) 12/3**  
Moves: Up 2, Debuts 1, Same 8, Down 0, Adds 3, KIQQ, KEEL, WVLK, WFLI on, JB106, KLAZ 6-34, WJDX 22-19, BJ106 on, WGH on, KYNO-FM on, KCPX on, KILE on

**TOM JOHNSTON "Wastin' Time" (WB) 11/1**  
Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 1, KRGI, KEZR on, WAAJ 27-24, KKKX 31-29, WKXY on, KVOL 28-20, KENI on, KQDI on, KRLC 19-17

**MICHAEL JACKSON "One Day In Your Life" (Motown) 11/0**  
Moves: Up 5, Debuts 0, Same 3, Down 3, Adds 0, WPCR, K104 21-18, KLAZ on, Y103 36-33, KJ100 6-3, WLOL-FM 29-26, WIGY 27-26, 96XIL 33-26, KENI 17-16

**RANDY MEISNER "Gotta Get Away" (Epic) 10/0**  
Moves: Up 8, Debuts 0, Same 2, Down 0, Adds 0, KBEO 16-13, K104 21-18, KLAZ on, Y103 36-33, KJ100 6-3, WLOL-FM 29-26, WIGY 27-26, 96XIL 33-26, KENI 17-16

# THE PICTURE PAGE

## Polygram Fills Platinum Gap



Polygram presented the Gap Band with platinum album awards at a Hollywood reception following their Greek Theatre performance. Pictured (l-r) are Polygram President David Braun, label VP Bill Haywood, group's Ronnie, Robert, and Charlie Wilson, and producer/Total Experience Productions President Lonnie Simmons.

## Khan Conquers VIP



Warner's Chaka Khan visited a VIP Records outlet in Inglewood (near Los Angeles) recently. Pictured (l-r) are WEA's Ray Jeter, VIP's Gena Jeter and Harold Evan, Khan, VIP's Craig Reddix, WEA's Chuck Williams and Steve Campfield, and Warners' Lou Wills.

## EMI America's Kittyhawk Flight



EMI America's Kittyhawk played the Roxy in Los Angeles recently, and were greeted backstage by numerous corporate well-wishers. Pictured (l-r, rear) are group's Daniel Bortz, EMIA/Liberty's Clay Baxter, Ted Currier, and Gary Gersh, manager Gary Borman, attorney John Frankenheimer, and Capitol/EMIA/Liberty's Rob Walker; (l-r, front) group's Mike Jochum, Richard Elliot, and Paul Edwards, EMIA/Liberty VP Don Grierson, and labels' Frenchy Gauthier and David Budge.

## Capitol Welcomes Deserters



Capitol Records has signed Canadian trio Deserters, with an album due in July. Pictured at the signing in Toronto are (l-r, standing) Capitol Canada VP Bob Rowe, group's Henry Di Clemente, Capitol Canada's Deane Cameron, group's Chris Gibb, Capitol Canada's David Munns, and Capitol Canada President Dave Evans; (seated) group's Ken MacLean.

## California Split



A&M's Split Enz played Los Angeles's Country Club recently, joining label executives and celebrities backstage afterward. Pictured (l-r) are group's Noel Crombie, Bette Midler, manager Nathan Brenner (background), group's Neil and Tim Finn, Champion Entertainment's Tommy Mottola, and A&M President Gil Friesen.

## Jermaine Jackson Re-Signs With Motown



Motown has re-signed Jermaine Jackson as an artist, and his Jermaine L. Jackson Productions will also develop talent for the company. Pictured (l-r) are manager and wife Hazel Jackson, Motown VP Shelly Berger, Jackson, and Motown President Jay Lasker.

## Gordon & Group



RCA's Robert Gordon played Los Angeles's Roxy recently, and met backstage with label executives. Pictured (l-r) are RCA's Regis Silas, Gordon, label VP Barry Oslander, and RCA's Barry Gross.

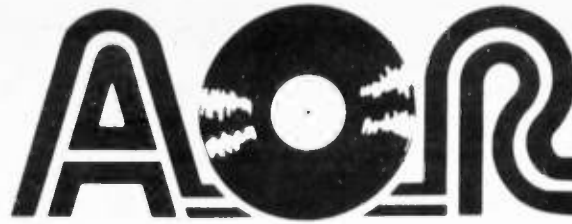
## Handshake Acquires Creamer



Handshake Records has signed Mark Gordon Creamer to a recording contract, with a single due shortly. Pictured at the ceremony are (l-r) Handshake's Joel Newman, Creamer, label President Ron Alexenburg, and publisher Al Gallico.



# Jeff Gelb



**STRANGE BEDFELLOWS** — No, this isn't a new songwriting team, it's Wendy O. Williams (left) of Stiff America's Plasmatics and Tommy Shaw (right) of A&M's Styx, who happened to stop in at WMMS/Cleveland simultaneously for a visit with PD John Gorman (center).



**WOLF HOWLS ON WBCN** — To help celebrate WBCN/Boston's thirteenth birthday (for its "bar-mitzvah," as the station called it), Peter Wolf, former DJ and present member of EMIIA's J. Gells Band, did a guest DJ shift. Pictured (l-r, front row) are Asst. MD Mark Miller, PD Oedipus, Wolf, GM Tony Berardini; (l-r, back row) Creative Services Director David Bleber, air personality Eddle Gorodetsky and Production Director Tom Couch.



**RINGO GUESTS ON KLEIN SHOW:** A recent taping of the syndicated Robert Klein Radio Show, featuring guests Ringo Starr and Barbara Bach, drew numerous industry admirers. Pictured (l-r) are WIOQ/Philadelphia air personality Helen Leicht and PD Alex Demers, WHCN/Hartford air personality Eddie Haskell, WRKI/Bridgeport's Buzz Knight, Ringo, Barbara, and Klein.



**WALSH CUTS TIES WITH KMET:** Asylum's Joe Walsh (right), known to have an odd sense of humor, demonstrated it on KMET/Los Angeles GM Howard Bloom (center) when he and E/A promo rep Scott Burns (left) hand-delivered Walsh's latest album to the station's studios.



**BUD-DING FRIENDSHIP:** WBYG/Kankakee and Budweiser cosponsored a station listening party that featured live rock, giveaways, and free Budweiser beer (which may account for some of the smiles in this photo). Pictured (back row, l-r) are Budweiser's Tom Trudel, WBYG PD Bill Taylor; (front row, l-r) WBYG morning man Dave Schmidt, MD Christie Keyhill, Budweiser's Loren Braeill.



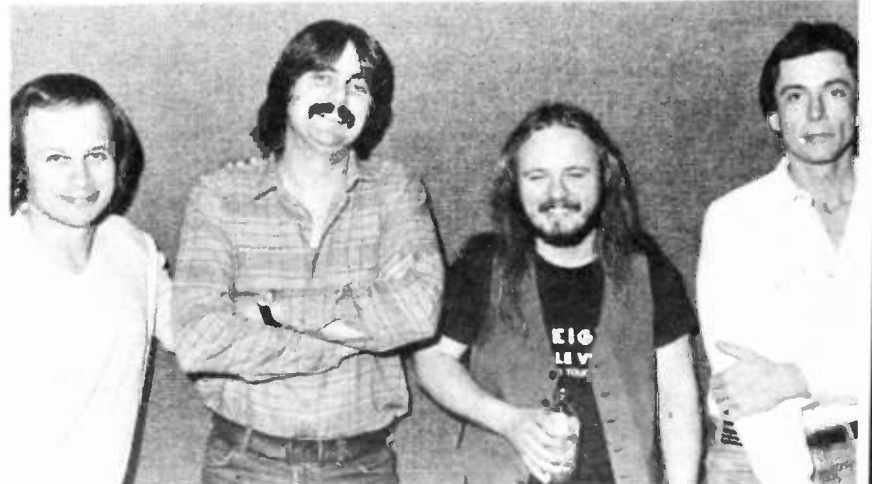
**TUBULAR BELLES:** Fee Waybill (center) of Capitol's Tubes paid a visit to KTIM/San Rafael PD David T. (left) and MD Belle (right). He was on hand to help the station celebrate its move into new studios.



**PERRY JOURNEYS TO ST. LOUIS:** Steve Perry of Columbia's Journey posed with a platinum Journey LP while visiting KSHE/St. Louis's studios recently. Pictured (l-r) are Columbia's Bill Rush, KSHE PD Rick Balis, Perry, KSHE MD John Ulett.

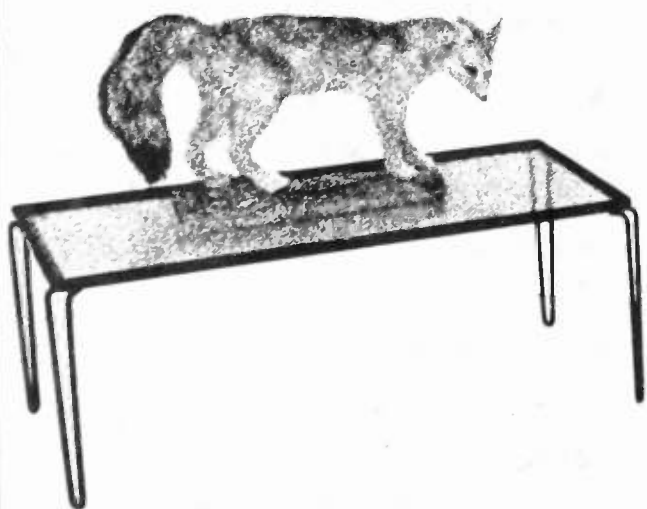
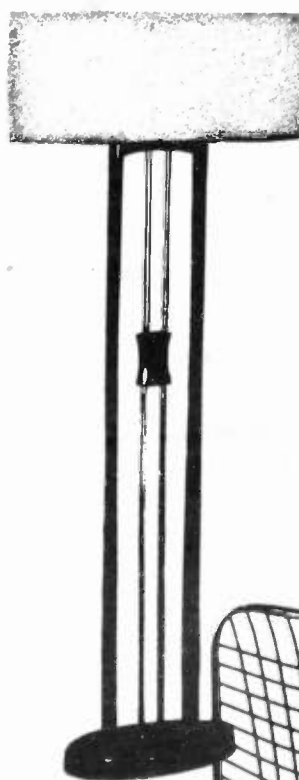


**KDKB CALLS FOR TAXXI:** Fantasy's Taxxi pulled up at the KDKB/Phoenix studios to greet station reps while on a promotional tour for its current album release. Pictured (l-r) are group's Phil Kaffel and Jeff Nead, KDKB's Lynda Clayton, group's Colin Payne, KDKB PD Jeff Sattler.



**SOME WILD-EYED SOUTHERN BOYS:** A&M's .38 Special stopped by the studios of WKLS/Atlanta while promoting its latest album release. Pictured (l-r) are A&M's Johnny Schuler, WKLS PD Alan Sneed, group's Donnie Van Zant, WKLS MD Bob Bailey.

# Elton John The Fox



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... AND WE THANK YOU**

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"BREAKING DOWN BARRIERS"  
"HEART IN THE RIGHT PLACE"  
"CHLOE"**

**RADIO & RECORDS ALBUM AIRPLAY/40 30-22**

**HARD REPORT 39-33 (PRIME MOVER)**

**ALBUM NETWORK 31-23**



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Recorded by Bill Price. On Geffen Records & Tapes.**

Manufactured and distributed by Warner Bros. Records Inc.

# Jeff Gelb

## EVOLUTION

KTYD/Santa Barbara is going through some changes, as longtime PD Jim Trapp and MD Lori Cobb have both exited. Taking the PD reins at the station is air personality James Lull. No format switch is anticipated. . . KDKB/Phoenix PD Jeff Sattler has been given additional responsibilities as PD of sister AM station KDJQ. Also at KDKB/KDJQ, air personality Paul Peterson has been named Promotion Director. . . Nancy Gettle has been named assistant to the PD at WSHE/Miami. . . Michael Keating has exited afternoons at WIZD/W. Palm Beach. . . Tony Miles has joined KILO/Colorado Springs from K1OK/Tri-Cities for overnights. . . Alan Sanders has joined WXUS/Lafayette for weekends. . . College AOR KXLU/Los Angeles has named Emma Carrasco as GM and Ted Jung as PD. . . Former KWST/Los Angeles air staffer Phil Hendrie has joined Westwood One for production and engineering, in addition to KGB-FM/San Diego where he does weekends. . . KZOK/Seattle air personality Matt Riedy has accepted an offer to cross the street to KZAM for mornings. . . WMET/Chicago midday air personality Patti Haze has resigned her shift and will exit within a week.



**GOOD VIBRATIONS:** Here's a photo that really needs an explanation! WAAF/Worcester morning man E.J. Crummey (pantless) and newperson Lana Jones were recruited for the nation's first-ever on-air giveaway of "musical vibrating rock and roll pants." They're tie-on briefs with speakers in the front that vibrate when plugged into a stereo. The two WAAF announcers are pictured in vibratory bliss as Crummey strums a particularly satisfying note.

## Promotion Of The Week



**ROCK AROUND THE CLOCK:** WTPA/Harrisburg invites its listeners to wear the latest in timekeeping fashion with these logo-enhanced rock watches. The station produced 500 at a per-unit cost of \$10, and is reselling them for \$15 at its rock store outlets. They're also being offered as client gifts.

Image Watches of Los Angeles produced the unique timepieces.



**20/20 VISION:** Epic/Portrait act 20/20 unveiled its new album "Look Out!" for L.A. radio recently. Pictured (l-r) are KMET Asst. MD Hugh Surratt, E/PIA's Lori Holder, band's Ron Flynt, Steve Allen and Chrls Silagyl, E/PIA's Kirk Stirland and Joe Bravo, Portrait VP & GM Lenny Petze, and E/PIA West Coast Director of Promotion Michael Alhadeff.

## UPDATE

A Minneapolis TV outlet has signed with KQRS for a 13-week run of a station-produced rock video show called "Up & Coming," hosted by KQRS MD Doug Podell. KQRS will simulcast the show's audio. . . LOVE 94/Miami sponsored its third annual Coconut Grove bed race for MD, attracting 10,000 to the race/concert. The event raised \$22,000. . . Happy first AOR anniversary to KQDS/Duluth. . . WRIF/Detroit has begun a series of free summer outdoor lunchtime rock concerts. Co-sponsored by Dr. Pepper, the shows feature top local talent (and free Dr. Pepper). . . June means wedding bells for KILO/Colorado Springs MD Art Phillips and local newspaper film critic Jill Quinn. Also for WOYV/Ft. Pierce MD Jim Schuyler and Nanci Marie Rowell, who were wedded June 7th. Also (whew!) KMEL/San Francisco Promotion Director Kenny Wardell has married Lizette Baca. Congrats to all! . . . GIRFM/Manchester just held its first annual battle of the bands, offering winners \$1000 and 12 hours of recording studio time. . . KISW/Seattle played a benefit basketball game with REO Speedwagon that raised \$1000. . . Meantime, across the street, KZOK held a mammoth 12-hour concert of seven local bands who donated their time so KZOK could use money raised by admissions for its upcoming Hendrix memorial. Happily, the station reported it has now reached its \$22,000 goal, and can continue with its memorial planning. . . KMGH/Bakersfield gave away a waterbed system to a listener in a random drawing of card entries that identified the KMGH DJ they'd most like to wake

up in a waterbed with. . . KLOS/Los Angeles recruited the Penthouse Pets for a benefit softball game for MD that raised over \$1000. . . One of KWST/Los Angeles's last promotions as an AOR was the second annual Carmine Appice/KWST drum-off. The promotion was a tremendous success, garnering over 10,000 fans to watch as local drummers faced off in competition for a complete drum set. Among the celebrity drummer-judges in attendance were the Pretenders' Martin Chambers, REO Speedwagon's Alan Gratzler, Stan Lynch from the Heartbreakers, Heart's Michael Derosier, and Bruce Gary of The Knack. . . WRKI/Bridgeport campaigned to get Rush to play an area concert by asking listeners to send petitions to the station if they wanted to see the band. The drive worked and the station will be awarding listeners 25 pairs of tickets to the show. . . KISS/San Antonio and WZIR/Buffalo have begun "Beetleboard" campaigns. . . KGB-FM/San Diego's KGB Card is a year old, with a staggering 150,000 in the marketplace. To celebrate, the station, located at 101.5 on the dial, is giving away \$1015 in cash and merchandise every day for ten days. Included in the merchandise is clothing, concert tickets, albums, and even large amounts of beer. . . WCOZ/Boston co-sponsored a "twosome" road race, wherein registrants paired up with a member of the opposite sex. Ages and finishing times were combined to determine the winners for each age category. \$3000 in proceeds benefitted the sports division of the Children's Hospital. . . Congrats to WDHA/Dover PD Mark Chernoff and wife Sally, who just had their second baby, Michael.

## COLOR

**ANTS INVADE WDHA:** WDHA/Dover, in conjunction with Epic and the Adam & The Ants LP, has asked listeners to send in postcards explaining what "bugs" them most. One reply will be picked for its sender to win ten CBS albums and a trip to a nearby amusement park's jungle safari cruise.

**THERE GOES THE NEIGHBORHOOD:** KSAS/Kansas City held a block party in conjunction with Asylum and the Joe Walsh "There Goes The Neighborhood" album. KSAS jocks played music while the station offered free beer and food to partiers.

**ROCKIHNROLL:** WGRQ/Buffalo, in conjunction with Beserkley and the latest Greg Kihn album, "Rockihnroll," printed up 10,000 "97 Rockihnroll" bumper stickers and made them available at the area Kihn concert as well as at a local record store. Listeners were encouraged to fill in a sweepstakes entry on the bumper sticker's backing (also on the backing was a discount coupon for the album redeemable at the record store). The entries made listeners eligible for a grand prize Atari video computer system, with ten runners-up receiving Kihn prize packages: a Kihn LP, a 97 Rock t-shirt, baseball cap and poster calendar, along with a copy of the station's recent homegrown-type album effort.

**COMING NEXT WEEK:** Tony Berardini's recent appointment as GM at WBCN/Boston is only the latest in a growing number of AOR PD to GM moves. Next week we'll talk with WWCT/Peoria's Rich Fruin, WOUR/Utica's Jeff Chard, and KZOK/Seattle's Norm Gregory about their experiences on the management end of AOR radio.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WGVL/Gainesville presented 999, Pilmsouls for \$3.00.

**BROADCASTS:** David Bromberg on KBCO/Boulder.

**GUEST DJ'S:** James Montgomery on GIRFM/Manchester.

**CONVERSATIONS:** David Johansen on WCCC/Hartford. . . Joe Ely, Gary U.S. Bonds on WMMR/Philadelphia. . . April Wine on WILS/Lansing. . . Lee Ritener, John Klemmer on WXCI/Danbury. . . Bram Tchaikovsky, Jam on Q107/Toronto. . . Greg Kihn on KRKN/Anchorage, KOZZ/Reno. . . D.L. Byron on WDHA/North Jersey. . . Split Enz, Squeeze on KROQ/Pasadena. . . David Bromberg on KVRE/Santa Rosa. . . Danny Joe Brown on WFYV/Jacksonville. . . Stranglers, Joe Ely, Joe Perry on WQBK/Albany. . . Who on K-97/Edmonton. . . Split Enz on WNEW-FM/New York.



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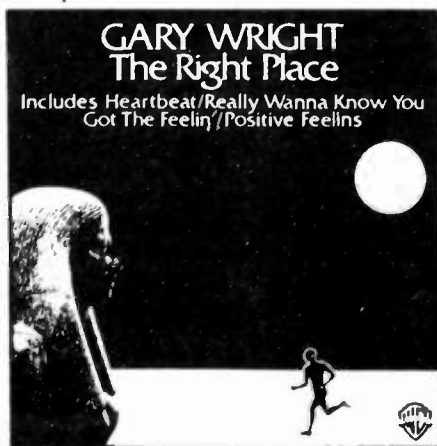
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KSHE-ST. LOUIS  
KISW-SEATTLE  
WKLS-ATLANTA  
KGB-FM-SAN DIEGO  
KUPD-PHOENIX  
WLVQ-COLUMBUS  
WLRS-LOUISVILLE  
WPYX-ALBANY  
WSYR-SYRACUSE  
KEZO-OMAHA  
KWFM-TUCSON

WFYV-JACKSONVILLE  
WMAD-MADISON  
WNOR-NORFOLK  
CHUM-TORONTO  
CFUN-VANCOUVER  
RADIO HAURAKI-AUCKLAND, NEW ZEALAND  
WPLR-NEW HAVEN  
WQFM-MILWAUKEE  
WSHE-MIAMI  
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# Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

## June 12, 1981

171 REPORTERS

Album cuts are listed in order of airplay preference.

5/22	5/29	6/6	6/12	Artist	Album	Label	Album Cuts
1	1	1	1	TOM PETTY & HEARTBREAKERS	Hard Promises	(Backstreet/MCA)	"Waiting" "Woman" "Night"
5	3	2	2	JOE WALSH	There Goes The...	(Asylum)	"Life" "Things" "Rivers" "Farm"
3	4	3	3	SANTANA	Zebop!	(Columbia)	"Winning" "Searchin'" "Changes"
22	8	7	4	VAN HALEN	Fair Warning	(Columbia)	"Street" "Unchained" "Love"
-	36	16	5	MOODY BLUES	Long Distance...	(Threshold/PG)	"Voice" "Gemini" "Meanwhile"
6	5	5	6	PHIL COLLINS	Face Value	(Atlantic)	"Air" "Missed" "Lines" "Mean"
2	2	4	7	WHO	Face Dances	(WB)	"Tricky" "Coat" "Better" "Alone"
8	9	9	8	BILLY SQUIER	Don't Say No	(Capitol)	"Stroke" "Dark" "Night" "Lover"
4	6	6	9	JEFFERSON STARSHIP	Modern Times	(RCA/Grunt)	"Find" "Stranger" "Love" "Free"
-	-	8	10	GEORGE HARRISON	Somewhere In...	(Dark Horse/WB)	"Years" "Teardrops" "Life"
10	10	10	11	GARY U.S. BONDS	Dedication	(EMI America)	"Girl" "Jole" Title
-	-	21	12	PETER FRAMPTON	Breaking All The Rules	(A&M)	Title "Kill" "Dig" "Friday"
33	25	17	13	TUBES	The Complete Backward...	(Capitol)	"Talk" "Sushi" "Amnesia" "Tools"
9	12	12	14	AC/DC	Dirty Deeds Done Dirt...	(Atlantic)	Title "Child" "Balls" "Rocker"
21	15	11	15	KIM CARNES & HATE BOYS	Mistaken Identity	(EMI America)	"Bette" "Rules" "Hit"
7	11	14	16	RUSH	Moving Pictures	(Mercury/PG)	"Tom" "Limelight" "Red" "Signs"
16	13	13	17	OZZY OSBOURNE	Blizzard Of Oz	(Jet)	"Crazy" "Know" "Mr. Crowley"
13	14	15	18	GREG KIHN BAND	Rockinroll	(Beserkley)	"Breakup" "Womankind"
20	18	19	19	RICK SPRINGFIELD	Working Class Dog	(RCA)	"Jessie's" "Everything"
29	24	24	20	JIM STEINMAN	Bad For Good	(Epic)	"Dreams" "Pan" "Pants" Title
18	17	18	21	TOM JOHNSTON	Still Feels Good	(WB)	"Madman" "Time" "Baby"
-	40	30	22	ELTON JOHN	The Fox	(Geffen)	"Barriers" "Wins" "Chloe" Title
12	16	20	23	STEVE WINWOOD	Arc Of A Diver	(Island)	Title "Dancer" "Woman" "Train"
15	20	26	24	.38 SPECIAL	Wild-Eyed Southern Boys	(A&M)	"Girl" "Hold" Title "Time"
25	22	23	25	DAVE EDMUNDS	Twangin...	(Swan Song)	"Night" "Something" "Loser"
-	35	28	26	MARTY BALIN	Balin	(EMI America)	"Hearts" "Lydia!" "Spotlight"
32	26	27	27	SECRET POLICEMAN'S BALL	Various Artists	(Island)	"Fooled" "Wizard"
-	39	34	28	JOHNNY VAN ZANT...	Round Two	(Polydor/PG)	"Right" "Car" "Cold"
19	23	29	29	REO SPEEDWAGON	Hi Infidelity	(Epic)	"Don't" "Run" "Heart" "Tough"
36	30	33	30	SPLIT ENZ	Waiata	(A&M)	"Stop" "Act" "History" "Iris"
34	32	31	31	MARSHALL TUCKER BAND	Dedicated	(WB)	"Silverado" "Rumours" "Believe"
17	19	22	32	PRETENDERS	Extended Play	(Sire)	"Message" "Talk"
14	21	25	33	STYX	Paradise Theater	(A&M)	"Time" "Rockin'"
-	-	34	34	SILVER CONDOR	Silver Condor	(Columbia)	"Survival" "Eyes" "Carolina"
28	28	36	35	POINT BLANK	American Excess	(MCA)	"Nicole" "Stay"
27	27	32	36	JUDAS PRIEST	Point Of Entry	(Columbia)	"Heading" "Go"
30	37	38	37	LOVERBOY	Loverboy	(Columbia)	"Kid" "Turn" "Lady"
26	31	39	38	APRIL WINE	Nature Of The Beast	(Capitol)	"Queen" "Lies" "Town"
-	38	37	39	PURE PRAIRIE LEAGUE	Something In...	(Casablanca/PG)	"Right" "Mine" "Hearts"
-	-	40	40	DAVID LINDLEY	El Rayo-X	(Asylum)	"Mercury" "Lady"

TOM PETTY remained strongest in total and hot reports to retain his top airplay status another week. WALSH continued to grow in hits as SANTANA held rock steady. VAN HALEN and MOODYS both had a good week of increased airplay interest. SQUIER resurged while FRAMPTON climbed, showing significant airplay rotation conversions. TUBES grew in upper rotations. SPRINGFIELD held his own as STEINMAN grew in both medium and hot reports. ELTON had a good week of reports for all rotations. BALIN grew in upper rotations while SECRET held its own. VAN ZANT was on an upward swing for upper rotations, and is still garnering adds. REO maintained as ENZ moved up. TUCKER held their own. CONDOR was the week's sole album debut, with strong reports in several rotations. BLANK, LOVERBOY and WINE resurged as LINDLEY held his own. The albums in the Significant Action listing came closest to charting this week. HARRISON conversions from single to album configuration brought down the record a bit, but it will undoubtedly rebound next week as heavy adds convert to higher airplay rotations.

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

## MOST ADDED

Artist	6/12	6/5	5/29	5/22	5/15
1 GEORGE HARRISON	140/90	20/18	0/0	0/0	0/0
2 GARY WRIGHT	66/55	5/5	1/0	0/0	0/0
3 SILVER CONDOR	65/36	45/40	7/6	6/6	1/1
4 JIM MESSINA	38/31	4/4	0/0	0/0	0/0
5 DANNY JOE BROWN	28/28	0/0	0/0	0/0	0/0
6 A'S	32/27	6/6	0/0	0/0	0/0
7 SQUEEZE	44/17	28/3	33/12	29/29	3/3
8 ARLO GUTHRIE	17/16	1/1	0/0	0/0	0/0
9 PETER FRAMPTON	134/15	140/126	22/22	0/0	0/0
9 JOE VITALE	44/15	40/28	29/29	0/0	0/0
10 JOHNNY VAN ZANT...	81/73	67/17	69/60	28/19	17/17
11 SPIDER	29/12	24/15	21/21	0/0	0/0
12 ELTON JOHN	89/11	77/19	75/71	0/0	0/0
12 DIESEL	28/11	15/8	14/8	12/11	0/0
13 MOODY BLUES	155/10	149/119	38/36	1/1	0/0
13 20/20	14/10	12/11	1/1	0/0	0/0

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

## MEDIUM

Artist	6/12	6/5	5/29	5/22	5/15
1 TUBES	123/89	107/79	91/66	90/3	7/0
2 PETER FRAMPTON	134/74	140/9	22/0	0/0	0/0
3 TOM JOHNSTON	82/66	108/76	109/74	110/80	101/66
4 SECRET POLICEMAN'S...	83/65	78/60	85/56	74/26	65/1
5 MOODY BLUES	156/64	149/13	38/0	1/0	0/0
6 GREG KIHN BAND	107/63	104/58	112/58	112/72	107/62
7 JIM STEINMAN	86/63	81/61	81/58	73/47	65/33
7 DAVE EDMUNDS	85/61	87/64	93/56	87/56	83/44
8 JOHNNY VAN ZANT...	81/60	67/43	69/8	28/7	17/0
9 OZZY OSBOURNE	99/54	102/61	104/63	99/65	102/69
10 JEFFERSON STARSHIP	128/51	142/37	142/35	148/30	150/34
11 MARSHALL TUCKER...	72/49	71/44	62/35	66/29	49/3
12 SPLIT ENZ	73/47	68/48	68/49	58/41	61/28
13 MARTY BALIN	84/45	79/43	70/32	53/1	7/0
14 GARY U.S. BONDS	127/43	126/41	126/45	116/51	116/57

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

## THE HOTTEST

Artist	6/12	6/5	5/29	5/22	5/15
1 TOM PETTY...	163/152	163/154	168/149	159/140	152/36
2 JOE WALSH	162/136	161/129	158/112	154/98	141/77
3 SANTANA	146/120	150/124	146/116	149/115	148/108
4 WHO	140/111	150/126	158/130	163/137	158/147
5 PHIL COLLINS	136/106	143/106	146/112	145/116	150/122
6 VAN HALEN	142/102	134/97	135/82	137/70	22/0
7 BILLY SQUIER	134/97	129/89	134/73	123/65	120/42
8 GARY U.S. BONDS	127/83	126/85	126/77	116/64	116/65
9 MOODY BLUES	155/81	149/77	38/2	1/0	0/0
10 JEFFERSON STARSHIP	128/77	142/108	142/107	148/118	150/114
10 KIM CARNES & HATE...	107/77	110/79	102/70	81/62	86/37
11 RUSH	94/69	86/67	110/82	116/89	126/103
12 AC/DC	100/68	103/69	106/72	104/77	103/74
13 STEVE WINWOOD	78/47	87/67	89/67	107/78	120/87
14 PETER FRAMPTON	134/45	140/6	22/0	0/0	0/0

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.

No albums or singles qualified for AOR Breaker status this week.

# Significant Action

- GARY WRIGHT.....The Right Place (WB) "Heartbeat" "Rose" Total: 56. A-55, M-1, H-0.
- DREGS.....Unsung Heroes (Arista) "Cruise" "Kat" Total: 45. A-1, M-28, H-7, J-9.
- SQUEEZE.....Eastside Story... (A&M) "Tempted" Total: 44. A-17, M-18, H-9.
- JOE VITALE.....Plantation Harbor (Asylum) "Lady" Title Total: 44. A-15, M-26, H-3.
- ERIC CLAPTON.....Another Ticket (RSO) "Rita" "Ticket" Total: 41. A-0, M-28, H-13.
- LES DUDEK.....Gypsy Ride (Columbia) "Deja" "Sacrifice" Total: 40. A-2, M-31, H-7.
- COLD CHISEL.....East (Elektra) "Baby" "Never" Total: 38. A-1, M-29, H-8.
- JIM MESSINA.....Messina (WB) "Stay" "Right" Total: 36. A-31, M-3, H-2.
- FRANKE & KNOCKOUTS.....Franke &... (Millennium) "Sweetheart" "Come" Total: 33. A-0, M-22, H-11.
- BILLY & THE BEATERS.....Billy & The Beaters (Alfa) "Care" Total: 33. A-4, M-24, H-5.

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

# JAZZ ON AOR

- 1 DREGS.....Unsung Heroes (Arista) "Cruise" "Kat"
- 2 LEE RITENOUR....."Rit" (Elektra) "You?" "Sympathy"
- 3 DAVID SANBORN.....Voyeur (WB) "Goodbye" "You"
- 4 JOHN KLEMMER.....Hush (Elektra) "Hummingbird" Title
- 5 S. CLARKE/G. DUKE.....Clarke/Duke Project (Epic) "Baby" "Dog"
- 6 ROSS-LEVINE BAND.....That Summer... (Headfirst) Various Cuts
- 7 JEFF LORBER FUSION.....Galaxian (Arista) "Lady" "Mountain"
- 8 KITTYHAWK.....Race For The Oasis (EMI America) "Killmanjaro"
- 9 GROVER WASHINGTON, JR.....Winelight (Elektra) Title "Flow"
- 10 DIMEOLA/McLAUGHLIN/DeLUCIA.....Friday...(Col.) "Suite"

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

# REGIONAL AOR ACTIVITY

## EAST

### 104 WQBK Albany 518-462-5555

Added: ELLEN HEAL (WB) "LIV BUCKERS"

Hot: LOVERBOY LIVE (Columbia) "MOTHER'S FINEST" (Arista) "JIM MESSINA" (WB) "MOLDSMITH BEAT" (Elektra) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

Hot: CLASH (Epic) "BILLY & THE BEATERS" (Alfa) "VISITOR" "A Below Zero" (A&M) "POLICE" (A&M) "PAT TRAVERS" (Polygram) "JAMES TAYLOR" (Columbia) "MIDNIGHT" (WB) "NEW MUSIC" (WB) "BILLY SQUIER" (Capitol) "AC/DC" (Atlantic) "GARY U.S. BONDS" (EMI America) "RIM CARNE & MITE" (EMI America)

Hot: "PAT TRAVERS" (Polygram) "JAMES TAYLOR" (Columbia) "MIDNIGHT" (WB) "NEW MUSIC" (WB) "BILLY SQUIER" (Capitol) "AC/DC" (Atlantic) "GARY U.S. BONDS" (EMI America) "RIM CARNE & MITE" (EMI America)

### 104.1 FM WBCN Boston 617-286-1111

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

Hot: "CLASH" (Epic) "BILLY & THE BEATERS" (Alfa) "VISITOR" "A Below Zero" (A&M) "POLICE" (A&M) "PAT TRAVERS" (Polygram) "JAMES TAYLOR" (Columbia) "MIDNIGHT" (WB) "NEW MUSIC" (WB) "BILLY SQUIER" (Capitol) "AC/DC" (Atlantic) "GARY U.S. BONDS" (EMI America) "RIM CARNE & MITE" (EMI America)

### MOST ADDED

GEORGE HARRISON *Somewhere* (Dark Horse/WB) 34/20  
A'S *A Woman's Got...* (Arista) 14/12  
DANNY JOE BROWN *Danny Joe Brown Band* (Epic) 11/11  
ARLO GUTHRIE *Power Of Love* (WB) 7/7  
GARY WRIGHT *The Right Place* (WB) 7/7

### MEDIUM

TUBES *The Complete* (Capitol) 31/24  
DAVE EDMUNDS *Twangin'* (Swan Song) 23/18  
JEFFERSON STARSHIP *Modern Times* (RCA/Grunt) 28/16  
MOODY BLUES *Long...* (Threshold/PG) 36/15  
PETER FRAMPTON *Breaking All The...* (A&M) 31/15

### THE HOTTEST

TOM PETTY & THE HEARTBREAKERS *Hard...* (Backstreet/MCA) 37/37  
JOE WALSH *There Goes The Asylum* 35/32  
VAN HALEN *Fair Warning* (WB) 34/29  
SANTANA *Zebop!* (Columbia) 32/29  
WHO *Face Dances* (WB) 32/27

### 104.1 FM WQBK Albany 518-785-9800

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

### 104.1 FM WBCN Boston 617-282-5900

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

### 95fm Bridgeport 203-579-9995

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

### 104.1 FM WQBK Albany 518-785-9800

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

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### 98Rock Baltimore 301-889-0098

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

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### 97Rock Buffalo 716-861-4555

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

### 104.1 FM WQBK Albany 518-785-9800

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### 104.1 FM WQBK Albany 518-785-9800

Added: "TON PETTY & THE HEARTBREAKERS" (MCA) "SANTANA" (Columbia) "DREGS" (Arista) "JOE WALSH" (Arista) "STEVE WINWOOD" (Arista) "LES DUDEK" (Columbia) "PHIL COLLINS" (Arista) "SQUEEZE" (A&M) "HOODY BLUES" (Arista) "GARY U.S. BONDS" (EMI America) "DREXLER" (WB) "MILK AND HONEY" (WB) "DREXLER" (WB) "BOSS-LEVINE BAND" (Headfirst) "SHIPS" (Columbia)

### 104.1 FM WQBK Albany 518-785-9800

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### 104.1 FM WQBK Albany 518-785-9800

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### 104.1 FM WQBK Albany 518-785-9800

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### EAST

#### Long Island 516-727-1570

PD: AMBY GRANT  
ASST. PD: MICHAEL GREY

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Manchester 603-625-8915

PD: ALB BIRCHFIELD  
PD: ALB BIRCHFIELD

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### New Haven 203-777-6817

PD: GLENN WHELAN  
PD: EDITH WAZO

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### New York 212-887-7777 6070

PD: LARRY BERGER  
PD: DANIEL VENTURA

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### New York 212-986-7000

PD: BOB HALL  
PD: BOB HALL

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### North Jersey 201-328-1055

PD: BOB HALL  
PD: BOB HALL

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Ottawa 613-583-1919

PD: STEVE COLLIER  
PD: GREG THORNTON

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Philadelphia 215-561-0933

PD: CHARLIE RENOLD  
PD: BOB BARNETT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Philadelphia 215-687-8100

PD: ALB BIRCHFIELD  
PD: ALB BIRCHFIELD

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Philadelphia 215-688-9480

PD: DICK HUNTER  
PD: LISA RICHARDS

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Poughkeepsie 914-471-1500

PD: WILLY HARRIS  
PD: STEVE SCHWARTZ

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Pittsburgh 412-562-5900

PD: DAVE LANGE  
PD: DAVE LANGE

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Pittsburgh 412-382-2144

PD: WILLY HARRIS  
PD: WILLY HARRIS

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Rochester 716-288-3200

PD: TRIP HEN  
PD: ED EDWARDS

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Rochester 716-232-7550

PD: TOM HURTER  
PD: GARY WRIGHT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Scranton 717-981-1842

PD: CHRIS HERTON  
PD: BOB SMITH

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Syracuse 315-682-8536

PD: ED LEVINE  
PD: BOB BARNETT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Toronto 416-967-3445

PD: GARY WRIGHT  
PD: GARY WRIGHT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Washington, D.C. 202-828-9932

PD: MICHAEL BEAT  
PD: MICHAEL BEAT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### West Virginia 304-722-3308

PD: CHUCK GIBER  
PD: BOB BARNETT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

# SOUTH

#### Amarillo 806-359-8561

PD: JIM DILLON  
PD: DON STIFON

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Austin 512-474-6543

PD: OLIVER DUNAWAT  
PD: JOHN LOGAN

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Pittsburgh 412-562-5900

PD: DAVE LANGE  
PD: DAVE LANGE

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

#### Worcester 617-752-5611

PD: BOB BARNETT  
PD: BOB BARNETT

Added:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Medium:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

Hot:  
GARY WRIGHT (WB)  
JOHN JOHNSON (WB)  
DAVE EDWARDS (WB)

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

**SOUTH**  
**Wrock**  
404-325-0980

PO: ALAN STEED  
NO: BOB BALLEW

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
SPIDER (Dorsey)

Added:  
WALTER MONTEGOMERY  
DANNY JOE JOHNSON (Epic)

Medium:  
CLYDE JAMES (Capitol)

Added:  
MOODY BLUES (Mercury/PolyGram)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**The Q**  
KLAO  
915-544-8884

PO: JOHN MICHELS  
NO: BOB BALLEW

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**100.1**  
Lexington  
404-252-8694

PO: GARY DIXON  
ASST. PO: DAVE KRUMHOLTZ

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
SPIDER (Dorsey)

Added:  
WALTER MONTEGOMERY  
DANNY JOE JOHNSON (Epic)

Medium:  
CLYDE JAMES (Capitol)

Added:  
MOODY BLUES (Mercury/PolyGram)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**KDF-3**  
Nashville  
615-244-9532

PO: DAVID HALL

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**99.5 KISS**  
100.5 SAN ANTONIO  
San Antonio  
512-223-8211

PO: TOM YIPER  
NO: TOMIE LINDSEY

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**wymx**  
Augusta  
404-722-1302

PO: GLEN STEWART  
NO: MARY BILLINGS

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**96 Magic**  
Ft. Pierce  
305-484-1401

PO: CHRIS RIVERS  
NO: SCHUYLER

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**LRS 102**  
Louisville  
502-585-5178

PO: JOHN SIMON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Zany 104**  
Norfolk  
804-481-1194

PO: JOHN SIMON  
NO: BILL SIMONS

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**93FM**  
Shreveport  
318-425-8892

PO: HOWARD CLARK  
NO: JOHN SHEPARD

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Beaumont  
713-727-0229

PO: BILL DENORE  
NO: MARK McLEANE

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Gainesville  
904-378-3806

PO: KAPL STEWART  
NO: GARY STEWART

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**FM 99**  
Louisville  
502-589-4400

PO: G.C. MATTHEWS  
NO: RUS BRADLEY

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**fm99**  
Norfolk  
804-623-9667

PO: JIMMY GORRATTY

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**98 ROCK**  
Tampa  
813-224-0742

PO: BOB STEWART  
NO: BOB

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Tampa  
813-878-0455

PO: AL PETERSON  
NO: RICK VAN CLEVE

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Tampa  
813-878-0455

PO: AL PETERSON  
NO: RICK VAN CLEVE

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**FM 99**  
Tampa  
813-878-0455

PO: AL PETERSON  
NO: RICK VAN CLEVE

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**TKO**  
Pensacola  
904-438-7543

PO: HARRY SAUER

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**95FM**  
Tampa  
813-878-0455

PO: AL PETERSON  
NO: RICK VAN CLEVE

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Birmingham  
205-870-9900

PO: DAN BIRCHMAN

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Houston  
713-526-4591

PO: CHRIS MILLER  
NO: MICHAEL ROBINSON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**wjls**  
Miami  
305-581-1580

PO: JOHN FOX

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WQDR**  
Raleigh  
919-832-8311

PO: DANIEL BRUNDT  
NO: BOB WALTON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**knod**  
Tulsa  
918-684-2810

PO: BILL BRUNDT  
NO: CHARLIE REEF

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WYMX**  
Corpus Christi  
512-855-4641

PO: BOB FAZIO  
NO: CHARLIE PALMER

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**ZZZ 102**  
Jackson  
801-982-1062

PO: DAVID PEREIRA  
NO: STEVE KELLER

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Love 104**  
Miami  
305-672-2500

PO: RICH PETERSON  
NO: ROSS BROWN

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**XL102**  
Richmond  
804-282-9731

PO: DANIEL BRUNDT  
NO: BOB WALTON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**99.1ZD**  
West Palm Beach  
305-481-0099

PO: SCOTT FISHER  
NO: MICHAEL KEATING

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**KZEW**  
Dallas  
214-748-9898

PO: TOM DIXON  
NO: JANE DOLAN

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Rock 104**  
Knoxville  
615-525-8000

PO: KERRY LAMBERT

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Y102**  
Montgomery  
205-264-2888

PO: NEIL HARRISON  
NO: PHIL HARRISON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WLD**  
Roanoke  
703-387-0234

PO: RIC JOHNSON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WKZL**  
Winston-Salem  
919-725-0658

PO: COUG PAUL  
NO: SHARON PAUL

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Rock 104**  
Knoxville  
615-525-8000

PO: KERRY LAMBERT

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**Rock 104**  
Knoxville  
615-525-8000

PO: KERRY LAMBERT

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**95 Rock**  
Montgomery  
205-832-4295

PO: NEIL HARRISON  
NO: PHIL HARRISON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WLD**  
Roanoke  
703-387-0234

PO: RIC JOHNSON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)

**WLD**  
Roanoke  
703-387-0234

PO: RIC JOHNSON

Added:  
SILVER CONDO (Columbia)

Medium:  
JIM STEINMAN (Epic)

Added:  
GEORGE HARRISON  
(Dora Horowitz)

Medium:  
JERRY RUBEN (Mercury/PolyGram)

Added:  
PHIL COLLINS (Atlantic)

Medium:  
SECRET POLICEMAN'S (Mercury/PolyGram)

Added:  
GARY U.S. BONDS (Mercury/PolyGram)

Medium:  
MARSHALL TUCKER (Mercury/PolyGram)









**Jim  
Duncan**

# Country

## A Funny Thing Happened On The Way To This Feature

Last Friday I made calls to five stations to interview their general managers for this piece. Out of the five, three had taken the day off and one had left early for the day. I was able to catch that person at home preparing for a trip to Nashville's Fan Fair. I tried to reach the other three on Monday. You guessed it: they were all out to lunch. So if you are one of our many readers on the programming side of the business, maybe the thought of long weekends and lunches might inspire you to consider making the move to management. But beware, even though it was a strange turn of events that makes a humorous lead to this story, becoming a manager and taking on the responsibility of the job is not all that easy.

My interviews were with five former program directors who made the right moves to management over the years. I'm sure you will find their comments helpful in guiding your career toward manager. Those interviewed were Bob English, VP/GM of WUBE-AM-FM/Cincinnati, a GM for two years with four years experience as a PD; Gary Kines, GM of WQXM/Tampa-St. Petersburg, 15 years as PD (92Q/Nashville, WCOP/Boston, and recently WSUN/Tampa) and three months as a GM of this AOR station; Perry St. John, VP/GM of KSO & KGGO-FM/Des Moines, seven years as PD at KSO and GM for the past four; Craig Scott, VP/GM of WMPS-WHRK-FM/Memphis, 11 years as PD (WSLR/Akron, WJJD/Chicago, and National PD for Plough Broadcasting) and GM since February of this year; and Hal Smith, VP/GM of WIP & WMMR-FM/Philadelphia, PD for 13 years (KLAC/Los Angeles) and GM for five years (a few years at KNEW/Oakland).



Bob English



Gary Kines



Perry St. John

Asked if they enjoyed being a manager, all gave a positive response. Hal told us, "Sure do. I wonder sometime why they pay me to do this job. It really is fun." Gary said, "I love it; most exciting thing I've done in my life. It has been enlightening to not only change formats from Country to AOR, but also to change hats from PD to GM." Craig added, "It is very rewarding and exciting."

### Making The Proper Adjustment

It was manager Perry St. John who said, "It has been a slow adjustment. It wasn't a real quick turnaround in my attitudes, but after awhile you begin to think more like a manager. You seem to get a better overview of the entire operation of the radio station." Bob English said he had to make adjustments "in a couple areas. First and most obvious was in the sales area, both in philosophical and practical technique. I had to learn how to interact between management and sales, which is a lot different than the interaction between sales and programming."

Smith added, "As a PD you are responsible for one department, the air staff and the on-air sound. As a manager I had to learn the ins and outs of all the other departments. I had to learn to weigh the many sides of a problem before I made a decision." Scott said, "I had to become more familiar with the radio station as a whole, particularly in the areas of finance and sales. I had to

start thinking in terms of profit and loss. My thinking was expanded to include all people, all departments, morale, appearance, and upkeep of the building, etc."

### A More Demanding Job

Bob English responded to the question of which job was more demanding, PD or GM: "It (GM) is more demanding in terms of the responsibility load. For one thing you are responsible for more people. The ultimate effects of your decisions tend to have a greater impact on the operation, be they positive or negative." Craig Scott said, "I find being a manager more demanding, more exciting, but less frustrating. One doesn't mind the demands of his job if he is in charge of his destiny. As a GM I am in charge of the station's total direction and, yes, it is demanding. I must be sensitive to the needs of everyone, in every department, and at the same time, bring everyone together for the common goals and objectives of the station." Gary Kines agreed about the heavy demands of the job and added, "You need to move a little quicker with decisions than you might as a PD because some of them will have more immediate impact on the overall operation." Perry St. John responded, "Yes, it is more demanding, not so much in time, but in the area of your energy output. The job doesn't really take more time, because I believe in delegating authority."

### Advantages & Disadvantages As Former PD

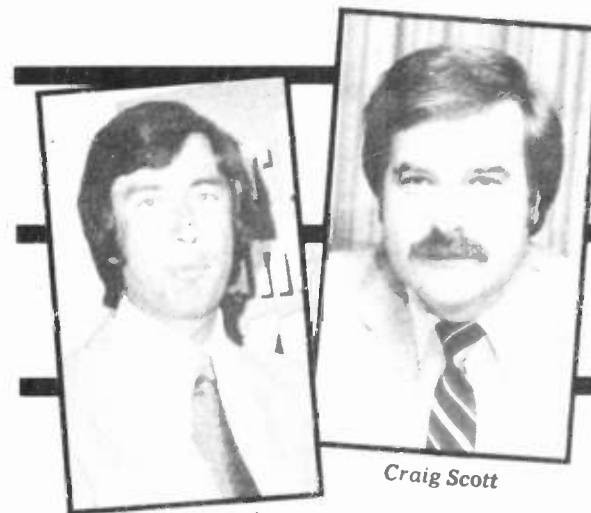
Scott and Smith both stated their were no disadvantages coming from the programming side of radio. Smith said, "If you have good people around who can run their departments, my job is real easy. Since I didn't come up through sales, I always make sure I have a real strong sales manager." English said one of the early

disadvantages he found was when a sales person came into his office with a problem that needed a specific response, "You tend to take longer to go through the list of possible alternatives. But because you do take the time to think through the possibilities, sometimes you make better decisions in the long run." St. John says he has found the biggest disadvantage being "a little too sensitive to programming problems. I tend to give the benefit of the doubt to the programming side."

As far as the advantages, Scott summed up the general thoughts of everyone, "The big advantage coming from the programming side is to have total knowledge of the product. This makes the manager's job more meaningful to all departments. Programming has given me a strong product background in both development and marketing."

### What Do You & Don't You Miss

Gary Kines said he missed "the day-to-day involvement with the music people and air talent." He doesn't miss the phone calls at all hours of the day and night from "a sick disc jockey or engineer who wants to sign off the station to make a few adjustments." Hal Smith missed being involved in production. "Therapy to me is to get a splicing bar, some tape, and a razor blade, and do some production. That is something I loved doing." Scott told us, "I don't miss the frustration consulting other stations as I did for seven years as Plough's Na-



Hal Smith

Craig Scott

tional PD. I don't miss the weekly travel. I don't miss the frustration of being an advisor rather than a doer. Now I'm on the line and I like that." English said, "I miss being on the air. I enjoyed being at the center of the pulse of what the radio station is all about. I don't miss setting up jock schedules and trying to save a promotion a sales person has screwed to the wall." St. John responded by saying, "I miss the direct contact with the listeners. I don't miss so much the programming duties, but being close to my listeners. I also don't miss working on the weekends and on Christmas."

### Setting Your Goal To Be A GM

Each of these managers were given the opportunity to give suggestions on how other radio people coming from the air personality-music director-program director side of the business might meet their goals of becoming a manager.

Bob English: "Be sure that really is a goal you want to set. Look for places to put yourself in a position for promotion. Don't get too deeply involved in a company that won't let you grow. Talk to them about your goals. Do everything you can to give yourself some education and experience in those areas you don't get from being in programming: sales, management training, and without a doubt accounting, bookkeeping, and financial training."

Gary Kines: "Make sure you don't close the door to the sales department, sales manager and sales people. Don't restrict yourself to just programming, to the announcers or to just the record people. Ask questions. Ask what you are spending in your department. Learn about bottom line. Most important is to get with a company that will let you grow and be subjected to all areas of the business."

Perry St. John: "Get with a company that will promote from within. Find a company that will share the financial figures with you. You can always tell a kid who is management-oriented; he wants to see the figures. He asks, 'How well is the programming department doing?' Very seldom does a programming person ask that question. They only talk in terms of spending money."

Craig Scott: "You should look upon your department as a business. Work hard at your administrative skills and your total business structure. You will not survive in upper management in this or any business if you can't effectively organize and communicate your business plan. The successful GM must first be a good businessman. From that base, you are in a much better position to concentrate the majority of time and energy on issues of tomorrow rather than problems of today."

Hal Smith: "Have an understanding of management concepts and problems. Radio is a people business. You must know how to work with and how to direct people to obtain your station goals. Know the rules and regulations of the FCC. Take a position of a wider scope of the radio station. Learn more than one job."

I hope these thoughts might have inspired you to think about a career in management. It has given me food for thought. Food? Is it time for lunch yet?



# BREAKERS.

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

### MERLE HAGGARD Rainbow Stew (MCA)

On 68% of reporting stations. National Summary: Up 21, Same 14, Down 0, Debuts 28, Adds 17. R&R Chart: 48-44.

### JOE STAMPLEY Whiskey Chasin' (Epic)

On 65% of reporting stations. National Summary: Up 32, Same 17, Down 0, Debuts 11, Adds 15. R&R Chart: 49-45.

### KENNY ROGERS I Don't Need You (EMI/Liberty)

On 62% of reporting stations. National Summary: Up 0, Same 2, Down 0, Debuts 5, Adds 64. R&R Chart: Debut 47.

#### Most Added:

**KENNY ROGERS**  
I Don't Need You (EMI/Liberty)  
**DAVID FRIZZELL & SHELLY WEST**  
A Texas State Of Mind (WB)

#### Hottest:

**BARBARA MANDRELL**  
I Was Country When Country... (MCA)  
**ALABAMA**  
Feels So Right (RCA)  
**DOTTIE WEST**  
What Are We Doin' In Love (EMI/Liberty)  
**OAK RIDGE BOYS**  
Elvira (MCA)  
**DOLLY PARTON**  
But You Know I Love You (RCA)

# MOST ACTIVE

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

#### ☑ TERRI GIBBS "Rich Man" (MCA) 67/18

National Summary: Up 6, Same 22, Down 0, Debuts 21, Adds 18 including WKYG, WBAX, WQIK-FM, WKSJ-FM, WSIX-FM, WMNI, KSO, WHBF, KRZY, KKAL, KBMY, KHEY 47-36, WCMS-FM 30-21, WGEE d-34, WFMS-FM d-30. R&R Chart: Debut 50.

#### ☑ STATLER BROTHERS "Don't Wait On Me" (Mercury/PolyGram) 58/28

National Summary: Up 4, Same 17, Down 0, Debuts 9, Adds 28 including WSAI, WIRE, KVOO, KSSS, KNIX-FM, WEEP, WWVA, WCOS-FM, WQYK-FM, WTQR-FM, KWMT 48-41, KCKC 27-20, WIXL-FM 47-29, WBAP d-30.

#### ☑ WAYLON & JESSI "Wild Side Of Life" (RCA) 57/15

National Summary: Up 14, Same 14, Down 0, Debuts 14, Adds 15 including KOKE-FM, WQAM, WBAM, WSM, KBUF, WGEE, KKAL, KVEG, WGNM-FM, WBAX, KLVI 39-30, WGTO 46-38, WFMS-FM 29-19, WKKN 40-32, KCUB 35-29.

#### JOHN CONLEE "Could You Love Me (One More Time)" (MCA) 56/13

National Summary: Up 17, Same 13, Down 1, Debuts 12, Adds 13, WSEN, WWCS-FM, WYMI, WSM, WHOO, KBMR, KSO, KWMT, WXCL, WHBF, KBMY, KTOM, KCUB, KRRV 26-18, KCKC 16-12.

#### LARRY GATLIN "Wind Is Bound To Change" (Columbia) 56/13

National Summary: Up 11, Same 18, Down 0, Debuts 14, Adds 13, WSLR, WUBE-FM, KSO, WKMF, WBCS-FM, KICD-FM, KFEQ, KCUB, KIXZ, KLVI, WYMI, WSM, WHOO, WSIX-FM 31-23, KUUY 49-36.

#### MUNDO EARWOOD "Angela" (Excelsior) 54/10

National Summary: Up 27, Same 12, Down 0, Debuts 5, Adds 10, KVET, WYDE, WQIK-FM, WCXI, WKMF, WITL-FM, WXCL, WKKN, WTHI, KRSY, WSIX-FM 17-11, KRMD-AM-FM 44-36, WDDD-FM 26-19, KUUY 30-23, WWCS-FM 13-7.

#### JUICE NEWTON "Queen Of Hearts" (Capitol) 47/11

National Summary: Up 9, Same 12, Down 0, Debuts 15, Adds 11, KRZY, KEEN, WSEN, WCOS-FM, WWOD, KNOE, KYXX, WHOO, WKMF, WTSO, WKKN, KLAK 15-11, KCKC 20-9, WGNM-FM 44-37, WMC-AM d-21.

#### CHARLIE RICH "You Made It Beautiful" (Epic) 43/5

National Summary: Up 20, Same 13, Down 0, Debuts 5, Adds 5, WCXI, KFGO, WITL-FM, KVOC, WWCS-FM, KNIX-FM 36-30, WIXL-FM 24-19, WNYR d-29, WWVA 35-27, KVET 37-28, WSIX-FM 26-19, WIRK-FM 37-23.

#### KIN VASSY "Likin' Him And Lovin' You" (EMI/Liberty) 42/2

National Summary: Up 18, Same 15, Down 0, Debuts 7, Adds 2, WKCO-FM, WOKQ, KSO 39-33, KWMT 46-36, WWCS-FM 19-15, KVET 44-33, WYDE 22-17, KHEY 43-38, WBAM 31-22, KYXX 20-17.

## Others Getting Significant Action

#### SUSIE ALLANSON "Run To Har" (EMI/Liberty) 39/4

National Summary: Up 12, Same 19, Down 0, Debuts 4, Adds 4, KOKE-FM, KFGO, WKKN, WWVA, WSIX-FM 32-25, KYXX 33-28, WFMS-FM 28-23, KICD-FM 40-34, KUUY 44-37, WNYR d-30.

#### ☑ DAVID FRIZZELL & SHELLY WEST "A Texas State Of Mind" (WB) 37/35

National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 35 including WMZQ-FM, WWVA, WBAM, WSM, WIRK-FM, KSO, KEBC-FM, KFEQ, KMAK, KYTE, KMPS-AM-FM.

#### ☑ BILLY "CRASH" CRADDOCK "I Just Need You For Tonight" (Capitol) 37/28

National Summary: Up 2, Same 6, Down 0, Debuts 2, Adds 28 including KOKE-FM, WQIK-FM, WNRS, KSO, WFMS-FM, KRAK, KTOM, KEEN, KGA, WNYR, WMZQ-FM, WXCL 19-16.

#### ☑ JOHN SCHNEIDER "It's Now Or Never" (Scotti Bros.) 36/18

National Summary: Up 3, Same 8, Down 0, Debuts 7, Adds 18 including KMAK, KLAC, KYTE, WNYR, WMZQ-FM, KOKE-FM, WGTO, WQYK-FM, WTQR-FM, WSLR, WIRE, WIXL-FM 43-35.

#### JOHN DENVER "Some Days Are Diamonds..." (RCA) 36/8

National Summary: Up 10, Same 15, Down 0, Debuts 5, Adds 6, WBAM, KKYX, KFEQ, KRZY, KEEN, WKXA, WSIX-FM 37-28, KEBC-FM 38-29, KCKC 33-23, WSEN 49-39, WNYR d-28.

#### REX ALLEN JR. & MARGO SMITH "While The Feeling's Good" (WB) 34/12

National Summary: Up 3, Same 12, Down 0, Debuts 7, Adds 12, WGTO, KHEY, WBAP, KNOE, WQYK-FM, KBMR, WKCO-FM, KVOO, KUUY, KSSS, WIXY, WWVA, WCMS-FM 46-36.

#### EDGEL GROVES "Footprints In The Sand" (Silver Star) 33/2

National Summary: Up 15, Same 5, Down 0, Debuts 4, Adds 2, KNIX-FM, WBAX, KLAC 41-34, KFTN 12-9, WKYG 38-28, WNYR 14-9, WCOS-FM 13-6, WGTO 27-18, WQYK-FM 33-25, WMNI 17-9, KVOO 34-25.

#### EDDY ARNOLD "Bally-Hoo Days" (RCA) 33/2

National Summary: Up 22, Same 6, Down 0, Debuts 4, Adds 2, WKKN, KRSY, WXCL 41-36, KVOO 27-21, KUUY 27-22, KGA 33-27, WIXL-FM 30-23, WYDE 23-19, KHEY 36-29, WSIX-FM 18-12.

#### EMMYLOU HARRIS "I Don't Have To Crawl" (WB) 32/10

National Summary: Up 3, Same 11, Down 0, Debuts 8, Adds 10, KHEY, WKSJ-FM, KNOE, WSM, WIRE, KVOO, KRDR, KTOM, KEEN, WGNM-FM, KCKC 32-26.

#### SUE POWELL "Midnite Flyer" (RCA) 32/3

National Summary: Up 8, Same 18, Down 0, Debuts 5, Adds 3, WWCS-FM, KHEY, KTOM, WWVA d-38, WGTO 38-34, KYXX 36-27, KSO 37-29, WTSO 34-30, KTRB 36-30, KSOP 48-43.

#### BILLY LARKIN "Longing For The High" (Sunbird) 30/5

National Summary: Up 10, Same 12, Down 0, Debuts 3, Adds 5, KIXZ, KVET, KLRA, WKLM, WMNI, KHEY 49-41, WBAM 39-29, WHK 36-31, KUUY 39-31, WIXL-FM 10-6.

# Radio & Records NATIONAL AIRPLAY/50

## June 12, 1981

THREE TWO LAST  
WEEKS WEEKS WEEK

2	3	1	1	DOLLY PARTON/But You Know I Love You (RCA)
5	4	3	2	ANNE MURRAY/Blessed Are The Believers (Capitol)
23	12	5	3	BARBARA MANDRELL/I Was Country When Country... (MCA)
4	2	2	4	DOTTIE WEST/What Are We Doin' In Love (EMI/America)
15	11	9	0	STEVE WARINER/By Now (RCA)
18	13	10	0	CHARLY McCLAIN/Surround Me With Love (Epic)
11	9	7	7	GAIL DAVIES/It's A Lovely, Lovely World (WB)
19	16	13	0	EARL THOMAS CONLEY/Fire And Smoke (Sunbird)
39	28	21	0	ALABAMA/Feels So Right (RCA)
26	21	18	10	SYLVIA/The Matador (RCA)
20	15	15	11	ELVIS PRESLEY/Lovin' Arms (RCA)
31	24	22	12	TOMPALL & GLASER BROS./Lovin' Her Was Easier... (Elektra)
1	1	4	13	OAK RIDGE BOYS/Elvira (MCA)
29	23	20	11	MOE BANDY/My Woman Loves The Devil Out Of Me (Columbia)
14	10	12	15	LACY J. DALTON/Whisper (Columbia)
3	5	6	16	JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB)
8	6	11	17	MEL TILLIS/A Million Old Goodbyes (Elektra)
6	7	8	18	RAZZY BAILEY/Friends (RCA)
10	8	14	19	MEL McDANIEL/Louisiana Saturday Night (Capitol)
37	29	23	20	JIM ED BROWN & HELEN CORNELIUS/Don't Bother... (RCA)
16	14	16	21	WILLIE NELSON/Mons Lisa (Columbia)
35	31	24	22	DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra)
21	17	19	23	BILLY SWAN/Do I Have To Draw A Picture (Epic)
22	18	17	24	JOHNNY RODRIGUEZ/I Want You Tonight (Epic)
32	30	26	25	RANDY BARLOW/Love Dies Hard (Paid)
44	38	35	24	CRYSTAL GAYLE/Too Many Lovers (Columbia)
41	32	28	27	TOM JONES/Darlin' (Mercury/PolyGram)
42	33	30	22	SONNY CURTIS/Good Ol' Girls (Elektra)
46	39	36	23	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
49	42	40	20	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
45	43	32	31	CRISTY LANE/Love To Love You (EMI/Liberty)
-	48	44	32	RICKY SKAGGS/Don't Get Above Your Raisins (Epic)
47	45	37	33	BURRITO BROTHERS/Does She Wish She Was Single Again (Curb)
43	34	31	34	B.J. THOMAS/Some Love Songs Never Die (MCA)
48	44	38	30	BOBBY BARE/Learning To Live Again (Columbia)
-	47	39	30	BELLAMY BROTHERS/They Could Put Me In Jail (WB/Curb)
-	-	43	27	TERRY GREGORY/Just Like Me (Handshake)
-	-	41	26	VERN GOSDIN/Dream Of Me (Ovation)
9	20	25	39	ROSANNE CASH/Seven Year Ache (Columbia)
-	49	47	40	DON KING/I Still Miss Someone (Epic)
13	19	27	41	JOHNNY CASH/The Baron (Columbia)
-	50	46	42	GEORGE STRAIT/Unwound (MCA)
-	-	45	43	CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)
-	-	48	44	MERLE HAGGARD/Rainbow Stew (MCA)
-	-	49	45	JOE STAMPLEY/Whiskey Chasin' (Epic)
7	22	29	46	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
-	-	47	47	KENNY ROGERS/I Don't Need You (EMI/Liberty)
12	25	33	48	RONNIE MILSAP/Am I Losing You (RCA)
-	-	50	49	EDDY RAVEN/I Should've Called (Elektra)
-	-	49	48	TERRI GIBBS/Rich Man (MCA)

New  
Entry

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

#### ROY CLARK "Love Takes Two" (MCA) 29/5

National Summary: Up 12, Same 9, Down 0, Debuts 3, Adds 5, KRSY, WOKQ, WYDE, KHEY, WOKK, WIXL-FM 21-12, WSIX-FM 19-13, KYXX 38-31, KRMD-AM-FM 30-20, WDDD-FM d-28.

#### DEAN DILLON "They'll Never Take Me Alive" (RCA) 28/4

National Summary: Up 10, Same 13, Down 0, Debuts 1, Adds 4, KVEG, WIXY, KKYX, WTHI, KKAL 43-36, WIXL-FM 18-14, WGTO 35-30, KYXX 31-13, KRMD-AM-FM 35-27, KBUF 25-20.

#### ☑ GENE WATSON "Maybe I Should Have Been Listening" (MCA) 25/23

National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 23 including WMZQ-FM, WYII, KVET, WYDE, WSIX-FM, WCXI, WAXX, KEBC-FM, KNIX-FM, KYTE, KMPS-AM-FM.

#### ☑ KIERAN KANE "You're The Best" (Elektra) 25/15

National Summary: Up 3, Same 5, Down 0, Debuts 2, Adds 15 including KOKE-FM, WMC-AM, WQYK-FM, KEBC-FM, KRAK, KGA, WWCS-FM, WSIX-FM 33-26, WIXY d-29, WIXL-FM 33-26.

#### EDDY ARNOLD "Two Hearts Beat Better Than One" (RCA) 24/2

National Summary: Up 12, Same 4, Down 1, Debuts 5, Adds 2, WMNI, WITL-FM, KSO 25-21, KKAL 15-14, KNIX-FM 30-24, KMPS-AM-FM 29-24, WWVA 31-22, WBAM 36-28, KKYX 27-21.

#### DAVE KIRBY "North Alabama" (Dimension) 23/5

National Summary: Up 6, Same 11, Down 0, Debuts 1, Adds 5, WMZQ-FM, WGTO, WAXX, KWMT, WKKN, KHEY 40-35, WBAM 40-34, KKYX 32-29, WXCL 46-42.

#### JIM CHESNUT "Bedtime Stories" (EMI/Liberty) 21/13

National Summary: Up 3, Same 4, Down 0, Debuts 1, Adds 13 including WUBE-FM, KFGO, KUUY, KRAK, KGA, KHEY, WQYK, FM, KEBC-FM 44-39, KOKE-FM 45-35.

#### JEANNE PRUETT "I Ought To Feel Guilty" (Paid) 18/6

National Summary: Up 3, Same 8, Down 0, Debuts 1, Adds 6, KLVI, KHEY, KKYX, KFGO, KWMT, WKKN, WBAM 37-31, On, KEBC-FM, KFTN.

#### ☑ BILL LYERLY "My Baby's Coming Home Again..." (RCA) 17/16

National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 16 including KVEG, KNIX-FM, KYTE, KRAK, KSOP, KSON-AM-FM, KMPS-AM-FM, WBAM, KRMD-AM-FM, WCXI.

#### WAYLON JENNINGS "I'll Be Alright" (RCA) 17/3

National Summary: Up 5, Same 6, Down 0, Debuts 3, Adds 3, WTSO, WHBF, WBAP, WCXI d-37, KWMT 38-33, KRAK 43-35, KSOP 47-35, On: KNIX-FM, WMZQ-FM, WMC-AM.

#### BRENDA LEE "Fool, Fool" (MCA) 17/3

National Summary: Up 2, Same 10, Down 0, Debuts 2, Adds 3, WWCS-FM, WEEP, KOKE-FM, KKYX 48-43, On: WMZQ-FM, KIKK-FM, KRMD-AM-FM, KEBC-FM, KNIX-FM, KEEN.

#### ☑ DEBBY BOONE "It'll Be Him" (WB/Curb) 16/15

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 15 including KNIX-FM, KRAK, KSOP, KMPS-AM-FM, WYII, KVET, WBAP, WBAM, WMNI, KFGO.

#### RONNIE McDOWELL "Older Women" (Epic) 14/12

National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 12, KVET, WCOS-FM, WGTO, KIKK-FM, WQIK-FM, WMC-AM, WIRK-FM, KEBC-FM, KUUY, KSSS, KRSY, KSOP.

#### DICKEY LEE "Honky Tonk Hearts" (Mercury/PolyGram) 14/12

National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 12, KRRV, KVET, KLRA, WWOD, WSIX-FM, KYXX, KKYX, KEBC-FM, KFEQ, KNIX-FM, KCKC, KMPS-AM-FM.

#### PHIL EVERLY "Sweet Southern Love" (Curb) 13/7

National Summary: Up 1, Same 4, Down 0, Debuts 1, Adds 7, KEBC-FM, KFEQ, KNIX-FM, WWVA, WQIK-FM, WIRK-FM, WTQR-FM, WSEN 37-29.



# Country Pictures



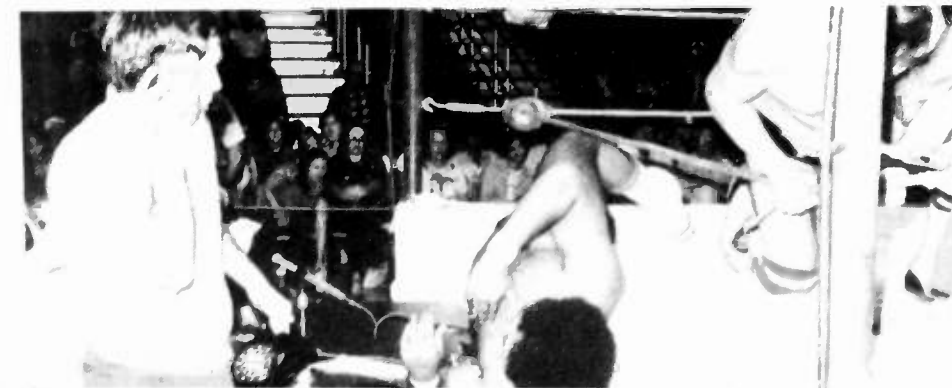
**CRUISIN' COUNTRY** — KNEW/San Francisco and the Red & White Fleet are featuring a summer-long promotion of Thursday night barbecue cruises. 250 KNEW listeners will take part each week by winning tickets during the KNEW "Cruise Contest." Pictured prior to the maiden voyage are Paul Jeans, VP of Ayer/Pritikin & Gibbons agency; KNEW morning personality and honorary captain for the cruises Jon Wailin; and Mike Dexter, Marketing Manager for the Fleet.



**PAYCHECK PALS** — Epic recording artist Johnny Paycheck was recently in Joplin, MO, and is shown prior to a concert with WMBH/Joplin air personalities "Wild Ken" Cody, Dave Matthews, and PD Tom Jordan.



**MANDRELL AT THE MIKE** — MCA's Barbara Mandrell is pictured being interviewed for KEEN/San Jose and KTOM/Salinas. Barbara was appearing at the Marriott's Great America theme park during a three-day country music festival. Other performers included Lacy J. Dalton and Freddy Fender. Backstage between shows, KEEN's MD Kris McKay talked with Barbara live, while KEEN PD Jay Albright and KTOM morning man Johnny Morgan taped the conversation for future broadcast.



**DOWN AND OUT** — Carole Arnold, PD of KPAC/Port Arthur, TX, sent along what she said was "one of the more thrilling moments in sports in Southeast Texas." KPAC Sports Director Art Mack is pictured during the recent broadcast of wrestling action between "The Mad Shiek" and "Tiger Conway." Old "Tiger" didn't do so well. Mack was heard to say, "I invited the guys to DROP by for an interview, but this was ridiculous."



## Biff Collie Inside Nashville

... AND THEN SOME: Merle Haggard's ABC-TV special, taped in Meridian and climaxing this year's Jimmie Rodgers Memorial Festival (May 24-30), will be seen this fall. Haggard signed with CBS Records after a long period of negotiations with both MCA and CBS. Provisions, I understand, for TV, movie and book exploitation are involved. Watch the next 12 months be among the most obviously productive of Hag's career. Thanks to WOKK/Meridian MD Van Mac for sending along these photos from the recent Jimmie Rodgers Memorial Festival. In the first picture I am pictured with originator Johnny Rion after the unveiling of a replica



of Rodgers's home in Texas. It will be a permanent fixture in the Jimmie Rodgers



Museum. Also pictured are Conway Twitty with James Skelton, President of the JRMF, and WOKK air personality and show producer Ken Rainey (r)... Tammy Wynette's "Stand By Your Man" TV movie ranked #7 for that week on TV (weekly series next?)... What superstars are "into" cocaine so bad their friends are uncomfortable with them? Shame... Conway Twitty broke ground officially on that new multi-million \$\$\$ office-artist-residential complex called "Music Village USA" in nearby Hendersonville, across Gallatin Road from the House of Cash. It happened Tuesday during Fan Fair, with hundreds of friends and neighbors on hand to applaud when Conway cut the ribbon. He's also involved in the new Nashville Hitmen hockey team just granted the same group who make up the ownership of the highly successful Nashville Sounds Southern League AA baseball team... Conway & Loretta headlined the IFCO show (International Fan Club Organization), headed by the Johnson sisters, who have for many years headed the Loretta Lynn Fan Club... Ray Stevens's guesting on the soap opera "Texas" at the "Coop," a fictional Houston nightclub, signals more country stars' guesting on that show, according to the show producer... Chet Hagan, who's probably written more scripts for more country TV shows than anybody, is writing a novel called "Make Me A Star." It'll be out in paperback in the fall... Archie Campbell MC'ed an art auction for Duke University Hospital in Durham, NC which featured paintings by Archie, Rosell (Mrs. Perry) Como, and Red Skelton. (Good company, Arch.)

**FAN FAIR FARE:** Up to 20,000 from 50 states and 12 foreign countries filled up hotels and motels within a 30 mile radius of Music City, spending about \$500 per, adding up to way over \$10 million! ("Fun in Music City puts Money in the Kitty".) A lot of TV cameras and radio gear around Fair Fair agenda locations picking up stars and fans interplay and action, more than ever before... "Hee Haw"'s shooting schedule coincides with Fan Fair month; Porter Wagoner tapes a wad of his weekly TV series; a 117-person entourage from England included many media people to take the story home to Britain.

**AIRLINES:** The annual Music Row Run attracted a dozen or more stars in its second event, a 10,000 meter run for the Nashville Child Center... Chet Atkins's contract with Gibson Guitars kicked off with two new Chet Atkins models, introduced this month... Harmonica virtuoso (and "Hee Haw" Music Director) Charlie McCoy robbed at gunpoint, netting the thief over \$17,000 in cash and jewelry, while McCoy was rehearsing for a record session... Willie Nelson cancelled his July 29 Sonoma County (California) Fair date because the 20 fair directors bought up all the 1400 reserved seats before the public got a chance to buy any!... The Ohio State Fair cancelled a George Jones appearance because of an altercation caused by disgruntled customers when Jones didn't show up for another Ohio engagement recently. Seven people were arrested in that incident at the Possum Holler Music Park.

**ON SUSAN'S FLOOR:** In the 1960's, young talents, prospecting in Nashville for that musical pot of gold at the end of the rainbow, often camped out on the floor of the apartment of Sue Brewer on Music Row. Waylon Jennings, Kris Kristofferson, Webb Pierce, George Jones, Tammy Wynette, Roger Miller, Willie Nelson, and Hank Cochran were among the number whom she befriended in their formative days in country music. In 1972, Shel Silverstein and Vince Matthews wrote a song about an unknown writer who was befriended and found a place to stay "On Susan's Floor." Sue Brewer died of cancer after a long struggle, but is remembered by perhaps more important people in our industry than would admit she gave them something when they needed it. She cared about people and she gave that elusive commodity that makes life worth living: love.

**UPDATE:** George Jones sued for \$10.1 million by the owners of Possum Holler Music Park in Obetz, OH for failure to appear at a May 24 Jamboree... WSM's Ralph Emery taped a one-hour TV variety-talk show pilot; producers Chuck Rosenbloom and Robert Shuler say they're shooting for a network sale... Jack Greene now on the road as a single after carrying his own showgroup for over 13 years... Bill Anderson's in the food business finally. The "Po' Boy" is part owner, franchisee, and corporate spokesman for the new Po'Folks chain of restaurants... Dan "Grizzly Adams" Haggerty came to town to introduce the new "Grizzly River Rampage," a white water rafting ride at Opryland USA, while battling the courts on a financial problem.



# Regional Adds & Hots

MOST ADDED EAST		HOTTEST EAST		MOST ADDED MIDWEST		HOTTEST MIDWEST		MOST ADDED SOUTH		HOTTEST SOUTH		MOST ADDED WEST		HOTTEST WEST	
Kenny Rogers (EMU/Liberty)		Barbara Mandrell (MCA)		Kenny Rogers (EMU/Liberty)		Barbara Mandrell (MCA)		Kenny Rogers (EMU/Liberty)		Barbara Mandrell (MCA)		Kenny Rogers (EMU/Liberty)		Barbara Mandrell (MCA)	
		Oak Ridge Boys (MCA)		Stader Brothers (Mercury/PQ)		Dottie West (EMU/Liberty)		D. Frizzell & S. West (WB)		Alabama (RCA)		D. Frizzell & S. West (WB)		Dottie West (EMU/Liberty)	

EAST				MIDWEST				SOUTH						
<b>WMAA-FM</b> Albany, NY	<b>WVTV</b> Parkersburg, WV	<b>WVLR</b> Akron, OH	<b>WVBF-FM</b> Chattanooga, OH	<b>WVCI</b> Cleveland, OH	<b>WVMT</b> Ft. Dodge, IA	<b>WVAP</b> Kansas City, MO	<b>WVMS-AM/FM</b> Muskegon, MI	<b>WVRR</b> Nashville, TN	<b>WVLF-AM/FM</b> St. Louis, MO	<b>KRRV</b> Alexandria, LA	<b>KREY</b> El Paso, TX	<b>WVAFM</b> Miami, FL	<b>WVWQ</b> Orlando, FL	
KEVIN ROGERS EMILY HARRIS WATSON & JESSIE LEW WATSON Notified: ROSE & CLARETTA BARBARA MANDRELL ROBERT BARE COMPTON & LURETTA ANNIE LYNE	BOB BAY LEW STRAIT WILL HAGGARD FRIZZELL & WEST TERRY GIBBS ANNIE MURRAY Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	LARRY GATLIN KERRY ROGERS JOHN SCHNEIDER Notified: JIM CHEMIST LARRY GATLIN STANLEY BROTHERS Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	CRISTY LANE HUBBY BARE WILLIAM BROTHERS JIM CHEMIST LARRY GATLIN STANLEY BROTHERS Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	WILLIAMSON TERRY GIBBS ANNIE MURRAY Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	JOE STAMPEY JOHN CONLEY JANNE PRUETT KERRY ROGERS FRIZZELL & WEST DARY BERRY Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	None Notified: OAK RIDGE BOYS ROSLINE CASH JOHN ANDERSON BARBARA MANDRELL ALABAMA Notified: OAK RIDGE BOYS DOLLY PARTON JOHN ANDERSON ANNE MURRAY	JAMES TAYLOR JOHN LEE KERRY ROGERS WILLIAMSON GEORGE STRAIT Notified: OAK RIDGE BOYS DOLLY PARTON JOHN ANDERSON ANNE MURRAY	DAVE ARIST LEW STRAIT CINDY HURT TERRY GIBBS DIANA TRASH Notified: JANNE PRUETT MACE WATKINSON JANICE NEWTON SUSIE ALLANSON WILLIAMSON Notified: KERRY ROGERS STANLEY BROTHERS GEORGE STRAIT	None Notified: MURDO EARHARDT MEL HOGGARD EDDY RAY GEORGE STRAIT LARRY GATLIN Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	None Notified: MURDO EARHARDT MEL HOGGARD EDDY RAY GEORGE STRAIT LARRY GATLIN Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	None Notified: MURDO EARHARDT MEL HOGGARD EDDY RAY GEORGE STRAIT LARRY GATLIN Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	None Notified: MURDO EARHARDT MEL HOGGARD EDDY RAY GEORGE STRAIT LARRY GATLIN Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE	None Notified: MURDO EARHARDT MEL HOGGARD EDDY RAY GEORGE STRAIT LARRY GATLIN Notified: DOLLY PARTON WILLIAMSON BARBARA MANDRELL EDDY RAY TOMMY LANE

**NUMBER OF REPORTING STATIONS THIS WEEK: 115**

**Hottest Tracks:** "My Baby Thinks He's A Train" ROSANNE CASH (Columbia)  
"Silence On The Line" T.G. SHEPPARD (WB/Curb)

**COUNTRY ALBUMS**  
Cuts in bold type are receiving the heaviest airplay.  
**ALABAMA** - **Feels So Right** - (RCA) "Ride The Train" "Love In The First Degree" "Hollywood"  
**JOHN ANDERSON** - **John Anderson 2** - (WB) "Chicken Truck" "I Love You A Thousand Ways" "Mountain High, Valley Low" "Makin' Love And Makin' Out"  
**ED BRUCE** - **One To One** - (MCA) "When You Fall In Love Everything's A Waltz" "I Take The Chance"  
**ROSANNE CASH** - **Seven Year Ache** - (Columbia) "My Baby Thinks He's A Train" "Blue Moon With Heartache" "You Don't Have Very Far To Go" "Hometown Blues"  
**DAVID FRIZZELL & SHELLY WEST** - **Carryin' On The**

**Family Names** - (WB) "Darling, Will You Marry Me Again" "Lefty"  
**TERRI GIBBS** - **Somebody's Knockin'** - (MCA) "Some Days In Rains All Night Long"  
**EMMYLOU HARRIS** - **Evangeline** - (WB) "How High The Moon"  
**CHARLY McCLAIN** - **Surround Me With Love** - (Epic) "Sweet And Easy, Soft And Slow"  
**RONNIE MILSAP** - **Out Where The Bright Lights Are Glowing** - (RCA) "Out Where The Bright Lights Are Glowing"  
**ANNE MURRAY** - **Where Do You Go When You Dream** - (Capitol) "Where Do You Go When You Dream" "It's All I Can Do"  
**JUICE NEWTON** - **Juice** - (Capitol) "Country Comfort" "Shot Full Of Love" "Ride 'Em Cowboy" "River Of Love" "Texas Heartache"  
**OAK RIDGE BOYS** - **Fancy Free** - (MCA) "Somewhere In The Night" "She's Gone To L.A. Again" "Another Dream Just Came True" "When I'm With You" "I Would Crawl All The Way (To The River)"  
**CHARLEY PRIDE** - **Roll On Mississippi** - (RCA) "Taking The Easy Way Out"  
**JOHNNY RODRIGUEZ** - **After The Rain** - (Epic) "Nobody's

**Better Than You** "Crazy Love" "The Steel Of The Night"  
**T.G. SHEPPARD** - **I Love 'Em All** - (WB/Curb) "Silence On The Line" "We Belong In Love Tonight" "Touch Me All Over Again" "The State Of Our Union" "Party Time" "You Walked Yourself Right Into My Life" "What's Forever For"  
**RICKY SKAGGS** - **Waitin' For The Sun To Shine** - (Epic) "Low And Lonely" "I Don't Care" "Waitin' For The Sun To Shine"  
**JERRY JEFF WALKER** - **Reunion** - (MCA) "Morning Song To Sally" "Got Lucky Last Night" "Maybe Mexico" "Some Go Home"  
**TAKE THIS JOB & SHOVE IT** - **Soundtrack** - (Epic) "Beer Drinkin' Christmas" "I Love Robbing Banks"  
**Most Requested:**  
**BARBARA MANDRELL** "I Was Country..." (MCA)  
**OAK RIDGE BOYS** "Elvira" (MCA)  
**ALABAMA** "Feels So Right" (RCA)  
**DOLLY PARTON** "But You Know I Love You" (RCA)  
**DOTTIE WEST** "What Are We Doin' In..." (EMU/Liberty)  
**CHARLY McCLAIN** "Surround Me With Love" (Epic)



Jeff  
Green

# Adult/Contemporary

## SUCCESS FORMULAS ON LARGE OR SMALL BUDGETS

# Callout Research: Motives & Methods

Research is an important element of any successful radio station. Because Adult/Contemporary stations seldom receive as many requests as a CHR, and since singles sales are often influenced by heavy 12-24 buying, callout research has emerged over the years as an effective method of determining several factors about a record: familiarity, acceptance, burn, and the various degrees of popularity.

R&R has received several calls from A/C programmers who would like more insight about callout methodology. This week, we talked with KFMB-AM/San Diego Program/Operations Manager Mark Larson and WWWE/Cleveland Music Director/Assistant Program Director Terry Patrick about their callout systems, purposes and practices. Note the different approaches in many instances taken by these two advocates of callouts.

### General Purpose

**ML:** The main purpose of doing callout research at KFMB is to get in touch with our audience. Because we have baseball and a heavy news commitment, I think it's real important to get a feel for what the people are thinking about the music we play. Though I don't put equal emphasis on the trades and callouts, those are basically what we look at to determine our music.

**TP:** Being an A/C station and understanding the state of the record industry right now, it's the most accurate method of getting a true reading of how a record is doing with your target audience. To get the whole overview, I think it's essential to have a callout research program.

### Research Personnel

**ML:** We latched onto a couple of people who are really adept at handling computers and have knowledge in computer technology. They didn't have a strong music background but understood what we wanted. It was really simple to set up, but the cost was high. We spend between \$40-50,000 a year in music research. Stations in smaller markets can cut costs because they don't need to take as large a sample as we do. Small stations can use college students, though the boredom of the job can create a lot of turnover. You need to find highly motivated people who understand why you're doing it. Some radio-minded college students really enjoy getting into the workings of a station and that can cut costs.



Mark Larson

**TP:** Stations on small budgets can get away with a skeleton staff by supplementing 2 or 3 part-timers with college interns. However, a station should not try to set up a callout research department based on volunteer college interns alone. You'll find because they're not getting paid, they'll often back out at the last minute when they get tickets to a ballgame or whatever. Without pay, they don't feel that responsible to your station and your sample can get really hurt when you're short-handed. I try to employ at least two people to make sure I can cover our basic weekly sample and use the interns for extra help. No matter what, you also have to keep a close eye on them, pump them up, and emphasize how important the information is. It's critical to see that they're not varying from the questionnaire, but follow it word-for-word while still sounding conversational.

**ML:** If your staff morale is bad, and they're low on their quotas, cheating on the surveys can be a problem and you have to be able to detect it. That's something to really watch for, because it's a monotonous job.

**TP:** It's helpful to sometimes spot-check by calling the participants back to thank them for helping. You may uncover false reports that way.

**ML:** The person running the department should be relatively well paid — at least above minimum wage — and someone who can take pride in what he or she does.

### Selecting Participants

Both programmers initially check four aspects in their pre-screening process: 1) who's in the household 2) if anyone in the home is a heavy radio listener 3) if they fall into the desired demographics 4) if they listen to the desired station, their competitors, or a combination of both.

Larson and Patrick agree that the best way to introduce themselves is as an independent research company, so as not to bias the participant in any way. Both do callouts every week. Each uses a wide and intricate numerical scale, such as from 1-10, to pinpoint the burn, familiarity, and acceptance of a song. Numbered responses also prevent the researcher from leading or influencing the responses.

**ML:** We do a random search through the phone books by zip code and prescreen potential candidates a couple of weeks in advance. I'm looking for people who either listen to us or might be potential listeners. I think taking all radio listeners is a mistake, at least for us. I'd find myself playing records I shouldn't be, because I'd be influenced by someone who listens to a different format or perhaps has their radio controlled by the teens in the house. We do a setup call to arrange a specific time to call back instead of catching someone watching TV or whatever. We want their undivided attention.

**TP:** We select our participants by a random "digit-dialing" system, where everyone in the market has the potential to be called. Dr. Lutz wrote an article once in R&R explaining the process and it's worked very well for us. It uses a series of prefixes and the last four digits come from a random digit table. We start with a simple question to break the ice and to get them thinking about radio.

### Using The Same Sample Over Again

**ML:** We survey hundreds of people each month. We don't call people back for a lengthy period of time and try to avoid it altogether, if possible. Many times, such as during a baseball season, we have trouble reaching a male quota, so we may go back only a couple of months. Calling the same people back frequently is almost like having them work in-house; or they can be influenced by their friends whom they talk about it with. I don't think it's quite as objective as it could be.

**TP:** We'll survey 100 people a week — 25 in each target demographic. That's a minimum. We do survey

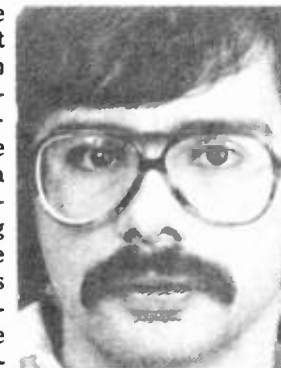
the same people over again, but we'll turn over at least one-quarter of our sample each week. The advantage is that if you don't have to use a totally new sample weekly, you're saving time and money. You're also getting a trend with those listeners and can see a pattern on how a song's appeal changes with them over time. You might get a better reading on a song's burnout factor.

### Testing Methods

**TP:** I've used both the music diary you mail out and also played hooks down the phone — each have advantages and disadvantages. I like playing the hooks the best. I think it's a must for the current records because it takes so long for the audience to become familiar with the titles. It's also better for instrumentals or songs with vague titles. What we do is supplement the tape with a music diary, which includes a list of titles, artists, and even the hook, if needed, to stimulate their memory. We also send out a letter explaining the system and diary, and suggest they look it over, listen to the radio for a few days and pick out the songs they like. When we call them back, we get the diary results plus we run a tape of 15 hooks. I mix the order of songs we test, though listeners aren't that aware of which ones are new or old. The whole tape plays in less than five minutes.

**ML:** We play 25 hooks down the phone at a time and it also only takes a few minutes. I think, however, it's very important *where* you put a song in the list. The "fatigue" factor can make the research runback very bizarre from the previous week due to this variation, especially when songs that have appeared to be very strong suddenly drop off. After about 25 songs, the research starts to lose meaning because people get tired and don't want to talk about it.

This concludes Part I of our callout research interview. Next week, we'll continue with Terry Patrick and Mark Larson, who will discuss what music to test, testing currents with oldies, using callouts for new records, and most importantly, how to interpret the research once it's gathered.



Terry Patrick

## OUTCUE

### What — Me Embarrassed?

In preparing an interview to be shared with sister station WISN/Milwaukee, WLPX News director Duane Gay had invited the head of the Martin Luther King Jr. Coalition down to the station. On that scheduled day, it happened that WLPX DJ's were asking female volunteers to visit the station to try on their special radio-equipped vibrating "Rock & Roll Panties."

Soon, a very large woman arrived and asked to see Duane. Thinking she was one of the volunteers, he led her to the women's restroom and handed her a pair of the suggestive panties. The woman blankly stared at him and said she didn't understand. When Duane realized she was from the M.L.K. organization, he was overcome with embarrassment. WISN Program Manager Dave Denver suggested he apologize and tell her that everyone at the station wears them!

Happy ending: apology accepted, interview completed, and soon an attractive volunteer showed up to model the panties — she loved them.

## Progress

WFIR/Roanoke announces four key promotions: Max Leach moves up from Sales Manager to General Manager. Jerry Joynes appointed WFIR Program Director, while also holding the Sports Director and midday personality positions. Bill Bratton has been promoted from Assistant Music Director to Music Director. He also handles the afternoon drive slot. The new Assistant Program Director is Scot Morris, who also is the WFIR evening personality... Cathy Genthner is the new Music Director at WGAN/Portland, ME... Ron Maestri is the new Program Director at KUDO/Las Vegas, stepping over from Public Affairs Director. Bob Berzins has been promoted from studio engineer to Assistant Program Manager at KMJJ/Las Vegas... WAGM-AM/Presque Isle, ME has been purchased by Colonial Broadcasting, who plan to change the call letters to WKZX. The new General Manager is Ken Becker, formerly a record store manager. Fred Martin has been appointed Program Director. He was most recently night personality at WGUY/Bangor, ME.

# A/C

## BREAKERS

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

### CAROLE BAYER SAGER

#### Stronger Than Before (Boardwalk)

81% of our reporters on it, 20 adds, WELI, WHAM, WBT, WLW, WGAR, KSTP, WGIR, WABZ, WJBO, WDEF, WMAZ, WTAR, WDBO, WFIR, KMJJ, WDFD, KFOR, KMRJ, WSGW, WIBW. Heavy rotation: WGR, KMBZ, WTMJ, KOLO, WOOD, KLMS. Medium rotation: WBEN, WIP, WLTA, WRVR, WOAI-FM, KEX, KSL, WISN, WCCO-AM and 28 more. Debuts on A/C chart at No. 29.

### OAK RIDGE BOYS

#### Elvira (MCA)

59% of our reporters on it, 11 adds, WCBM, WGY, WDAE, WFYR, WPTF, WDBO, WRIE, WAKR, KFOR, WSGW, WSTV. Heavy rotation: WBEN, WTAE, WSB, WBT, WSIX, WOAI-FM, WSJS, KNBR, WTMJ, WHAG, WFSM, WNEU, WJBO, WDEF, WYMC, WORG, KOLO, WHIZ, WIBW, WJON, WQUA, KLMS, KRNT. Medium rotation: WGR, WIP, WLTA, KOY, WLW, WGAR, KMBZ, and 18 more. Moves 29-22 on A/C chart.

### JOEY SCARBURY

#### Theme From "Greatest American Hero" (Believe It Or Not) (Elektra)

59% of our reporters on it, 9 adds, WHAM, KHOW, KOGO, WLW, KFQD, KRKO, KOLO, KRMG, WKHM. Heavy rotation: WGR, WBT, 97A1A, KLOK, WTMJ, KLO, WRVA, WSBA, WRIE, KGGF, WNFL. Medium rotation: WCBM, WBEN, WELI, WGY, WRVR, WDAE, WSJS, KOY, KEX, KNBR, and 23 more. Debuts on A/C chart at No. 27.

## NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week.  Indicates one of this week's "most added" new songs.

**ELTON JOHN** "Nobody Wins" (Geffen) 57/5 add KDKA, WDAE, WSJS, WATR, KFOR. Heavy rotation: WRVR, WOAI-FM, KNBR, WLW, WRIE, WFSM, WLNH, WABZ, WCHV, WSLI, KRKK, KLMS. Medium rotation: WCBM, WGR, WIP, WLTA, WBT, WSM-FM, KPPL, KEX, WYWE, WCCO-FM, WNAB, WEIM, WIS, KAAY, WMAZ, WYMC, WORG, WFIR, KRZI, KFQD, KUGN, KBAI, KLO, WHBY, WKIQ, WOWO, KWOS, WDFI, KMRJ, WJON, WBOW, WHIZ.

**MAUREEN McGOVERN** "Halfway Home" (Maiden Voyage) 53/1 add KRKO. Heavy rotation: KSL, KFMB, WLW, WTMJ, WFTL, WLVA, WRVA, KOLO, WHBY, WATR, WHBC, KGGF, WDFD, WOOD, KFOR, KRMG. Medium rotation: WHIO, KEX, WHAM, WELI, WTIC, KRKK, KMED, KUGN, KFQD, KOB, KRZI, WDBO, WTAR, WNDP, WIS, WDEF, WSBA, WGIR, WEIM, WHIZ, WIBW, WJON, WQUA, KMRJ, WDFI, KXIC, WACI.

**ALAN PARSONS PROJECT** "Time" (Arista) 52/13 add WIP, WHEN, WSB, KHOW, WNAB, WRIE, WDEF, WNDP, WYMC, WDFI, WOOD, WHBC, WJON. Heavy rotation: WSM-FM, WFIR, WBEN, WJBO, WABZ. Medium rotation: WGR, WELI, WGY, WOAI-FM, KOY, KEX, KOGO, WLW, WCCO-FM, WEIM, WLNH, WNEU, WCHV, WSLI, WMAZ, WTAR, WORG, KFQD, KBAI, KRKK, WKIQ, WKHM, KFOR, WSGW.

**KENNY ROGERS** "I Don't Need You" (Liberty) 47/44 add WPRO, KDKA, WIP, WELI, WGIR, WBEN, WCBM, KSTP, KMBZ, WYWE, WFYR, KLOK, KNBR, KFMB, KSL, KPPL, WOAI-FM, 97A1A, WHAS, WBT, WLTA, KAAY, WLVA, WORG, WRVA, KRMG, WSGW, WDFI, KWOS, WKHM, WACI, WHBY, KRKK, KBAI, KMED, KMJJ, KRKO, KUGN, KFQD, WSBA, WGIR, WLNH, WEIM, WRIE. Heavy rotation: WCCO-AM. Medium rotation: WASH, WTAE.

**MARTY BALIN** "Hearts" (EMI America) 46/15 add WPRO, WOAI-FM, KFMB, WTMJ, WCFR, WJBO, WJS, WMAZ, KMED, WBOW, KLTE, KLMS, WKHM, WNFL, WKIQ. Heavy rotation: WASH, WGR, WCHV. Medium rotation: WBEN, WSJS, KPPL, KOY, KNBR, WLW, WCCO-FM, KRKO, WHBY, KXIC, WFIR, WORG, WSLI, WABZ, WATR, WLNH, WFSM, WRIE.

**JAMES TAYLOR** "Hard Times" (Columbia) 46/6 add WRVR, KHOW, WIS, WATR, WCFR, KMED. Heavy rotation: 97A1A, WLVA, WSBA, KLMS. Medium rotation: WBT, WSM-FM, KSL, WCCO-AM, WNEU, WEIM, WNAB, WFIR, WRVA, WNDP, WDEF, WCHV, WHBY, WKIQ, WHBC, KFOR, WDFI, KLTE, WIBW.

**JUICE NEWTON** "Queen Of Hearts" (Capitol) 45/19 add WGR, WIP, WGY, WFYR, WLW, WGAR, KNBR, WBT, KOLO, KMED, KLTE, KWOS, KXIC, WACI, WHBY, WLVA, KAAY, WGIR, WNAB. Heavy rotation: 97A1A, WRVA. Medium rotation: KOY, WHEN, WBEN, WFIR, WYMC, WMAZ, WSLI, WNDP, WJBO, WNEU, WLNH, WHBC, KGGF, WJON.

**ENGELBERT HUMPERDINCK** "Don't You Love Me Anymore" (Epic) 45/3 add WHAM, KEX, WRVA. Heavy rotation: WLTA, WTMJ, KMED, WFTL. Medium rotation: WSB, KOY, KSL, WCCO-AM, WNAB, WEIM, WSBA, WHIZ, WJON, KMRJ, KLTE, KFOR, WOOD, KGGF, WHBC, WKIQ, KFQD, WDBO, WMAZ, WLVA, WNDP.

**STANLEY CLARKE/GEORGE DUKE** "Sweet Baby" (Epic) 39/6 add WCBM, KNBR, KRKO, WAKR, WIBW, WHAM. Heavy rotation: WBEN, 97A1A, WTMJ, WORG, WMAZ, WHBC. Medium rotation: WELI, WLW, WGAR, WYWE, KRKK, KFQD, WSLI, WNDP, WIS, WJBO, WABZ, WCFR, WNAB, WJON, KFOR, WKIQ.

**DILLMAN BAND** "Lovin' The Night Away" (RCA) 39/1 add WHAM. Heavy rotation: WSJS, WDEF, WRVA. Medium rotation: WLW, WNAB, WEIM, WHAG, WSBA, KOB, KFQD, KMED, KLO, KRKK, WIS, WLVA, WMAZ, WFIR, WHIZ, WJON, KMRJ, WDFI, KFOR, KXIC, WACI, KGGF, WKIQ.

**ALABAMA** "Feels So Right" (RCA) 18/8 add WSB, WBT, 97A1A, KRKK, KFOR, KXIC, WHBC, WHBY. Heavy rotation: WRVA, KRMG. Medium rotation: KOY, KLO.

**CHRIS MONTAN** "Any Minute Now" (20th) 15/4 add WATR, WIS, WLVA, WHIZ. Medium rotation: WRVR, KOY, KSL, WHBY, WHBC.

**KOOL & THE GANG** "Jones Vs. Jones" (De-Lite/PolyGram) 15/2 add WMAZ, WABZ. Medium rotation: WGY, WFIR, WORG, WJBO, WKIQ.

**RAZZY BAILEY** "Friends" (RCA) 15/1 add KLOK. Heavy rotation: WLTA, WDEF, KRNT, WOOD. Medium rotation: WHBC, KRMG.

**GARY U.S. BONDS** "This Little Girl" (EMI America) 14/3 add WZ-AM, KDKA, WBT. Heavy rotation: WIP, WFIR, WABZ, WOWO. Medium rotation: WGAR, WCHV, WNEU, WBOW.

**SMOKEY ROBINSON** "You Are Forever" (Tamla) 10/9 add WIP, WLTA, KMBZ, WCHV, WORG, WRVA, KRKK, WKIQ, KWOS.

# Radio & Records NATIONAL AIRPLAY/30

June 12, 1981

Three Weeks	Two Weeks	Last Week		
12	4	2	1	NEIL DIAMOND/America (Capitol)
2	1	1	2	DOTTIE WEST/What Are We Doing In Love (Liberty)
24	16	6	3	GEORGE HARRISON/All Those Years Ago (Dark Horse/WB)
8	5	4	4	DON McLEAN/Since I Don't Have You (Millennium)
1	2	3	5	GINO VANNELLI/Living Inside Myself (Arista)
—	24	15	7	AIR SUPPLY/The One That You Love (Arista)
19	15	9	7	JESSE WINCHESTER/Say What (Bearsville/WB)
14	9	8	8	RAY PARKER JR. & RAYDIO/A Woman Needs Love... (Arista)
9	8	7	9	KIM CARNES/Bette Davis Eyes (EMI America)
25	21	18	10	BARBRA STREISAND/Promises (Columbia)
21	18	14	11	JIM PHOTOGLO/Fool In Love With You (20th)
16	13	12	12	STARS ON 45/Medley (Radio/Atlantic)
3	3	5	13	JOHN LENNON/Watching The Wheels (Geffen)
29	23	20	14	ROSANNE CASH/Seven Year Ache (Columbia)
30	25	23	15	PURE PRAIRIE LEAGUE/Still Right Here... (Casablanca/PG)
13	12	11	16	ANNE MURRAY/Blessed Are The Believers (Capitol)
4	6	13	17	SMOKEY ROBINSON/Being With You (Tamla)
11	17	17	18	TASTE OF HONEY/Sukiyaki (Capitol)
20	19	19	19	DOLLY PARTON/But You Know I Love You (RCA)
—	—	30	20	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
—	30	26	21	LEE RITENOUR/Is It You (Elektra)
—	—	29	22	OAK RIDGE BOYS/Elvira (MCA)
28	26	24	23	PAUL ANKA/I've Been Waiting For You All My Life (RCA)
—	29	28	24	SHEENA EASTON/Modern Girl (EMI America)
7	7	10	25	CHRISTOPHER CROSS/Say You'll Be Mine (WB)
10	10	21	26	CHAMPAIGN/How 'Bout Us (Columbia)
—	—	—	27	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
5	11	16	28	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
—	—	—	29	CAROLE BAYER SAGER/Stronger Than Before (Boardwalk)
18	20	25	30	CLIMAX BLUES BAND/I Love You (WB)

This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at least 60% of our reporters.

### MOST ADDED

- KENNY ROGERS  
I Don't Need You (Liberty)
- CAROLE BAYER SAGER  
Stronger Than Before (Boardwalk)
- JUICE NEWTON  
Queen Of Hearts (Capitol)
- MARTY BALIN  
Hearts (EMI America)
- AIR SUPPLY  
The One That You Love (Arista)
- POINTER SISTERS  
Slow Hand (Planet)

### HOTTEST

- NEIL DIAMOND  
America (Capitol)
- DOTTIE WEST  
What Are We Doing In Love (Liberty)
- GEORGE HARRISON  
All Those Years Ago (Dark Horse/WB)
- GINO VANNELLI  
Living Inside Myself (Arista)
- KIM CARNES  
Bette Davis Eyes (EMI America)
- AIR SUPPLY  
The One That You Love (Arista)

**JOHN SCHNEIDER** "It's Now Or Never" (Scotti Bros.) 36/12 add WSJS, WTMJ, WNAB, WFSM, WCFR, AM, WABZ, WNDP, WORG, KRMG, WHIZ.

**JOHN DENVER** "Some Days Are Diamonds" (RCA) 34/11 add WIP, WSB, WHIO, WEIM, WNEU, WSLI, WYMC, WHIZ, WSTV, WACI, WHBY. Heavy rotation: WRVA, KLTE. Medium rotation: WLTA, KSL, WNAB, WHAG, WSBA, WDEF, WFTL, KXIC, WHBC, WKIQ.

**POINTER SISTERS** "Slow Hand" (Planet) 29/15 add WCCO-FM, KFMB, KEX, KPPL, WBT, WASH, WLNH, WNEU, WHIZ, WDFI, KLMS, KOLO, WYMC, KAAY, WABZ. Heavy rotation: 97A1A, KBAI, WRVA. Medium rotation: KRKK, WFIR, WORG, WSLI, WEIM, WHBY.

**TERRI GIBBS** "Rich Man" (MCA) 28/12 add KFQD, WHBY, WKIQ, KLMS, WDFI, KMRJ, WJON, WSTV, WLVA, WSLI, WNDP, WHAG. Heavy rotation: WCCO-AM. Medium rotation: WSJS, WBT, WDEF, KRMG, WHBC.

**PHIL EVERLY** "Sweet Southern Love" (Curb/CBS) 28/9 add WHIO, WSB, WATR, WNAB, WABZ, KRKK, WJON, KMRJ, KXIC. Heavy rotation: KLMS. Medium rotation: WBT, KOY, WDEF, WHBY, WDFI, WQUA.

**DARYL HALL & JOHN OATES** "You Make My Dreams" (RCA) 28/5 add WBT, WSJS, WSLI, WFSM, KMRJ. Heavy rotation: WHEN, WCHV, WABZ, WNEU, KLMS, WHIZ. Medium rotation: WBZ-AM, KDKA, WTAE, WOAI-FM, WFYR, WGAR, WEIM, WCFR, WJBO, KAAY, WMAZ, WFIR, KRKK, WKIQ, WOWO.

**CLIFF RICHARD** "Give A Little Bit More" (EMI America) 28/3 add KOGO, WQUA, KAKZ. Heavy rotation: WBEN, WTMJ, KLO, WCFR. Medium rotation: WRVR, WOAI-FM, KEX, KNBR, WCCO-FM, WLNH, WNEU, WCHV, KAAY, WFIR, KFQD, WHIZ, WKHM.

**DENNIS YOST** "Going Through The Motions" (Robox) 26/6 add WSLI, WIS, WHBC, WKHM, WSTV, WHIZ. Heavy rotation: WLTA. Medium rotation: WSB, WSBA, WJON, WQUA, KFOR, KGGF.

**DIONNE WARWICK** "Some Changes Are For Good" (Arista) 22/14 add WIP, WPRO, WHEN, WSB, KSL, KFMB, WRIE, WHAG, WATR, WSBA, KFQD, KUGN, KMED, WAKR. Heavy rotation: WCCO-AM.

**LANI HALL** "Come What May" (A&M) 22/2 add WHIO, KLO. Medium rotation: WLTA, KSL, WDEF, WFTL, KFQD, KFOR, WDFI, WNAB.

**TOM JONES** "Darlin'" (Mercury/PolyGram) 22/2 add KDKA, KRNT. Heavy rotation: WSB, WDEF, WHBC. Medium rotation: WELI, WTAE, KMBZ, WCCO-AM, KLO, KFOR, WHIZ.

**ROBBIE DUPREE** "Brooklyn Girls" (Elektra) 20/3 add WGAR, WHAG, KFQD. Heavy rotation: WKHM. Medium rotation: WRIE, WJBO, WFIR, KRKK, WKIQ.

## Others Getting Significant Action

**GLADYS KNIGHT & THE PIPS** "Forever Yesterday (For The Children)" (Columbia) 10/3 add WSB, KUGN, WLVA. Medium rotation: WELI, WGY, WLTA, WRVA.

**STEVE WINWOOD** "Arc Of A Diver" (Island) 10/1 add WHAG. Medium rotation: WSM-FM, WGAR, WNEU, WLNH, WEIM, WNAB.

**DAN HARTMAN** "It Hurts To Be In Love" (Blue Sky/CBS) 8/3 add KFQD, WNDP, KLO. Medium rotation: WBT, KXIC, WHBC.

**JOHNNY LEE** "Prisoner Of Hope" (Full Moon/Asylum) 8/3 add WLTA, WSB, KLO. Heavy rotation: KSL, WCCO-AM, KLMS. Medium rotation: KRMG, KXIC.

**GROVER WASHINGTON JR.** "Winelight" (Elektra) 8/2 add KRKK, WJON. Heavy rotation: KLMS. Medium rotation: KSL.

**ANNE MURRAY** "We Don't Have To Hold Out" (Capitol) 7/7 add KEX, KMBZ, KUGN, WFTL, KRMG, WIBW, KWOS.





**Walt  
Love**

# Black Radio

## To Be Or Not To Be (An On-Air PD)

Talking to general managers, program directors, operations managers, and music directors on a daily basis has confirmed my belief that programming persons are definitely still earning their pay!! No matter what the title, it's tough.

For information's sake, let's compare the duties of two main species of programmer — the type with an airshift and the off-air brand. My two subjects are Donnie Deane, Operations Manager at WTOY/Roanoke,

**"If you're going to be a leader, you have to lead by example."**

— Donnie Deane, OM, WTOY/Roanoke, VA

VA; and Ron King, Program Director of WVON/Chicago. Ron is one of the few Black programmers who has the luxury of not having to be on the air daily. Donnie also must pull a daily airshift in addition to his administrative duties.

I spoke with Donnie Deane first, asking what are the advantages and disadvantages of being a programmer with a daily airshift? "The positive thing is that you always have the feel of what you're trying to do on the air and you always know how your format is working on the air," he replied. "Because you're in direct contact with the public, you can pick up on the do's and don'ts much quicker. If your announcers have the opportunity to listen to you, it might make things clearer for them, and that way they begin to understand what your intentions are with your format. If you're going to be a leader, you have to lead by example."

Donnie added, "I also like the fact that I can do some of my other work while on the air." What other work? "Well, I can make my checks for bad carts, checks for bad (outdated) live copy. Being on the air cuts down on my error factor for the station. I catch potential problems up front rather than by hindsight."

What about the disadvantages? "I find myself being here at 8, 9, 10pm sometimes, but, that's what must be done to get everything completed on occasion," Donnie says. Do you ever get to make those important business social functions that you need to with the



Donnie Deane

general manager, I asked. "Occasionally I do, but not too often. I've got to be up early, like 4:30am to be here to do my airshift at 6am, so my GM, Ray Dentley, is very considerate that way; he handles all that. The only other disadvantages I can see are the times I would like to make an early morning appointment with a local businessman who wants to talk about the station and I just can't get to it until later in the day, because as you see, you stay a little busy being on the air. The only other alternative is to try and reschedule yourself on the air to make a meeting, and that's not a good solution."

### The Off-Air Approach

My next call was to Ron King, and I asked about the advantages and disadvantages in being a programmer who's not on the air daily. "First of all, the greatest advantage obviously is that it eliminates the necessity for you to plug out three or four hours a day away from your desk. It is a time-consuming job to be a PD if you are going to do it topnotch. Not being on the air obviously makes you more accessible to your management and sales departments in reference to the servicing of your clients. It also gives you the advantage when dealing with your announcers; they can't

**"It is a time-consuming job to be a PD if you are going to do it topnotch. The major advantage of not being on the air is simply time."**

— Ron King, PD, WVON/Chicago

say, 'Well, I heard you do it', and you don't have to say, 'Well, don't do as I do, do as I say.'

"But I would say the major advantage of not being on the air is simply time," Ron said. "You can devote three or four hours doing other things. For example, in addition to being the Program Director, I am also the Music Director, and I use my time listening to music, which is a very time-consuming job as well."

What about the disadvantages? "From a personal point of view, one of the disadvantages of not being on the air is that I feel if you are on the air, even if it's not a daily basis, then you can be more aware of the small idiosyncrasies of your control board or cart



Ron King

machines which a jock may not deem a major problem and would not bring it to your attention. Also, it's very easy to sit down as program director and design a format and say it should work this way. Obviously, being on the air gives you the opportunity to go in there and put your formulas or ideologies to practical usage, and you can find out your pitfalls. If you're not on the air, as in my case, you've got to really rely on your jocks coming to you, saying, 'Hey, I tried to do this with the format and I ran into this or that problem'. It takes you a little longer to correct these little bothersome problems than it would if you were on the air every day, because you would be aware of it because you are in there pushing the same buttons and playing the same records and doing the same contests as your announcers."

No matter which situation you are in, or may be in someday in the future, I hope this discussion was helpful. Your views on this or any other subject are welcomed.

## Action

• KDIA/Oakland crowned Dianne Nicholson, a 23-year-old legal secretary, as winner of the Miss Kool/Miss KDIA Beauty Competition 1981. The pageant's aim was to find a Bay Area beauty to represent KDIA at the opening of the Kool Jazz Festival and also be a goodwill ambassador plus a liaison with the black community in the Oakland area. Miss Kool will receive over \$1000 in prizes, including a 10-week course at John Robert Powers School of Modeling, beauty makeovers at Liberty House and J&F Hair Designs, and a National semi-conductor gold watch and executive calculator from the Oakland Mayor's office.



Pictured from left are first runner-up Helen Collins, Vice-Mayor Carter Gilmore, Miss Kool/Miss KDIA 1981 Dianne Nicholson, and KDIA Promotion Director Valerie Hubbard.

• KJLH/Los Angeles Program Director Lawrence Tanter informed me that KJLH now has a music committee that meets weekly to decide the music the station will program. He also announced that Levi Booker, morning personality, was named Music Coordinator. KJLH celebrated on the air that well-known nighttime personality King Oliver had been with the radio station for 600 consecutive weeks, which translates into 11 years and 7 months of employment with the same organization. In this day and age, that's an accomplishment to be proud of.

• Donnie Deane (see article above) is now the Operations Manager at WTOY/Roanoke, VA. He was Music Director at WJJS/Lynchburg, VA, and says, "I need some help on getting record service." Donnie's always been a great reporter to R&R. Good luck in the new challenge.

• WPDQ Program Director Mike Moore let us know that the "WPDQ Come Together Day" on May 23 was a fun gathering with an estimated crowd of 7500 Jacksonville residents. Cotillion recording artists Mass Production performed for the crowd.



**WINTERS CIRCLE** — Greeting Buddah's Robert Winters and Fall backstage were a number of radio and record luminaries. Pictured (l-r) behind Winters (seated) are Buddah's Mat Parson, Arista's Linde Heynes, WBLS/New York PD Frenkie Crocker, Buddah President Art Kass, Fall's Walter Turner, and Buddah VP Chuck Welz.

# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

**STEPHANIE MILLS**

"Two Hearts" (20th)

**RICK JAMES**

"Give It To Me Baby" (Gordy)

**MAZE**

"Running Away" (Capitol)

**GRACE JONES**

"Pull Up To The Bumper" (Island)

**BILLY OCEAN**

"Night (Feel Like Getting Down)" (Epic)

**CAMEO**

"Freaky Dancin'" (Chocolate City/PolyGram)

**CHANGE**

"Paradise" (RFC/Atlantic)

**CHAKA KHAN**

"What Cha' Gonna Do For Me" (WB)

**TAANA GARDNER**

"Heartbeat" (West End)

**DEBRA LAWS**

"Very Special" (Elektra)

**STACY LATTISAW**

"Love On A Two Way Street" (Cotillion)

## CLIMBERS

Following are listed in order of their airplay activity.

✓ **ONE WAY** "Push" (MCA) 56% (+14) reporting. Added at WAIL, WDMT. Medium at WAMO, WXYV, WKND, WILD, WDAS, WVOL, WATV, WDIA, WVEE, WANT, WTLC, WCIN, KAEZ, WBMX. Hot at KDKO, WJLB, WKWM, WKXI, WLOU, WHRK, WENN, WBLX, WPDQ, WTMP, KMJQ, WEDR.

**STANLEY CLARKE & GEORGE DUKE** "Sweet Baby" (Epic) 56% reporting. Added at KLIP. Hot at WAMO, WKND, WDAS, WTMP, WDIA, WHRK, WOWI, WVOL, WDMT, WCIN, WJLB, WBMX, WJMO, KDAY, KDIA, KSOL. Medium at WKYS, WAIL, WBLX, WVEE, KOKY, WJJS, WKXI, KMJQ, WVON, KXAM.

**LEE RITENOUR** "Is It You" (Elektra) 54% (+8) reporting. Added at WTMP, KMJM, KDIA. Medium at WKND, WILD, WDAS, WAIL, WBLX, WDIA, WHRK, WJJS, WKXI, KMJQ, WDMT, WBMX, WJMO, WVON, KXAM, KJLH. Hot at KSOL, KDAY, WCIN, WDAO, KOKY, WVEE, WXYV, WAMO.

**FATBACK BAND** "Take It Any Way You Want It" (Spring/PolyGram) 50% (+8) reporting. Added at WVON. Medium at WXYV, WKND, WILD, WDAS, WTMP, WATV, WGIV, WVEE, WLOU, WKXI, WVOL, WDMT, WTLC, WCIN, WJLB, WBMX, WJMO, KDKO, KXAM. Hot at WENN, WAOK, WHRK, WEDR, WOIC.

**AURRA** "Are You Single" (Salsoul) 50% (+2) reporting. Added at WHRK. Medium at KJLH, WJMO, WBMX, WKWM, WDMT, WOIC, WEDR, WKXI, WLOU, WJJS, WANT, WVEE, WDIA, WDAS. Hot at WAMO, WXYV, WWIN, WKND, WILD, WKYS, WGIV, WAOK, WDAO, KAEZ.

**RAY PARKER JR. & RAYDIO** "A Woman Needs Love (Just Like You Do)" (Arista) 50% reporting. Hot at WKND, WILD, WDAS, WAIL, WBLX, WENN, WHRK, WANT, KOKY, WJJS, KMJQ, WWS, WJMO, KMJM, WVON, KDIA. Medium at KJLH, KLIP, WEDR, WVOL, WOWI, WPDQ, WKYS, WHUR, WAMO.

**MASS PRODUCTION** "Turn Up The Music" (Cotillion) 48% (+8) reporting. Added at WVOL, WDMT, KSOL. Medium at WKND, WILD, WDAS, WEDR, WBLX, WGIV, WHRK, WVEE, WANT, KOKY, WJJS, WJMI, WBMX, KDKO. Hot at WTLC, WKXI, WLOU, WPDQ, WTMP, WOIC.

**FRANKIE SMITH** "Double Dutch Bus" (WMOT) 48% reporting. Hot at KDKO, KSOL, WVON, WJMO, WBMX, WWS, WDMT, WJMI, WOWI, KOKY, WVEE, WHRK, WDIA, WBLX, WAIL, WPDQ, WVOL, WAMO, WWIN, WHUR. Medium at KMJQ, WATV, WENN, KXAM.

**STRIKERS** "Body Music" (Prelude) 46% (+4) reporting. Added at WLOU, WVON, WWS. Hot at WWIN, WENN, WVEE, WOWI, WVOL, WEDR, WOIC, KDAY. Medium at WAMO, WXYV, WDAS, WATV, WANT, WJJS, WDMT, WKWM, WTLC, WBMX, WJMO, KSOL.

**KLIQUE** "Love's Dance" (MCA) 44% (+10) reporting. Added at KDAY, WDAO, WBLX, WKYS. Medium at WAMO, WKND, WILD, WTMP, WENN, WGIV, WHRK, WVEE, WLOU, WVOL, WTLC, WCIN, WJLB, KAEZ, WBMX, WJMO. Hot at WATV, WJMI.

**GINO SOCCIO** "Try It Out" (Atlantic) 42% (+8) reporting. Added at WBMX. Medium at KDKO, KXAM, KJLH, WTLC, WDMT, KMJQ, WVOL, WANT, WVEE, WHRK, WBLX, WAIL, WAMO, WXYV. Hot at WWIN, WHUR, WILD, WJMI, WWS, WVON.

**DONNA WASHINGTON** "Scuse Me While I Fall In Love" (Capitol) 42% (+8) reporting. Added at KSOL, KLIP, WVON. Medium at WAMO, WWIN, WKND, WHUR, WILD, WTMP, WBLX, WENN, WGIV, WHRK, WDMT, WCIN, WBMX, WJMO, KDAY. Hot at WXYV, WKWM, WJLB.

**WALTER JACKSON** "Tell Me Where It Hurts" (Columbia) 42% (+4) reporting. Medium at WWIN, WKND, WWRL, WILD, WDAS, WAIL, WDIA, WHRK, WDMT, WCIN, WJLB, WBMX, WJMO, WVON, KDIA, KJLH. Hot at KDAY, KSOL, WDAO, WJMI, WKXI.

**BILL SUMMERS & SUMMERS HEAT** "Call It What You Want" (MCA) 42% reporting. Hot at KDIA, WJMO, KAEZ, WKWM, WJMI, WANT, WVEE, WBLX, WATV, WTMP, KMJQ, WVOL, WAMO. Medium at WPDQ, WAIL, WENN, KOKY, WJJS, WOWI, WDMT, KXAM.

✓ **UNLIMITED TOUCH** "Searching To Find The One" (Prelude) 40% (+16) reporting. Added at WXYV, WBLX, WGIV, WKWM, WBMX. Medium at WWIN, WILD, WDAS, WAIL, WENN, WDIA, WVEE, WOIC, WDAO, WWS, WVON, KXAM. Hot at WTLC, WAOK, WWRL.

✓ **QUINCY JONES** "Razzmatazz" (A&M) 40% (+12) reporting. Added at WAMO, KOKY, KDKO, KDAY, KSOL. Medium at WDAS, WBLX, WGIV, WAOK, WHRK, WVEE, WJMI, WOIC, WDAO, WTLC, WJMO, WVON. Hot at KJLH, WCIN, WATV.

✓ **CHERYL LYNN** "Shake It Up Tonight" (Columbia) 40% (+12) reporting. Added at WKND, WWRL, WBLX, WKXI, WWS, WTLC, WJLB. Medium at WXYV, WKYS, WDAS, WDIA, WGIV, WHRK, WVOL, WEDR, WOIC, WDAS, WBMX, KXAM. Hot at WAOK.

**GAP BAND** "Yearning For Your Love" (Mercury/PolyGram) 40% reporting. Medium at WAMO, WWIN, WKYS, WTMP, WOWI, WVOL, KMJQ, WKWM, WCIN, KLIP, KDIA. Hot at WKND, WAIL, KOKY, WJJS, WKXI, WEDR, KAEZ, WJMO, KMJM.

✓ **ATLANTIC STARR** "Send For Me" (A&M) 38% (+16) reporting. Added at KDKO, WTLC, WKWM, WVOL, WJMI, WKXI, WGIV. Medium at WHUR, WWRL, WATV, WAIL, WDIA, WAOK, WHRK, WVEE, KJLH. Hot at WXYV, WWS, WVON.

**KOOL & THE GANG** "Jones Vs. Jones" (De-Lite/PolyGram) 34% (+6) reporting. Added at WKXI, WOIC. Medium at WAMO, WWRL, WILD, WPDQ, WDIA, WGIV, KOKY, WOWI, WDAO, WDMT, WJLB, WBMX, WJMO, KDKO, KSOL.

**THELMA HOUSTON** "If You Feel It" (RCA) 34% (+2) reporting. Added at KSOL. Medium at WXYV, WKND, WWRL, WILD, WBLX, WDIA, WGIV, WHRK, WVEE, WEDR, WDMT, WKWM, WTLC, WBMX, KDAY, KXAM.

**BROTHERS JOHNSON** "The Real Thing" (A&M) 34% reporting. Added at WHUR, WWRL, WILD, WKYS, WXYV, WVEE, WOWI, WEDR, KMJQ, WAIL, WAOK, WHRK, WCIN, KJLH, KDAY, KXAM. Medium at WDAS.

**EVELYN KING** "I'm In Love" (RCA) 34% reporting. Added at WXYV, WKND, WHUR, WGIV, WPDQ, WATV, WDIA, WOWI, WKXI, WOIC, WKWM, WTLC, WCIN, KAEZ, KDKO, KJLH. Medium at WWIN.

**SANDRA FEVA** "Tell 'Em That I Heard It" (Ventura) 32% reporting. Medium at WAMO, WWIN, WILD, WDAS, WATV, WENN, KOKY, WKXI, WVOL, WEDR, WKWM, WJLB, KAEZ, WBMX, WJMO. Hot at WDAO.

**DENIECE WILLIAMS** "It's Your Conscience" (ARC/Columbia) 30% (+6) reporting. Medium at WAMO, WHUR, WKYS, WDAS, WHRK, WLOU, WKXI, WJMI, WEDR, WOIC, WDAO, WCIN, KDIA. Hot at KJLH, WWRL.

**SIDE EFFECT** "Make You Mine" (Elektra) 30% reporting. Medium at WAMO, WXYV, WKND, WOWI, WVOL, KMJQ, WAIL, KOKY, WJJS, WJMO, KDIA, KDAY. Hot at KDAY, KXAM, KAEZ, WLOU.

**SISTER SLEDGE** "Next Time You'll Know" (Cotillion) 30% reporting. Added at KLIP, KDIA. Medium at WTMP, WANT, KOKY, WJJS, WDMT, WCIN, WBMX, KSOL. Hot at WDIA, WGIV, WOWI, WKXI, KDAY.

**OHIO PLAYERS** "Skinny" (Boardwalk) 28% reporting. Added at WWRL, WKWM. Medium at WAMO, WKND, WATV, WHRK, WEDR, WJLB, WBMX, KDKO. Hot at WENN, WJMI, WDAO, WTLC.

## NEW & ACTIVE

**JOE SIMON** "Are We Breaking Up" (Posse) 22% (+2) reporting. Added at WWS, WBMX. Medium at WVON, WOIC, WEDR, WKXI, WLOU, WENN, WTMP. Hot at WGIV, WJLB.

**RANDY BROWN** "If I Don't Love You" (Chocolate City/PolyGram) 22% reporting. Medium at WXYV, WKND, WAIL, WBLX, WHRK, WVEE, WBMX, WKWM. Hot at WDIA, WKXI, KSOL.

**ARETHA FRANKLIN** "Come To Me" (Arista) 22% reporting. Added at WDMT, KSOL. Medium at WKND, WWRL, WTMP, WLOU, WVOL, WJLB, WBMX, WVON. Hot at WGIV.

**L.V. JOHNSON** "I Don't Really Care" (ICA) 22% reporting. Added at WGIV, WDAO, WBMX. Medium at WWRL, WATV, WENN, WDIA, WKXI, WTLC, WJLB, WVON.

**SLAVE** "Feel My Love" (Cotillion) 22% reporting. Added at WXYV, WKND, WAOK. Medium at WWRL, WPDQ, WDIA, WJMI, WOIC, KMJQ, WDAO, WTLC.

**NOEL POINTER** "All The Reasons Why" (Liberty) 20% reporting. Added at WDAO. Medium at WAMO, WDAS, WKXI, WKWM, WBMX, WJMO, KJLH. Hot at WXYV, WJLB.

**DIONNE WARWICK** "Some Changes Are For Good" (Arista) 20% reporting. Added at WKND, WATV, WVEE, KOKY, WOIC. Medium at WAMO, WWRL, WHRK, WDAO. Hot at WHUR.

**WHISPERS** "I Can Make It Better" (Solar) 20% reporting. Added at KDIA. Medium at KXAM, WTLC, WKWM, WWS, WANT. Hot at WWRL, WATV, WGIV, WOIC.

**ROBERT WINTERS & FALL** "When Will My Love Be Right" (Buddah) 20% reporting. Added at WWIN, WKND, WBLX, WVEE, WDAO, KDAY. Medium at KDIA, WATV, WILD. Hot at WWRL.

**SMOKEY ROBINSON** "You Are Forever" (Tamla) 20% reporting. Added at WWIN, WOIC, WGIV, WVEE, KOKY, WDAO, KAEZ, WTLC. Medium at WHUR, WKXI.

**ARCHIE BELL** "Any Time Is Right" (Becket) 18% reporting. Medium at WWIN, WKND, WILD, WLOU, WBMX, WCIN, WJLB. Hot at WHUR, WEDR.

**FANTASY** "Funky Song" (Pavillion) 18% reporting. Added at WTMP, WKXI. Medium at WEDR, WOIC, WDAO, WTLC, WVON, KXAM. Hot at WATV.

**LINX** "Together We Can Shine" (Chrysalis) 18% reporting. Added at WXYV, KAEZ, WENN. Medium at WDAS, WWIN, WJMI, WOIC, WTLC, WJLB.

# Black Radio

## Hottest

### June 12, 1981

EAST	SOUTH	MIDWEST	WEST
Aurra Teana Gardner Chaka Khan	Rick James Cameo Stephanie Mills Chaka Khan	Stephanie Mills Change Rick James	Chaka Khan Grace Jones Rick James Stephanie Mills

# Regionalized Adds & Hots

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

### EAST

**WXIV**  
Baltimore, MD  
Tim Watts

**ADDED**  
Stacy Lattisaw  
Evelyn King  
Teana Marie "Square"  
Byrnestor  
Unlimited Touch  
Sugarhill Gang  
Peter Tosh  
Slave  
Count Coolout  
Lina  
Gladys Knight & Pips

**HOTTEST**  
Teana Gardner  
Change  
Lee Rittanour  
Michael Wycoff  
Atlantic Starr "Send"  
Noel Pointer  
Aurra  
Debra Laws  
Cameo  
Donna Washington

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Cheryl Lynn  
Robert Winters & Fall  
Dionne Warwick  
Peter Tosh  
Evelyn King  
Gladys Knight & Pips  
Slave  
Rhythm  
Allice Myers  
Silver Platinum  
Rene & Angela

**HOTTEST**  
Gap Band  
Chaka Khan  
Rick James  
Raydio  
Aurra  
Billy Ocean  
Change  
Clarks/Duke  
Debra Laws  
Stephanie Mills

**WHUR**  
Washington, DC  
Oscar Flekle

**ADDED**  
Evelyn King  
Brothers Johnson

**HOTTEST**  
Maze  
Stacy Lattisaw  
Gino Soccio  
Teana Gardner  
Count Coolout  
Robert Winters & Fall  
T Connection  
Kleeer

**WKYS**  
Washington, DC  
Donnie Simpson

**ADDED**  
Brothers Johnson  
Klique  
Teana Marie "Magic"

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Orangest  
Teana Marie "Square"  
Smoke Robinson "Forever"  
Rene & Angela  
Sweet Gee  
Starpoint  
Gloria Gaynor  
Count Coolout  
Robert Winters & Fall  
T Connection  
Kleeer

**HOTTEST**  
Grace Jones  
Aurra  
Rick James "Fire"  
Frankie Smith  
Grandmaster Flash  
Strikers  
Teana Gardner  
Chaka Khan  
K.I.D.  
Gino Soccio

### MIDWEST

**KMUM**  
St. Louis, MO  
Steve Wood

**ADDED**  
Lee Rittanour

**HOTTEST**  
Raydio  
A Taste Of Honey  
Smoke Robinson  
Kim Carnes  
Gap Band  
Grover Washington Jr. "Two"  
Atlantic Starr "When"  
Jamaica Jackson  
Whispers "Love"  
Robert Winters & Fall "Magic"

**WVON**  
Chicago, IL  
J.J. Jeffries

**ADDED**  
Joe Simon  
Unlimited Touch  
Jarry Knight  
Sylvester  
L.V. Johnson  
Stacy Lattisaw  
Gino Soccio

**KAEZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Roberta Flack  
Rufus "Hold"  
Lina  
Evelyn King  
Rene & Angela  
Younghearts  
Smoke Robinson "Forever"  
B.B. & Q. Band  
Teana Marie "Square"

**HOTTEST**  
Chaka Khan  
Side Effect  
Sho Nuff  
Bill Summers  
Stephanie Mills  
Aurra  
Gap Band  
Lakside  
Lina "Lying"  
Change

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Rene & Angela  
Cheryl Lynn  
Leda Grace  
Jimmy Cliff  
Yutaka Yokokura

**HOTTEST**  
Shalamar  
Grace Jones  
One Way  
Change  
Allice Myers  
Stephanie Mills  
Clarks/Duke  
Noel Pointer  
Joe Simon  
Donna Washington

**WVWS**  
Saginaw, MI  
Curtis Foss

**ADDED**  
Cheryl Lynn  
Maze  
Joe Simon  
Strikers  
Bobby Caldwell

**HOTTEST**  
Atlantic Starr "Send"  
Rick James  
Quincy Jones "Dudie"  
Frankie Smith  
Raydio  
Allice Myers "Joy"  
Champaign "How"  
Change  
Grace Jones  
Gino Soccio

**WCIN**  
Cincinnati, OH  
Michael Roberts

**ADDED**  
Midnight Star  
Evelyn King  
Brothers Johnson

**HOTTEST**  
Chaka Khan  
Rick James  
Quincy Jones  
Stephanie Mills  
T.S. Monk  
Clarks/Duke  
Lee Rittanour  
Harvey Mason  
Debra Laws  
Isley Brothers

### WVRL

**WVRL**  
New York, NY  
Bob Law/Wanda Ramos

**ADDED**  
Just Friends  
Ecstasy, Passion & Pain  
Brothers Johnson  
Debra Laws  
Ohio Players  
Cheryl Lynn  
Jacksons "Walk"

**HOTTEST**  
Eather Williams  
Stacy Lattisaw  
Robert Winters & Fall "When"  
Billy Ocean  
Unlimited Touch  
Stephanie Mills  
Yutaka Yokokura  
Deniece Williams  
Whispers  
Denroy Morgan

### WILD

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
Peter Tosh  
Starpoint  
Teana Marie "Square"  
Orangest  
Champaign "Fire"  
Brothers Johnson  
Cameron

**HOTTEST**  
Rick James  
Raydio  
Chaka Khan  
Grace Jones  
Gino Soccio  
Billy Ocean  
Debra Laws  
Aurra  
Change  
Stephanie Mills

### WOTEST

**WOTEST**  
Debra Laws  
Grace Jones  
Robert Winters & Fall "Magic"  
Stacy Lattisaw  
Rick James  
Aurra  
Teana Marie "Young"  
Pure Energy  
Just Friends  
Sus Ann  
Bobby King

**WAMO**  
Pittsburgh, PA  
J.C. Floyd

**ADDED**  
Billy Ocean  
Quincy Jones  
Pittsburgh

**HOTTEST**  
Teana Gardner  
Chaka Khan  
Grace Jones  
Clarks/Duke  
Stephanie Mills  
Frankie Smith  
Lee Rittanour  
Bill Summers  
Change  
Aurra

### WDAS

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Cameron  
Roberta Flack  
Pure Energy  
Just Friends  
Sus Ann  
Bobby King

**HOTTEST**  
Rick James  
Chaka Khan  
Stephanie Mills  
Change  
Raydio  
Grace Jones  
Teana Gardner  
Clarks/Duke  
Maze  
Cameo

### WDAO

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Noel Pointer  
Smoke Robinson "Forever"  
Roberta Flack  
War  
Klique  
Robert Winters & Fall "When"  
Gangsters  
Yutaka Yokokura  
L.V. Johnson

**HOTTEST**  
Stephanie Mills  
Debra Laws  
Maze  
Cameo  
Lee Rittanour  
Ohio Players  
Billy Ocean  
Walter Jackson  
Sandra Fave  
Aurra

### WDMT

**WDMT**  
Cleveland, OH  
Freddie James

**ADDED**  
Pointer Sisters  
Debra Laws  
Artha Franklin  
One Way  
Mass Production

**HOTTEST**  
Rick James  
Clarks/Duke  
Stephanie Mills  
Chaka Khan  
Lakside  
Change  
Kim Carnes  
Frankie Smith  
Cameo  
Teana Gardner

### WVON

**WVON**  
Chicago, IL  
J.J. Jeffries

**ADDED**  
Joe Simon  
Unlimited Touch  
Jarry Knight  
Sylvester  
L.V. Johnson  
Stacy Lattisaw  
Gino Soccio

**HOTTEST**  
Rick James  
Stephanie Mills  
Frankie Smith  
Teana Gardner  
Grace Jones  
Change  
Clarks/Duke  
Cameo  
Maze  
Billy Ocean

### WKWM

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Atlantic Starr "Send"  
Unlimited Touch  
General Caine  
Ronny McLean  
Starpoint "Closer"  
Ohio Players  
Firefly  
Evelyn King

**HOTTEST**  
Rick James  
Cameo  
Grace Jones  
Chaka Khan  
One Way  
Bill Summers  
Bernard Wright  
Stephanie Mills  
Mantra  
Donna Washington

### WTLC

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Smoke Robinson "Forever"  
Teana Marie "Square"  
Midnight Star  
Cheryl Lynn  
Reddings  
Evelyn King  
Atlantic Starr "Send"  
Sus Ann

**HOTTEST**  
Rick James  
Rose Royce  
Billy Ocean  
Ohio Players  
Stacy Lattisaw  
Teana Gardner  
Cameo  
Heaven & Earth  
Debra Laws  
Mass Production

### SOUTH

**KOKY**  
Little Rock, AR  
Rhonda Curtis

**ADDED**  
Quincy Jones  
Smoke Robinson "Forever"  
Debra Laws  
Dionne Warwick

**HOTTEST**  
Lee Rittanour  
Stephanie Mills  
Frankie Smith  
A Taste Of Honey  
Raydio  
Gap Band  
Chaka Khan  
Lakside  
Rick James  
Rufus

**WHRK**  
Memphis, TN  
Sharon Smith

**ADDED**  
Brothers Johnson  
Shalamar "This"  
Aurra  
Stargard  
Jerry Knight

**HOTTEST**  
Grace Jones  
Change  
Clarks/Duke  
Fatback Band  
One Way  
Stephanie Mills  
Cameo  
Frankie Smith  
Raydio  
Billy Ocean

**WOWI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Billy Ocean  
Sugarhill Gang  
Treschourous Three  
Evelyn King  
Brothers Johnson

**HOTTEST**  
Frankie Smith  
Rick James  
Chaka Khan  
Teana Gardner  
Stephanie Mills  
Clarks/Duke  
Gap Band  
Sister Sledge  
Strikers  
Grace Jones  
Change

**WTMP**  
Tampa, FL  
Debbie Parker

**ADDED**  
Stargard  
Lee Rittanour  
Fantasy

**HOTTEST**  
One Way  
Clarks/Duke  
Chaka Khan  
Mass Production  
Rick James  
Grace Jones  
Bill Summers  
Betty Wright  
Cameo

**WKXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
B.B. King  
Atlantic Starr "Send"  
Impressions  
Cheryl Lynn  
Candi Staton  
Evelyn King  
Champaign "Fire"  
Kool & The Gang  
Fantasy

**HOTTEST**  
Chaka Khan  
Stephanie Mills  
Gap Band  
Rick James  
Jacksons "Feel"  
Sister Sledge  
One Way  
Mass Production  
Walter Jackson  
Randy Brown

**WBLX**  
Mobile, AL  
Carmen Brown

**ADDED**  
Cheryl Lynn  
L.J. Reynolds  
Klique  
Stacy Lattisaw  
Webster Lewis  
Klymaxx  
Robert Winters & Fall "When"  
Unlimited Touch

**HOTTEST**  
Bill Summers  
Raydio  
Chaka Khan  
Frankie Smith  
Rick James  
Smoke Robinson "Being"  
Rufus "Tonight"  
Switch  
One Way  
Stephanie Mills

**WAIL**  
New Orleans, LA  
Barry Richards

**ADDED**  
Manhattan Transfer  
Teana Marie "Square"  
Brothers Johnson  
Vince  
Stacy Lattisaw  
One Way

**HOTTEST**  
Frankie Smith  
Rick James  
Gap Band "Humpin"  
Chaka Khan  
Cameo  
Raydio  
Gap Band "Yearning"  
Gino Vannelli  
Stephanie Mills  
Kim Carnes

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
Rene & Angela  
Teana Gardner  
Brothers Johnson  
Evelyn King  
Carl Carlton

**HOTTEST**  
Frankie Smith  
Rick James  
Randy Brown  
Stephanie Mills  
Clarks/Duke  
Cameo  
Grace Jones  
Sister Sledge  
Maze  
K.I.D.

**KBOL**  
San Mateo, CA  
Bernie Moody

**ADDED**  
Debra Laws  
Klique  
Brothers Johnson  
Robert Winters & Fall "When"  
Shalamar "This"

**HOTTEST**  
Billy Ocean  
Change  
Grace Jones  
Stephanie Mills  
Clarks/Duke  
Side Effect  
Strikers  
Lee Rittanour  
Walter Jackson  
Sister Sledge  
Randy Brown

### WANT

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Debra Laws  
R.J.'s Latest Arrival

**HOTTEST**  
Raydio  
Rick James  
Rose Royce  
Chaka Khan  
Atlantic Starr "When"  
Jerry Knight "Fire"  
Smoke Robinson "Being"  
Teana Marie "Young"  
Bill Summers  
Quincy Jones "Just"

### WATV

**WATV**  
Birmingham, AL  
Bill Glover

**ADDED**  
Impressions  
Roberta Flack  
Major Harris  
Sus Ann  
Dionne Warwick  
Evelyn King  
Klymaxx

**HOTTEST**  
Whispers  
Rick James  
General Caine  
R.J.'s Latest Arrival  
Bill Summers  
Quincy Jones  
Klique  
Fantasy

### WJMI

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Grace Jones  
Atlantic Starr "Send"  
Starpoint "Closer"

**HOTTEST**  
Cameo  
Bill Summers  
Stephanie Mills  
Frankie Smith  
Gino Soccio  
Klique  
Walter Jackson  
Mystic Martin  
Ohio Players  
Wanda & N.M. Walden

### WVON

**WVON**  
Miami, FL  
Leo Jackson

**ADDED**  
Grandmaster Flash  
Bob Marley  
DeBarge  
Patrice Rushen  
Sus Ann  
Klymaxx "Running"  
Brothers Johnson  
L.J. Reynolds  
Carl Carlton  
Rufus "Hold"  
Rivage

**HOTTEST**  
Lamont Dozier  
Gap Band  
Rick James  
Chaka Khan  
One Way  
Paul Kelly  
Archie Bell  
Stephanie Mills  
Fatback Band  
Strikers

### WEDR

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
Grandmaster Flash  
Bob Marley  
DeBarge  
Patrice Rushen  
Sus Ann  
Klymaxx "Running"  
Brothers Johnson  
L.J. Reynolds  
Carl Carlton  
Rufus "Hold"  
Rivage

**HOTTEST**  
Lamont Dozier  
Gap Band  
Rick James  
Chaka Khan  
One Way  
Paul Kelly  
Archie Bell  
Stephanie Mills  
Fatback Band  
Strikers

### WENN

**WENN**  
Birmingham, AL  
Gene Wise

**ADDED**  
B.B. King  
Jole  
Lina

**HOTTEST**  
Rick James  
Grace Jones  
Raydio  
Strikers  
Cameo  
Eddie Fisher  
Fatback Band  
Ohio Players  
Sedone  
One Way

### WVON

**WVON**  
Atlanta, GA  
Carl Connors

**ADDED**  
Peter Tosh  
Carl Carlton  
Kurtis Blow  
Bob Marley  
Yarborough & Peoples  
Sugarhill Gang  
Slave  
202 Machine  
Brothers Johnson

**HOTTEST**  
Aurra  
Jarry Knight  
Unlimited Touch  
Cameo  
Grace Jones  
Teana Gardner  
Fatback Band  
Cheryl Lynn  
Gene Dunlap  
Grandmaster Flash

### WVON

**WVON**  
Atlanta, GA  
Carl Connors

**ADDED**  
Peter Tosh  
Carl Carlton  
Kurtis Blow  
Bob Marley  
Yarborough & Peoples  
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202 Machine  
Brothers Johnson

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Gene Dunlap  
Grandmaster Flash

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Cameo  
Grace Jones  
Teana Gardner  
Fatback Band  
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Gene Dunlap  
Grandmaster Flash

### WVON

**WVON**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Robert Winters & Fall "When"  
Carl Carlton  
Smoke Robinson "Forever"  
War  
Stacy Lattisaw  
Brothers Johnson  
202 Machine  
Empress  
Peter Tosh  
Dionne Warwick

**HOTTEST**  
Grace Jones  
Strikers  
Lee Rittanour  
Bill Summers  
Kim Carnes  
Frankie Smith  
Billy Ocean  
Shalamar "This"  
Cameo  
Teana Gardner

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### WVON

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Atlanta, GA  
Scotty Andrews

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Carl Carlton  
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Strikers  
Lee Rittanour  
Bill Summers  
Kim Carnes  
Frankie Smith  
Billy Ocean  
Shalamar "This"  
Cameo  
Teana Gardner



# Opportunities

## Openings

### EAST

**Versatile morning personality sought by WNAV.** Experienced only. Production. Send T&R to: Steve Hopp, Box 829, Annapolis, MD 21404. EOE (6-12)

**News Director to lead award-winning team.** Intelligent, experienced, people-oriented manager. T&R: Gary Bruce, PD, WLAM, Box 929, Lewiston, ME 04240. EOE M/F (6-12)

**WELBECO, Inc. of Maine is expanding.** Key positions available. Top dollar. T&R and salary requirements to Tommy Edwards, WAYU-WCOU, Box 330, Lewiston, ME 04240. EOE M/F (6-12)

**Afternoon drive personality needed.** Experience and talent necessary. Great opportunity with growing company. Send T&R to WENY, Box 208, Elmira, NY 14902. EOE M/F (6-12)

**Group-owned station committed to news now accepting T&R's,** writing samples for future news positions. Contact Paul Ciotta, ND, WBAX, One Broadcast Plaza, Wilkes-Barre, PA 18706. EOE (6-12)

**Promotion Director/on-air person needed** at 50,000 watt FM station in New Hampshire. T&R: Bob Walker, WOKQ, Box 576, Dover, NH 03820. EOE M/F (6-12)

**WRUN/Utica, NY has nights open immediately.** If you can communicate with adults 18-49, send T&R to Fred Horton, PD, WRUN, Thomas Rd., Oriskany, NY 13424. EOE M/F (6-12)

**WOAY/West Virginia accepting T&R for announcers** with rock format experience. Send to Charlie Jennings, Box 251, Oak Hill, WV 25901. EOE M/F (6-12)

**WSNE/Providence looking for Production/Creative Services Director.** Good voice, technical skill, good copywriter. Work samples: Peter Mokover, WSNE, 111 Dorranze, Providence, RI 02903. EOE M/F (6-12)

**Z104/Frederick, MD has immediate opening** for experienced newscaster. Also possible opening for air personality. T&R: Kemosabi, 6833 Mount Phillip Rd, Frederick, MD 21701. (6-12)

**Top 26 AOR has opening for local sales person.** Commissioned salary . . . \$20,000/yr. reasonable. Send resume to Business Mgr., WBRU-FM, 88 Benevolent St., Providence, RI 02908. (6-12)

**50,000 watt AOR Superstars accepting tapes and resumes** for possible future full- and part-time openings. Bob Kocak, PD, WRKI, Box 95, Danbury, CT 06810. No calls. EOE M/F (6-5)

**CQ102/Geneva, NY has immediate part-time/semi opening (CHR).** Central/Western New Yorkers. T&R to Steve Reynolds, PD, CQ102, Box 213, Geneva, NY 14456. EOE M/F (6-5)

**Pittsburgh's hottest AM/FM combination is looking for a newscaster.** T&R to Jeff Gilbert, ND, WEEP/WDSY, 107 Sixth St., Pittsburgh, PA 15222. EOE M/F (6-5)

**Announcer/Broadcaster/"Entertainer"** — We placed over 95% of our graduates last year. Instructor positions open if you are able to keep high interest level and relate the real world to your students, not the collegiate ivory tower Disney World. You need at least 2 years experience in broadcasting . . . No experience in teaching required. First phone. We also have an opportunity for you. American Academy, 833 Chestnut St., Philadelphia, PA 19107. (215) 922-0605. (6-12) \*

**WRFY-FM/Reading, PA has immediate opening** for 6-12mid. jock, Adult/Contemporary. Good pay & benefits. Contact Mike Shannon, 2325 Parklomen Ave., Reading, PA 19606. EOE M/F (6-5)

**CHR communicators with personality needed.** Hard work. Production. Salary negotiable. Experience necessary. T&R: Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE (6-5)

**WGNT/Huntington accepting tapes for future reference.** Full and part-time. A/C station. T&R: Rod Grant, WGNT, Box 1539, Huntington, WV 25718. EOE M/F (6-5)

### Morning Man

for Eastern AOR. If you are a polished entertainer & 18-34 oriented, we're looking for the man or woman to make us #1. Nothing less will do. Rush tapes and resumes to Radio & Records, 1930 Century Park West, #238, Los Angeles, CA 90067. EOE.

**WMMB is seeking experienced A/C announcer** with production skills. Excellent facilities, good salary and benefits. T&R to D.A. Thurston, Box 707, N. Adams, MA 01247. EOE (6-29)

## Openings

**WLNH AM-FM/Laconia has immediate opening** for newscaster with strong delivery and reporting. Send T&R to: Beth Osgood, ND, WLNH, Parade Rd., Laconia, NH 03246. EOE M/F (6-29)

**Superstars, Charleston, WV.** Searching for 7-Midnight personality. Creative production essential. T&R to Chuck Geiger, PD, FM105, 100 Kanawha Terrace, St. Albans, WV 26177. EOE M/F (6-29)

**WHCN, Hartford's Leading AOR, seeks Production Director** who can produce, write, and handle a weekend airshift. Tapes and resumes to Daniel Francis Hayden, PD, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE.



**WRTA/Altoona, PA is looking for morning personality.** T&R to Greg Lance, Box 272, Altoona, PA 16803. EOE M/F (6-29)

**WEJL/Scranton, PA needs experienced A/C entertainer.** Strong production, community involvement. T&R to Chris Norton, WEJL, 149 Penn Ave., Scranton, PA 18503. EOE M/F (6-29)

**Northwest New Jersey station looking** for creative controversial morning man. T&R to Law White, WRNJ, Box 1000, Hackettstown, NJ 07840. (6-29)

**WIOQ has opening for professional news anchor** with strong gathering and writing skills. T&R to News, 2 Bala Plaza, Bala Cynwyd, PA 19004. EOE (6-29)

**50,000 watts unleashes part-time opening.** Rush T&R to Sam Lit, c/o KICKS 101 1/2, 218 Ewingville Rd., Trenton, NJ 08638. (6-29)

**Morning pro, top 50 NE market.** Only the best. T&R to Eastern Broadcasting, 1875 Connecticut Ave. NW, #1114, Washington, D.C. 20009. No calls. EOE (6-29)

### SOUTH

**WQOK/Greenville, SC, own accepting applications** for future part-time and full-time personalities. T&R to: Dave Welchel, WQOK, Greenville, SC 29610. No calls please. EOE (6-12)

**WFMI/Lexington metro CHR looking for strong personality** with super pipes and production skills. T&R to Larry Trimmer, 201 Patchen Drive, #39, Lexington, KY 40502. EOE M/F (6-12)

**WWXL/Manchester looking for News Director.** Contact Randall C. Bliss, GM, Rt. 5, Box 50, Manchester, KY 40962. No calls please. EOE M/F (6-12)

**WGAZ/102 looking for Chief Engineer.** Must have at least 3 years engineering experience. Send resume to Box 8247, Savannah, GA 31412. EOE M/F (6-12)

**XL/103 looking for more good teen numbers.** Nights. B. J. Odom, OM, Rt. 5, Box 50, Manchester, KY 40962. No calls please. EOE M/F (6-12)

**WCSC/Charleston needs experienced, creative Production Director** to manage AM/FM production department and 3 hour shift. T&R: Bob Casey, Box 186, Charleston, SC 29402. EOE M/F (6-12)

**Rare opening at North Florida's #1 Contemporary station.** Y103. T&R to Mr. Robert John, WIVY-FM, 3100 University Blvd., S., Jacksonville, FL 32211. No calls please. EOE (6-12)

**KFMN/Abilene, TX looking for experienced CHR jock** with production talent to work nights 8-10pm. T&R: Chuck Roberts, Box 473, Abilene, TX 79604. EOE M/F (6-12)

**Immediate openings for midday jocks** at 5,000 watt A/C station. Send T&R to Jeff King, PD, WKGX, Box 1080, Lenoir, NC 28645. EOE (6-12)

**100,000 watt Country FM needs communicator,** good reader, for evenings. T&R to KKKZ, Box 430, Ruston, LA 71270. (318) 255-5000. EOE (6-12)

**Immediate opening for experienced drive talent.** T&R to Phil Rankin, Box 3030, Lafayette, LA 70502. EOE (6-12)

**Air personality/production person 7-midnight shift** for A/C. Must have 1 year experience. Call Froster Byrd, KTBB, (214) 597-7278. EOE (6-12)

**AM drive/PD needed immediately for Country station.** T&R to Gary Baggott, KWKC, Box 2201, Abilene, TX 79605. EOE M/F (6-12)

**Male reporter/anchor needed for AM drive** yesterday, to deliver news and punchlines. T&R: Verna Avery, WAOK, 401 W. Peachtree St. N.E., Atlanta, GA 30365. EOE (6-12)

**KFIM looking for mature, stable air talent** with great production for PM drive! T&R to Johnny Thompson, 5411 N. Mesa, Suite 31 C, El Paso, TX 79912. EOE M/F (6-12)

**Beautiful Music WLPR has full-time opening** for announcer to handle news/production/running automation. T&R: Alvin R. Bishop, Station Manager, WLPR, Box 1944, Mobile, AL 36601. EOE (6-12)

## Openings

**100,000 watt Q101 needs Sales Manager** to organize and train our sales staff. Send resume to Larry O'Neal, Box 5314, Mendham, MS 39301. EOE (6-12)

**Southeast medium-major market station looking** for future air talent. T&R: Ed Seegar, Beasley Broadcasting Group, Box 1355, Goldsboro, NC 27530. EOE M/F (6-12)

**Creative morning personality needed yesterday** for coastal Carolina Adult FM. Good production a must. T&R: Bob Powell, 3040 Boundary St., Beaufort, SC 29902. EOE (6-12)

**95-SGF/Savannah needs afternoon drive talent** with strong production for 100,000 watt FM, CHR format. T&R to: Doug Weidon, Box 876, Savannah, GA 31498. EOE M/F (6-12)

**Afternoon-drive/news assistant needed** at 13 KOIL. Good delivery, dependability a must. Great equipment, people. T&R to J. Sorrich, Box 8350, Odessa, TX 79782. (6-5)

**96 Magic, top-rated AOR FM needs overnight jock** yesterday. Rush T&R to Steve Haas, 96 Magic, 706 N. Seven St., Ft. Pierce, FL 33450. No calls. EOE M/F (6-5)

**WSSX-FM, 100,000 watt rocker,** looking for tapes for future full- and part-time openings. Send T&R to Bill Martin, Box 31089, Charleston, SC 29407. EOE M/F (6-5)

**KLBO-FM/El Dorado, AR has immediate opening** for early evening jock. Excellent facilities and benefits. No beginners. T&R to Chris Jamison, 1904 W. Hillsboro, El Dorado, AR 71730. (6-5)

**Sick of playing the hits? Host the morning newscast** at a News/Talk station. KARN, Rick McGee, (501) 661 7500, Box 7521, Little Rock, AR 72214. EOE M/F (6-5)

**WAAY/Huntsville looking for 6-10pm personality.** Needs to be more than time and temp. T&R to Jerry Dean, Box 2041, Huntsville, AL 35804. EOE M/F (6-5)

**Ever done a two-person morning show? Would you** like to? T&R to Tom Sales, ATMA, Box 2727, Longview, TX 75808. (214) 757-2662. EOE M/F (6-5)

**Opening in mid-Florida for a good Contemporary morning man/PD.** T&R to Rudi Gresham, WXVQ, 220 E. Herbert Ave., Deland, FL 32726. EOE M/F (6-5)

**5,000 watt Panhandle Country station has present and future full- and part-time openings.** T&R to Scott Wilson, KKYN, P.O. Box 147, Plainview, TX 79072. EOE M/F (6-5)

**Immediate afternoon opening at oldies station.** Experience and personality a must. T&R to Gary Houser, Box 31090, Amarillo, TX 79120. EOE M/F (6-5)

**WOW 107, NW Florida's premier radio station** seeks midday personality with great production. T&R to John Centerbury, P.O. Box 2788, Pensacola, FL 32503. EOE M/F (6-5)

**WKZL-FM/Greensboro/Winston-Salem, NC seeking seasoned female voice** with a smile. Send T&R and photo to Doug Paul, WKZL-FM, P.O. Box 11967, Winston-Salem, NC 27106. EOE (6-5)

**Only true personalities need apply.** Midday opening WNOX/Knoxville. T&R to John E. Douglas, PD, 4400 Whittle Springs Rd., Knoxville, TN 37917. EOE M/F (6-5)

**WCOG/Greensboro Country seeks air talent/production.** 1st phone preferred. T&R to Pat McGowan, WCOG, Box 8717, Greensboro, NC 27410. EOE M/F (6-5)

**Possible future openings at Western Kentucky favorite Country music station.** Good production skills. T&R to WFMW, Danny Koeber, Box 338, Madisonville, KY 42431. EOE M/F (6-5)

**KLSR/Memphis, TX, looking for afternoon drive/sales person.** Experience and enthusiasm a must. T&R to KLSR, Box 400 Memphis, TX 79245. or call (808) 259 3511 (5-29)

**Ownership opportunity available for General Sales Manager** with first class full power FM. In the third fastest growing market in the nation, El Paso, TX. We invite aggressive individual whose desire is to get ahead with an expanding broadcast group. Complete responsibility for entire local and national sales effort. Must have sales management experience in recruiting, sales training, co-op, merchandising and day-to-day supervision of sales staff. Salary and sales history, references and resume requested. Send to Box 10341, El Paso, TX 79994. EOE (6-26) \*

**WDOO/Q102 Daytona Beach, FL has opening** for PD. Send T&R to Jack Alix, P.O. Box Q102, Daytona Beach, FL 32016. Or call (904) 255-1466. (6-29)

## Openings

**WGLF/Tallahassee wants morning man** to replace "The Birdman." Send T&R to Ned Smith, Box 1815, Tallahassee, FL 32302. EOE M/F (6-29)

**95 Rock — Superstars AOR format looking** for sharp, talented morning person. T&R to Neal McNeal, Box 5000, Montgomery, AL 36192. (6-29)

**Award-winning newscast in America's most exciting city** looking for experienced pro to anchor evenings. T&R to J.P. Pritchard, ND, KULF, 2100 Travis, Houston, TX 77002. EOE M/F (6-29)

**Superstars AOR needs morning personality** who can grow with us. T&R to Rick Johnson, 1002 Newman Dr., Salem, VA 24153. EOE M/F (6-29)

**News/Sports Director for AM/FM in East TN.** 4 1/2 person department. Must do play-by-play. T&R to Gary Morris, WQUT/WJCW, Box W, Johnson City, TN 37601. (6-29)

**WLPR/Mobile has afternoon opening.** Must read news, do production and run automation. T&R to Alan Bishop, WLPR, P.O. Box 1944, Mobile, AL 36601. (6-29)

### MIDWEST

**WMKE/Milwaukee Country is looking for dedicated personalities.** Country music knowledge preferred. T&R to: Tony Russell, WMKE, 5407 W. McKinley, Milwaukee, WI 53208. EOE M/F (6-12)

**News Director for WKDQ/Evansville, IN.** Aggressive, personable newscasts. T&R: Bobby Magic, OM, WKDQ, Box 2000, Station D, Evansville, IN 47714, (812) 422-5995. (6-12)

**Growing Contemporary Cleveland FM seeks dedicated air talent.** Prefer Ohio, Penna., Michigan-area applicants. T&R to: Harry C. . . . . Cleveland, OH 44115. EOE M/F (6-12)

**Terre Haute market personality.** Top 40 looking for creative jock. Send T&R to Richard Kaufman, WBDJ, Box 400, Brazil, IN 47834, (812) 448-2317. EOE M/F (6-12)

**Air talent/Production Director needed.** Send T&R to Mark Winston, WWQM, Box 4408, Madison, WI 53711. (6-12)

**KSMN/Mason City, IA looking for announcer** for Country format. Send tapes to Tom Huber, Box 1446, Mason City, IA 50401. (6-12)

**Wanted: One-on-one communicator** for contemporary news operation. Contact Mark Elliott, KEYN/KQAM, 2829 Saline, Wichita, KS 67204. (316) 838-7744. EOE M/F (6-12)

**WTIG-AM/Massillon, OH accepting tapes** for possible future openings. T&R to Don Girard, Box 573, Massillon, OH 44846. EOE (6-12)

**WKAU/AM-FM CHR seeks T&R's** for possible future openings. Competitive Appleton/Oshkosh/Green Bay market. Ron Ross, PD, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (6-12)

**WKBN needs experienced midday "personality"** Tape and resume to Pete Gabriel, 3930 Sunset, Youngstown, OH 44501. No calls. EOE M/F (6-12)

**Polish your act.** Come to KDAO/Marshalltown, IA. Professional A/C station looking for level-headed individual. T&R: Jay Douglas, Box 538, Marshalltown, IA 50158, (515) 752-4122. EOE M/F (6-12)

**Near-genius, producer-writer needed** for radio works of art. Excellent salary, benefits and environment. Send T&R, writing samples to: WDFI, Box 10,000, Marion, OH 43302. EOE M/F (6-12)

**A/C FM seeks experienced morning announcer,** good production skills. Burkhardt-Abrams-programmed in Chicago metro area. T&R: WXLG, 4 South Genesee, Waukegan, IL 60085. EOE M/F (6-12)

**Northeast Ohio's fastest-growing FM looking** for newscast. T&R and writing samples. 1st package to Rick Savors, WOXX, Box 530, Salem, OH 44460. (6-5)

### Aggressive Broadcast Group

is looking for a major news talent to fill a position as News Director at its Midwest facility. Strong writing, delivery, and management ability a must. Females and minorities encouraged to apply. Tapes and resumes ASAP to Radio & Records, 1930 Century Park West, #240, Los Angeles, CA 90067. EOE

# Opportunities

## Openings

**WRKR/Milwaukee Racine needs ND.** Send T&R to Steve Warren, WRKR, 2200 N. Green Bay Rd., Racine, WI 53405. (6-5)

**KATT/Oklahoma City, OK looking for great AOR communicators.** Rush your best T&R to Jeff Freund, Box 25787, Oklahoma City, OK 73125. No calls please. EOE M/F. (6-5)

**Future staff opening.** Send your T&R to Jed Duvell, PD, KIOA, 215 Keo Way, Suite 312, Des Moines, IA 50309. No calls please. EOE M/F. (6-5)

### Would you like to become a morning institution?

We are a major Midwestern station. We are looking for a morning man to continue a long tradition of leadership. If you can combine information and humor into a believable, human on-air presentation, you are the person we're looking for. Please send several examples of your work, along with resume and references to Radio & Records, 1930 Century Park West, #237 Los Angeles, CA 90067. EOE M/F.

**WRKR/Milwaukee Racine needs morning drive personality.** T&R to Steve Warren, WRKR, 2200 N. Green Bay Rd., Racine, WI 53405. (6-5)

**WQHK/Ft. Wayne looking for an assertive Country communicator.** Send T&R to Phil Simon, WQHK, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE M/F. (6-5)

**KRNA/Iowa City, 100,000 watt FM rocker, has immediate opening.** No beginners please. T&R to Bart Goynsor, 1027 Hollywood Blvd., Iowa City, IA 52240. (6-5)

**WONX/Evanston (Chicago) seeking part-time and future full-time board engineers and announcers.** T&R to Ken Kovas, WONX, 2100 Lee St., Evanston, IL 60202. No calls please. (6-5)

**#1-rated Midwest powerhouse is accepting applications for an aggressive ND.** Send T&R to Jason Dreke, KFH, 104 S. Emporia, Wichita, KS 67202. EOE M/F. (6-5)

### One of America's Foremost Groups Looking

for major programming talent to become Program Director at one of its Midwest stations. Candidate must possess superior programming ability in Contemporary and Adult/Contemporary radio, and advanced management skills. You must already be one of the best, or prove that you can become one of the best to earn this position. Females and minorities encouraged to apply. Presentation packages ASAP to Radio & Records, 1930 Century Park West #241 Los Angeles, CA 90067. EOE

## WEST

**AOR morning personality for KBOS-FM/Tulare-Fresno, CA.** Creative, crazy communicator, major market experience preferred. \$18,000+. Contact Joe Collins, Box 1101, Tulare, CA 93275. (6-12)

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 1930 Century Park West, L.A., CA 90067

## Openings

**KBDF/Eugene has immediate part-time and future full-time air talent openings.** T&R to Charlie Van Hall, Box 70128, Eugene, OR 97401. EOE M/F. (6-12)

**Experienced communicator/entertainer needed now at K960 (KARZ).** T&R to Bill Dodd, 2196 E. Camelback, Phoenix, AZ 85016. EOE. (6-12)

**KQDQ/Eugene, OR looking for adult MOR air talent and production.** T&R to John McLeod, Box 995, San Jose, CA 95108. EOE M/F. (6-12)

**Creative professional young adult morning communicator sought by A/C in CA.** Rush T&R to Russ Gerber, 545 Middlefield Rd., Suite 170, Menlo Park, CA 94025. (6-12)

**Pacific Northwest's great mid-valley KGAL, looking for News Director.** Immediate opening. T&R to Brian Casey, Box 749, Albany, OR 97321. EOE M/F. (6-12)

**KPSA/Alamogordo, NM needs announcer with creative production ability.** Country format. T&R to KPSA, Box 720, Alamogordo, NM 88310. (6-12)

**Chief Engineer needed.** AM/FM. Must have automation experience. Send resume to Bob Ordonez, Box 1006, Reno, NV 89510. (702) 828-1355. Salary open. EOE. (6-12)

**KBZY/Salem, OR needs air talent immediately.** T&R to Roger McDowell, Box 14900, Salem, OR 97309. EOE M/F. (6-12)

**KXLF looking for mature DJ for 7-midnight future opening.** Send T&R to Beau Stone, KXLF, Box 3500, Butte, MT 59701. EOE M/F. (6-12)

**Wanted: production wiz for Northern CA fastest growing AM/FM outlet in five station market.** Send T&R to Ray Orasco, Box 631, Marysville, CA 95901. EOE M/F. (6-12)

**Morning communicator needed at 50 kw in Rockies.** Good production a necessity. No beginners or calls. T&R to Wayne Fuchs, KERR, Rt. 1, Box 48, Polson, MT 59860. EOE. (6-5)

**Air staff for FM in Salt Lake City anticipating format change.** T&R to Agency, 77 East 7200 S. State, Midvale, UT 84047. (6-5)

**Director for FM in Salt Lake City anticipating format change.** T&R to Agency, 77 East 7200 S. State, Midvale, UT 84047. EOE. (6-5)

**KTOM/Salinas, CA Country now accepting T&R for present and future openings.** Send to PD, Box 81380, Salinas, CA 93912. (6-5)

**KCRJ-FM/Cottonwood, AZ needs weekend announcer immediately.** Contact Chris Olivarez, (602) 634-3693. All inquiries confidential. EOE M/F. (6-5)

**KEZR/San Jose is now accepting tapes and resumes for future openings for on-air and news positions.** Three-five years experience helpful. No phone calls please. Send T&R to: Bob Harlow, P.O. Box 2337, San Jose, CA 95109. EOE M/F. (6-12)

## Positions Sought

**A/C, MOR, AOR-6 years experience.** Former PD currently A/C announcer, heavily involved with community, good production, some voices. (814) 336-5545. (6-12)

**Is your radio station looking for the most unique voice in radio today?** Well you've found it. DAVE STERLING, (312) 272-2612. (6-12)

**Exceptional jockette.** Seattle, Indy looking for large or major market. Prefer West. (317) 924-5489. (6-12)

**Formerly KCKC/San Bernardino, KHOT/Fresno and others.** MD. Background in Country, AOR and Contemporary. Seeking quality position. Phone KEN McKAY, (714) 588-0342. (6-12)

**7 year pro wants to advance to Program or Production Director.** Will do airshift. Prefer A/C or MOR. (614) 383-6376. (6-12)

**B.J. ODOM is moving to Ft. Myers, FL.** Looking for full- or part-time work. (219) 866-3480. Leave message. (6-12)

**Air personality wants to move to the West or the Pacific Northwest and find a home at CHR or A/C station.** Call LES. (915) 949-1103. (6-12)

**Experienced radio reporter seeks medium or major market job.** Top 50 markets. Call (914) 297-7281. (6-12)

**CRAIG McILVEEN, KNAC intern, looking for small market.** Will relocate. Prefer AOR. Call for T&R, (714) 521-3631. (6-12)

**Dial-a-rock-jock.** Friendly broadcaster with good production values. Call me. Hear my tape. No mail delay. JOEL MICHEL, (212) 877-3722, evenings. (6-12)

**Country music PD/MD.** Politics was the name. PD at KIKX/Tucson. 3 1/2 years at same. Formerly KCUB, KJJJ. Prefer Southwest. BOB JONES, (602) 889-6296. (6-12)

**Looking for a challenge.** 3 years experience. Looking for AOR, CHR or A/C. Will relocate. Call RICK, (302) 629-7226. (6-12)

## Positions Sought

**Talented PD with 5 years in majors looking for drive shift in medium or large market.** Call (203) 456-9228. (6-12)

**A good current on-air MD looking.** Call MARK, (702) 731-3253. (6-12)

**MIKE LEWIS currently KYSN/Colorado Springs,** formerly KIIQ, WPFM. Looking for airshift in medium market. 3 1/2 years experience. Call anytime. (303) 674-3846. (6-12)

**Great copy sells.** Experienced writer looking for mid-size PA, VA or NY station. Organized, creative, eager. SANDY, (814) 696-1263. (6-12)

**Chicago news experience will put it to work for you.** 7 years in radio, looking for a lot more. (219) 769-7041. (6-12)

**Kid from Brooklyn, currently KIKX/Tucson can grow with you.** Energetic, versatile. Rock and Country. Full-time anywhere. STEVEN ELBERG, (602) 885-8381, afternoons. (6-12)

**Creative, aggressive and good pipes.** A/C preferred. Call for T&R. MARK, (219) 844-3431 or (219) 844-2849. (6-12)

**Looking for experienced copywriter with that blend of creativity and enthusiasm?** That's me! Call for resume and sample copy. JIMMY, (215) 643-1427. (6-12)

**Hard-working 7 year pro, seeks solid sports P-B-P.** Major collage network experience. Employed. Medium/major markets or college town. GARY HAHN, (502) 561-4190. (6-12)

**Ouch! My foot's caught.** Help me get it in the door. Recent collage grad seeking. Write RICH HANSON, Apt. D6, 221 Stowe Ave., Troy, NY 12180. (6-12)

**I'm no virgin at 22, worked three stations; programming, sales.** Currently GM. Seeking quality rocker in Oregon, Northern CA. STEVE PAOLI, (217) 762-7040. (6-12)

**Radio sportscaster.** 11 years experience covering high school, Jr. and major college programs. Exciting style. ROB WILLIAMS, (515) 233-3117. (6-12)

**Good midday jock available for immediate or future opening.** Previously worked in Cleveland, Phoenix and Seattle. No programming and production. KIRK, (206) 858-7746. (6-12)

**10 year radio vet now MD at WKKE/Ft. Wayne.** Ready for the majors. JIM CASTLE, (219) 432-2324 or (219) 484-0580. (6-12)

**Experienced MN sportscaster seeks college or minor league hockey P-B-P position.** Will go anywhere. Call MARC, afternoons at (218) 749-4983. (6-12)

**Minority air talent looking for opening at Contemporary station.** 3 years experience, first class license. DAVE ROBLE, (209) 952-3047. (6-12)

**TOM MURPHY, formerly of F-105, WRKO and WAPE** is available immediately for airshift in New England area. (617) 762-0173. (6-12)

**MD/DJ with medium/major market experience desires MD/PD position, in N.E.** Will do airshift. Ready to work now. STANLEY BOMES, (617) 252-4715. (6-12)

**CHARLIE PHILLIPS, formerly of KZZX/Albuquerque now available to work for you.** Prefer CHR or A/C, but will consider all offers. (505) 268-9123. Call me! (6-12)

**Sports Director currently employed in Houston,** seeks responsible position with a good sports station in a major league city. Call TOM, (713) 481-5800. (6-12)

**4 years experience CHR, A/C, and AOR.** Good production. One-to-one communicator. BRIAN, (417) 781-1654. (6-12)

**Seasoned pro. Top rating record.** WABC, WCBS FM, WAKR, A/C, CHR and Oldies. Will relocate. CHARLIE GREER, (216) 688-4188. (6-12)

**Need a morning personality who uses voices, comedy, news, skits and more?** 5 years experience seeks medium-major West Coast market. Call STEVE, (213) 477-6394. (6-12)

**Experienced announcer/MD with 1st class phone** seeks a spot in the mid-Atlantic or Northeast area. B.A. in Mass Communications. Prefer Country. RANDI, (703) 869-2694. (6-12)

**Radio management consultant, programming/public relations, announcer/production.** Associate Arts degree in broadcasting. References upon request. SHARLENE WOODS, (213) 935-7419. (6-5)

**JACK MONROE, 10 year pro currently with KLIF/Dallas,** seeks employment in major market. Preferably Dallas/Ft. Worth market. Strong production. (817) 460-5013. (6-5)

**7 year pro looking for good staff position or programming.** Midwest or West. Call JOHN, (414) 921-6706. (6-5)

**Broadcaster for Country station, Southeast Dixie.** 13 year veteran. PD/MD/news experience. D LOREN LEWIS, (505) 388-1950. (6-5)

**Help! It's time for a change.** 12 years experience including PD/AM drive and news. FCC first ticket. Will relocate. Call LARRY, (717) 653-2500 after 3pm. (6-5)

## Positions Sought

**DENNIS JON BAILEY, former WRKO, KCBO,** Presently WNAP/Indianapolis, seeking Country PD and/or drive position in medium to major market - West. (317) 924-6211. (6-5)

**Top 10 market News Director looking.** Experienced in all formats. Now at WTOP/Washington. Good track record. Call (703) 241-7607, evenings. (6-5)

**8 year veteran seeks CHR air slot.** PD/MD experience. Top 100 markets only. Family man. All areas considered. Call SCOTT, (517) 799-0984. (6-5)

**Excellent copywriter, entertaining personality,** exceptionally creative. I'm a pro. Prefer near Southern Georgia. (912) 439-1453. (6-5)

**10 years experience currently PD at KTOQ/Rapid City, SD,** seeking major market on-air or medium market PD. DON WIGHT, (605) 343-0888. (6-5)

**Crazy man with excellent background and references.** 5 years radio and TV. Will consider Assistant PD. Leave message, SCOTT, (701) 237-6472. (6-5)

**Male DJ, excellent knowledge of Country music,** looking for Country station in Colorado. Open to all in surrounding areas. VINCE EVERETT, (312) 864-3304. (6-5)

**Former Production Manager for 8 years at KMET/ Los Angeles,** with strong emphasis in music. GUS KRUEGER, (213) 842-9858. (6-5)

**Clever, experienced personality seeks community-minded, real MOR station.** Currently overnights and swing at Northeast powerhouse. (315) 478-6329. (6-5)

**10 years experience DJ looking for gig at medium/major market.** Superb voice and production. Call DAVE FLEETWOOD, (518) 374-3392. (6-5)

**Proven winner. Perfect for 25,000-50,000 market.** Experienced AM drive and P-B-P. STEVE, (715) 246-2338, before noon. (6-5)

**Air personality with music, programming experience seeks medium market air work or smaller market PD.** Contemporary stations, Midwest or Southeast. BRAD, (419) 678-3138, after 10am. (6-5)

**7 1/2 years AOR. Experienced as PD/MD.** Recent format change has left me looking. CHR and Country experience also. Leave message. JOHN, (615) 282-0520. (6-5)

**Hot AOR format in development stages, 25+ demo aim.** JOE COSTANZO, P.O. Box 8027, La Crescenta, CA 91214. (6-5)

**I believe in creativity and community involvement.** Assistant MD/production/promotion experience in CHR, A/C and Country. Current market 300,000. Call JIM, (904) 433-2608. (6-5)

**But seriously, folks, didje hear the one 'bout the talented producer/rock-jock type waiting for the right West Coast offer.** RANDY MARS, (415) 965-9265. (6-5)

**"Please come to Boston..." they said, then the job fell through.** Major/medium market on-air/PD experience. Any format. LAURA, (617) 277-2655. (6-5)

**Programmer/announcer with 7 years experience,** seeks small market station in Northeast. Presently employed. Wide range of experience. Married, no children. BILL KEMBLE, (914) 331-1632. (6-5)

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

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# Opportunities

## Positions Sought

Experienced Country MD/PD seeks job with a challenge. Your station will sound better. For more, (316) 275-8407. (6-5)

Black 1st phone and Broadcast school trained. Looking for small market permanent position. BUD MAYO, (212) 865-0827 or (212) 691-3413 for resume. (6-5)

Event coordinator/promotions department. Over 2 years with top FM AOR station. Merchandising fund-raising/TV experience. KENNETH MARTIN, 110 Valley Rd., Louisville, KY 42004. (6-5)

CKLW gunlinger. Ready to be your #1 entertainer. Excellent references. Major market pro. For T&R contact (519) 258-7965. (6-5)

Wanted: News anchor position. 15 years on-air experience as CHR personality and news. Primarily medium markets. Prefer West. JOHN WILLIAMSON, (505) 255-4842 for T&R. (6-5)

Great mornings = instant ratings and revenue. Major market AM drive personality available now. Successful track record, no offer overlooked. Call (809) 737-1421. (6-5)

JIM DARBY, PD KBLL/Helena, former PD at KWZ/Boise, also worked at KEEP, WDBO, WORJ and Y-106, now looking. (408) 277-8997. (6-5)

## Positions Sought

Help! Well known major market morning personality and PD in process of regrouping. No offer overlooked. Any market size. (809) 397-8318. (6-5)

Current on-air MD looking. Experience: KORK, KIIS-FM, KUTE 102. Call MARK, (702) 731-3253. (6-5)

(817) 281-3789. Call this number if you're looking for solid morning ratings and revenue. Major market experience and success. All markets considered. (6-5)

Sex! All night airshift wanted. Puppy, happy, dependable. Personality +. Fear, love. Will travel for decent offer. Sex! Drugs. "SPACE", (716) 876-5509. (6-5)

## Changes

### RADIO

Marie Stage, former PD of KRIB/Mason City, IA, joins 15-KRSS/Sioux Falls, SD as midday personality.

Sandi Smith, formerly with KIOA-KMGK-FM/Des Moines, IA, joins 15-KRSS/Sioux Falls, SD as evening personality.

Key McConathy named Account Executive at KGO Newstalk/San Francisco, CA.

## Changes

Danisa Galvin has been appointed MD at KZLA AM&FM/Los Angeles, CA.

Bob Brill joins KYNO AM&FM/Fresno, CA as morning co-anchor/reporter, from KUZZ/KIOX/Bakersfield, CA.

Katharina Hlebakos moves from News Anchor/Consumer Reporter to Promotion Director at KLOK-AM/San Jose, CA.

Ross Whitmore promoted to MD at KGVL-AM/Greenville, TX.

Tim Hart Bechand promoted to Assistant PD & MD at KIKT-FM/Greenville, TX.

## RECORDS

Barnard Abramowitz named Employment Manager at RCA Records.

Michael Caplan appointed Local Promotion Manager, Hartford Market, Epic/Portrait/CBS Associated Labels.

Glorie Barley named Local Promotion Manager, Black Music and Jazz, New York Market, Columbia Records.

Robin Huff named A&R representative for Elek-Tra/Asylum Records.

## Changes

### INDUSTRY

Vicki Wilkan joins SIDE ONE Creative Marketing as Retail Marketing Coordinator based in Los Angeles.

David Mount appointed WEA National Video Sales Manager.

Bill B. Lowery promoted to Magnavox division Sales Manager in Los Angeles.

Jacqueline Spear joins the Sales Department at WIND/Chicago, IL.

Ken Ross has been appointed Professional Manager at Johnny Bond Publications.

Sherry Bond has been named Director of Administration at Johnny Bond Publications.

Steve Riley will head National Promotion for Johnny Bond Publications.

### Miscellaneous

CHR air personalities needed to appear on nationally distributed aircheck album. Best aircheck and resume to Talent Bank, LP Dept., Box 19263, Baltimore, MD 21213. (6-12)

Teenage radio nut would like to hear from other radio t-shirt/sticker collectors too. Marc Stout, RR#1, Box 233, Califon, NJ 07830. (6-5)

# Marketplace

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26 Insertions	\$20.00

Volume Rates Available  
Additional \$10.00 per week charge for Blind Box ads  
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