

Radio & Records

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INSIDE R&R:

Bob Sherwood Named VP/Marketing At Columbia: Rejoins former label from Polygram 3

Joe Mansfield Becomes RCA VP/Contemporary Music: Exits as Columbia Marketing VP 3

CHR PD Shifts: Rick Torcasso transfers within Charter from WDRQ to KSLQ; Ken Dennis joins KYA; Buddy Scott to WZUU as John Driscoll moves up to Malrite corporate position 3

New This Week:

The Black Radio Airplay/30 & The Ratings Page. Two new weekly R&R features debut: The industry's first authoritative *airplay* chart for Black radio, and a new ratings page featuring the latest Mediatrend and Birch rolling average ratings plus data for Arbitron markets below the top 50. Ratings Page 14
Black Radio Chart 64

Congress Considers Differing Radio Regulation: Study shows radio competition varies along with market size, and two-tiered regulation standards may come about 4

Don Cannon Named Operations Manager At WIFJ: Liz Kiley officially designated as PD at Philadelphia CHR 3

RAB Studies Alternatives To Arbitron: Law firm commissioned for exploratory study 19

Nine kHz Rated 50-50 At Region 2: AM radio conference in Rio will decide spacing, Cuban interference issues 4

Petition Asks End To Ownership Limits: Law firm, NAB seek abolition of "antiquated" seven-AM, seven-FM limits 4

PHILLIPS SIGNS CONSULTING DEAL

Al Law New NBC Radio VP/Programming

WYNY/New York GM Al Law (formerly known as Al Brady) has been named to the newly-created position of VP/Programming for the NBC O&O stations. At the same time NBC announced that NBC FM Group VP/Programming Mike Phillips has left the company in order to set up his own consultancy. The eight-station NBC group then signed as Phillips's first client.

Commenting on his appointment to the new consolidated national programming position with NBC, Law said, "I'm not trying to be coy, but I'm not entirely sure how my new responsibilities are going to be structured. I have been put in the role of advisor to these eight radio stations, but I certainly



Al Law

ly don't anticipate getting down to actually programming eight different stations. I'm a big believer in local control, and I still feel that the people who are in the best positions to program the radio stations are those who are in the markets themselves. I look at my role as a provider of input, and maybe an objective viewpoint because I'm not involved with the stations 24 hours a day. I guess I'm a resource, and I hope they'll draw upon my experience as a programmer and as a general

LAW/See Page 24

QUANTUM MAY SUE OVER "GENTLEMAN'S AGREEMENT"

Sandusky Buys KEGL For \$8.5 Million

Sandusky Newspapers has agreed to purchase KEGL/Dallas-Ft. Worth from Swanson Broadcasting for \$8.5 million. However, Ken Dowe, a principal of Quantum Broadcasting with Dallas Cowboys owner Clint Murchison, told R&R Quantum had a "gentleman's agreement" via our broker to buy the station for \$8 million," and said Quantum is considering taking legal action over the transaction.

Swanson President Gery Swanson told R&R, "We had a letter of intent for \$8 million from Ken Dowe and he changed the terms of that deal." Dowe contended that Swanson had not informed him of the Sandusky offer, asserting that he would have understood if Swanson had told him Sandusky was proposing a higher price. Dowe termed Swanson's handling of the

matter a "shabby display of integrity."

Sandusky Radio President Toney Brooks told R&R, "It would be improper and indiscreet for me to get involved in it, because I don't know who said what to whom. All I know is that we were assured by Swanson that there was no legal reason why we could not enter into a contract with them to buy the radio station. I trust Gery Swanson implicitly and expect this Quantum thing is more sour grapes than anything else."

Brooks deflated speculation that Sandusky would convert the CHR-formatted KEGL to the AOR stance adopted by the company's four present FM's. "I'm not interested in running a strictly AOR

SANDUSKY/See Page 24

Tenaglia Exits General Cinema

GCC Communications Executive VP John Tenaglia has left the company after 10 years. Relating the terms of his separation, Tenaglia told R&R, "This move is in accordance with the three-year contract I signed with the company in 1978. October 31 was my last day with GCC, and I intend to pursue an owner/operator venture totally, looking to expand beyond my current holding with my partners in T.K. Communications." Tenaglia is President and CEO of T.K. Communications, which owns WSRF & WSHE/Ft. Lauderdale.

TENAGLIA/See Page 24

\$32 MILLION BUY COMPLETED

Karmazin To Head Infinity Radio

Infinity Broadcasting's \$32 million purchase of Gulf United's WKTU & WJIT/New York and WYSP/Philadelphia was completed Monday (11-2), and the company immediately appointed Mel Karmazin, VP/GM at WNEW-FM/New York for six years, as President of the radio division. Karmazin will supervise the three new acquisitions plus WBCN/Boston, KOME/San Jose, and WIVY/Jacksonville.

Infinity Chairman Mike Weiner told R&R, "Mel is one of the brightest young broadcasters in the U.S. today. He has knowledge of the New York and Philadelphia marketplaces; he worked in both

WXYV'S TIM WATTS: HERO

markets and brings a wealth of knowledge and management skills to us. He adds real depth to the company."

Karmazin commented to R&R, "It's really hard to leave here. I have a great love for this radio station and this company. George Duncan and the other people within Metromedia have been nothing but terrific. The time had come for me to move into new areas of responsibility, and that's exactly what this job offers."

No replacement at WNEW-FM has been chosen yet, and Karmazin takes up his new duties in a few weeks. Weiner told R&R that

KARMAZIN/See Page 24

Girl Rescued From Radio Tower

WXYV/Baltimore morning man Tim Watts climbed 150 feet up a ladder to rescue a despondent teenage girl from her perch on the station's tower Tuesday (11-3). At approximately 9:45am, an arriving employee of WCAO & WXYV noticed a young girl climbing one of the stations' four 300-foot broadcast towers. Operations Manager Ron Riley told R&R what happened next: "We immediately turned the transmitters for both stations off so that she wouldn't get any RF burns that could possibly make her lose her grip and fall. We then called the authorities."

The Baltimore Fire Department arrived with a hook and ladder truck and extended a ladder up 150 feet in an effort to rescue the teenager. WXYV morning personality Tim Watts came out of the station and ended up scaling the ladder himself, coaxing the girl down after 45 minutes of conversation.

Watts told R&R, "She had climbed up about 175 feet, and she was pretty scared with all the TV people and authorities around. I went up there and told her who I was, and that she would be okay if she just came down with me. She said she was hungry, so we called for some food. After the food arrived, we talked a bit more and I learned that she was very despondent over a family situation. Apparently she was going to a foster home or was unhappy with her current foster home. Others tried to get her down, but we seemed to strike up a relationship. This has been a very unnerving situation for me, but I'm very glad it turned out okay." RESCUE/See Page 24

MILEWSKI, ZIELINSKI

ALSO NAMED VP

Breen Upped To VP/Programming At Greater Media

Greater Media continued to bestow greater recognition on its radio executives (see R&R 10-23, 10-30) by promoting Julian Breen, Tom Milewski, and John Zielinski. Breen becomes VP/Radio Programming, up from GM of that sphere, while Milewski is VP/Legal & Administrative Affairs (formerly GC/Asst. to the President) and Zielinski moves up to VP/Finance from Controller/Chief Financial Officer.

Breen, who will supervise the programming of Greater Media's 11 radio stations, told R&R his elevation constitutes "a restructuring of the company in a way that recognizes additional emphasis needs to be placed on programming. I think Greater Media

BREEN/See Page 24



KLAC's Dodger Dugout

KLAC/Los Angeles couldn't arrange its "Country Music Day" at Dodger Stadium to coincide with the Dodgers' victorious World Series, but the September promotion was still a big success. The station's Jerry Naylor sang the national anthem, and RCA's Dean Dillon entertained after the Dodgers-Reds contest. Pictured in the dugout are (l-r) KLAC air personality Sammy Jackson, station MD Cathy Hahn, Dean Dillon, Dodger pitching star Fernando Valenzuela, RCA's Carson Schreiber, KLAC PD Don Langford, and Jerry Naylor.

Whether It's **12-34** Or **25-49** George Benson Is Right On Target

CHR NEW & ACTIVE

GEORGE BENSON "Turn Your Love Around" (WB) 96/29
Moves: Up 29, Debuts 23, Same 15, Down 0, Adds 29 including WBEN-FM,
JB106, Z93, Y100, WZZP, KFRC, WTIC-FM, WOKI, KSTT, KIDD, FM102,
WJBQ, WXLK, WTRU.

Average Move +5

A/C NEW & ACTIVE

GEORGE BENSON "Turn Your Love Around" (WB) 60/14
Rotations: Heavy 4/0, Medium 33/4, Light 20/7, Extra Adds 3, Total Adds 14,
WFYR, WWWE, WOMC, KNBR, WCTC, WHYN, WERC, WTAR, WHBC,
WOWO, WKZE, KCRG, KFOR, KFQD. Heavy: WBEN, KKUA, WSKY, WLEQ.
Medium: WTFM, WIP, WLTA, 97AIA, KEX, KPLZ, WHAM, WVFL, WRVR,
WSM-FM, KLTE, KUGN. Debuts at number 27 on A/C chart.

Top Record

George Benson

"Turn Your Love Around"

From The Newly Released Album
The George Benson Collection

Produced by Jay Graydon



On Warner Bros. Records



Sherwood Returns To Columbia

Bob Sherwood, VP/National Promotion at Columbia until 1979 when he became President of Mercury Records, has returned to Columbia as VP/Marketing, replacing Joe Mansfield, who joined RCA last week (see separate story). Sherwood, who had been Executive VP/GM at Polygram following Mercury's consolidation with Polydor and Casablanca, will supervise marketing strategy development and implementation, reporting to Sr. VP/GM Al Teller. In turn, VP/National Promotion Ed Hynes, VP/Product Development Arma Andon, and VP/Black Music & Jazz Promotion Vernon Slaughter will report to Sherwood.

Sherwood joined CBS in 1973 after an extensive radio career. He became VP/National Promotion in 1977.

Cannon, Kiley Promoted At WIFI

Don Cannon has been named Operations Manager at WIFI/Philadelphia, with Acting PD Liz Kiley officially promoted to PD at the CHR outlet. Cannon, who is also the station's morning personality, fills the slot vacated when Tom Bigby left to become Program Director at KFI/Los Angeles (R&R 9-18).

Commenting on the appointments, WIFI VP/GM Al Camiolo told R&R, "Don will continue his morning show and will handle all administrative duties at WIFI which concern the programming staff. Liz will be totally in charge of the music and programming elements of the station in coordination with Don. This will be a three-person operation between Don, Liz and myself."

Madman Attacks Texas Station

At about 4pm Thursday (10-29), a young man entered the offices of KIXS/Killeen, TX screaming obscenities and demanding to be given a gun so that he could kill President Reagan.

When station Business Manager Nancy Gossett ordered the intruder to leave, he punched her in the eye, knocking her to the ground. KIXS Sales Manager Troy Deneke, coming to her rescue, received a kick in the chin for his efforts.

After the assailant slapped a receptionist, staffers summoned the police and the man, later identified as Earl Charles Williams, proceeded to sit down on a couch in the station's lobby, remove all his clothes, and wait for the police to arrive.

MADMAN/See Page 24



K-99 Debuts The "Celica Skywatch"

Radio stations have generally used helicopters and airplanes for airborne traffic reports, but K-99 (WRKK)/Birmingham, AL could be the first to use a Toyota Celica. The station hoisted the car over 100 feet in the air by a crane above its billboard, and air personality Brad Mitchell provided "Celica In The Sky" traffic reports. A highlight of Mitchell's two-day "suspension" was the arrival of a swarm of hornets irresistibly attracted by the levitated automobile. The Celica was returned to earth and given away as the prize in a mileage-estimate contest.

Mansfield Heads RCA Contemporary Music

Joe Mansfield has been named Division VP/Contemporary Music for RCA Records, as previewed earlier in R&R. In his newly-created position, Mansfield will be in charge of contemporary music A&R and marketing functions, reporting to Division VP/RCA USA & Canada Jack Craig. Mansfield comes to RCA from Columbia, where he was VP/Marketing, a position filled last week by former Polygram Exec. VP/GM Bob Sherwood (see separate story).



Joe Mansfield

Craig commented, "Joe Mansfield is one of the most innovative and creative executives in the industry today..." By MANSFIELD/See Page 24

MANAGER BUYS OWN STATION

Todd Purchases WQRK For \$2.6 Million

WQRK Executive VP/GM Paul Todd has purchased the radio station he has been managing from Bay Cities Communications. The \$2.6 million purchase, reportedly the highest price for any Tidewater FM to date, is subject to FCC approval.

Todd, in partnership with Rust Capital of Austin, TX, plans to acquire a group of radio stations, with WQRK serving as the flagship of the new company. Todd told R&R that the 50 kw facility at 104.5 MHz "has been on a three-book uptrend. We will not be changing the format. Currently we are shopping for some other FM's in markets of 25,000-125,000 population."

TODD/See Page 24

LARRABEE STEPS DOWN AS ST. LOUIS PD

Charter Shifts Torcasso From WDRQ To KSLQ

WDRQ/Detroit PD Rick Torcasso has transferred within the Charter chain to the PD position at KSLQ/St. Louis. Torcasso replaces John Larrabee, who steps down as PD but will remain with the station as afternoon drive personality.

Charter VP/Programming & Operations Al Casey told R&R, "Rick was tapped for this position because of the excellent job he has done for us at WDRQ. He will be replaced in Detroit by acting PD Cliff Winston, who was Rick's righthand man."

CHARTER/See Page 24

DRISCOLL JOINS MALRITE CORPORATE

Scott New WZUU Program Manager

Buddy Scott, PD of 92X (WXGT)/Columbus for the last two years, will join WZUU AM & FM/Milwaukee on November 23 as Program Manager. Scott replaces current WZUU PD John Driscoll, who will become Group Production Manager at WZUU's parent corporation, Malrite.

Scott talked with R&R about his new position: "Milwaukee is a larger market, a bigger challenge, and the facilities of WZUU are excellent. I expect no change in direction for either station... I intend to

SCOTT/See Page 24

Dennis Joins KYA & KLHT As PD

Ken Dennis has been appointed Program Director for King Broadcasting's KYA & KLHT/San Francisco. Dennis was most recently co-founder and Executive Director of Surrey Communications, a consulting firm which also owns KAIR & KJYK/Tucson.

Dennis, who had also served as President/General Manager of Frank Magid Associates' Radio Division, told R&R, "I can't express how excited I am about coming into a company that achieves such great ratings success. I have a fairly exten-



Ken Dennis

DENNIS/See Page 24

THE ARBITRON ADVISORY COUNCIL RESPONDS

Part III in a discussion of the council's usefulness spotlights spirited defenses from members and Arbitron officials.

Page 12

TAILORING NEWS/TALK FOR YOUNGER DEMOGRAPHICS

KSDO/San Diego is evolving ways of avoiding the "55-to-dead" audience composition stigma many News/Talk stations have to deal with.

Page 62

PUBLIC AFFAIRS IN AOR RADIO

AOR programmers discuss their nonentertainment ideas now that deregulation dominates.

Page 38

SIX NEW CHR REPORTERS IN PROFILE

Launching a series to introduce important new CHR reporting stations.

Page 22

SMALL MARKET COUNTRY RADIO TODAY

The security-vs.-stagnation issue is examined by three veteran small market Country radio notables.

Page 51

WCZY GOES LIVE WITH A/C

The Detroit station drops Schulke II for a more upfront presentation.

Page 58

features

Washington Report	4	Videoscope	18
What's New	6	Brad Messer	20
Ratings & Research	12	Picture Page	33
Street Talk	16	Opportunities	67
TV News	18	Marketplace	68

formats

Contemporary Hit Radio	22	Adult/Contemporary	58
AOR	34	News/Talk	62
Country	51	Black Radio	63

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Washington Report

Pressure Mounts To Lift Radio Group Limits

The rationale for limiting radio groups to seven AM's and seven FM's has been undermined by the proliferation of new stations, according to the McLean, VA-based communications law firm Putbren & Hunsaker, which has petitioned the FCC to abolish the numbers. The petition, which deals only with radio, comes at the same time that the NAB's Executive Committee has also ordered its staff to ask the FCC to abolish "antiquated" ownership limits.

Attorney David Hunsaker told R&R the petition has already prompted inquiries from group owners wishing to expand. "Entrepreneurs specializing in program formats designed to meet the needs of groups traditionally underserved by radio in urban and suburban markets would be able to make such programming cost-effective, through economies achieved by multiple ownership," he said.

The firm is also seeking abolition of rules banning common ownership of three stations within 100 miles if two of them have overlapping primary signals.

Oxendine Heads NAB's BROADCASTCAP

John Oxendine has been named President of BROADCASTCAP (Broadcast Capital Fund), a private non-profit venture created by the NAB to raise capital for minority broadcast investment. The appointment of Oxendine, currently with the Federal Home Loan Bank Board, to replace former President Sam Ewing was announced by BROADCASTCAP Chairman and Berkshire Broadcasting President Don Thurston.



John Oxendine

Senate Gives FCC Good Budget News

The Senate Appropriations Committee last week rejected a proposed \$9 million 12% FCC budget cut that would have meant massive layoffs and elimination of the Broadcast Bureau's Complaints & Compliance Division. Instead, the committee voted for a modest \$451,000 cut. Only unanticipated Senate floor action or a presidential veto could throw the FCC back into a budget crisis. As for the proposed elimination of Complaints & Compliance, FCC Associate Managing Director for Operations Tom Campbell told R&R it won't happen as things stand now. But he added, "Whether or not the Broadcast Bureau reorganizes and restructures how they handle those functions is still a matter that is open."

Dawson Asserts Leadership

FCC insiders continue to see Commissioner Mimi Dawson taking a strong leadership role at the agency. Meanwhile, she is fleshing out her office staff structure along the lines of Commissioner Anne Jones's set-up of three professionals, including two legal advisors and one engineering assistant. Just named attorney-advisor is Leslie Taylor, a former FCC staffer who returns after a tour of duty at the NTIA, where she concentrated on international telecommunications issues. Dawson's second legal advisor has yet to be named, but it appears Frank Young, who was a holdover in that capacity from Chairman Bob Lee's office, will not be staying.

SMN, Transtar, ABC React To Rubenstein

Satellite Music Network principal Kent Burkhart responded to anti-network remarks by Mutual's Marty Rubenstein two weeks ago (R&R 10-23) in no uncertain fashion: "First of all we are not an imaginary service. We are on the air 24 hours a day, seven days a week. We are real. Point number two; all of the clients that are on with us like what they've got. There really haven't been any significant complaints.

"Number three is that we have somewhere in the area of 170 commitments from radio stations who will be joining the Satellite Music Network as the equipment is installed. We have 42 already on the air.

"My fourth point would be that there were a lot of people who were skeptical of the Wright Brothers invention at Kittyhawk, but it did fly. There are currently nine satellites up there and three years from now there will be 25. Believe me, people aren't just putting satellites up there for kicks. The service works, and it's working beautifully for the stations using it."

Rubenstein's comments about not allowing nets to do what stations can do for themselves and being cautious regarding new 24-hour program services are correct only as far as they go, according to Transtar Network President Dwight Case and ABC Radio Enterprises VP Michael Hauptman.

"Marty is 100% right in what he's said, but 100% wrong in the perception that managers aren't interested in blending localism into a new full-service net," according to Case. Hauptman agreed, adding ABC will not do things stations can do for themselves and is not fly-by-night. Case went on to identify three kinds of nets:

- 1) News (traditional and regularly scheduled).
- 2) Full-service, 24-hour most likely, that may or may not include news.
- 3) Occasional, with specials and features.

RAB Board Emphasizes Sound's Impact On Consumers

A long-range plan to increase radio's share of ad dollars and a new presentation on the power of sound to influence consumers were the key elements of the 1982 sales development strategy mapped out by the RAB Board in Palm Springs last week (see separate RAB story Page 19).

"The ability of sound to help advertisers win the battle for the mind will be the subject of a major presentation and some of our advertising in 1982," said Trout & Ries President Jack Trout, architect of the successful "Radio - It's Red Hot" campaign. Trout's agency is gathering research showing that sound's impact "is much greater

WASHINGTON REPORT/See Page 19



KSON'S MCKINNON SWORN IN AS CAB CHIEF - New Civil Aeronautics Board Chairman Dan McKinnon (owner KSON/San Diego) told R&R he is impressed with the quality of over 700 government workers in his agency. He believes his financial independence gives him the ability to think independently, and sees his pilot's license and years of travel as helpful in understanding his new job.

Like radio, he said, the airlines have been deregulated and now deal in services that bring in customers (e.g. listeners and passengers) which results in profitability. Regarding deregulation, McKinnon noted, "We're in an era when government realizes that broadcasters are responsible and making capable decisions. A broadcaster serves the public because it serves his interests."

Pictured at the swearing-in ceremony are (l-r) McKinnon, his mother Lucille, and Justice Sandra Day O'Connor.

HOUSE TO CONSIDER TWO-TIERED SYSTEM

Different Regulation For Different Markets?

A long awaited Congressional report seems to open the door to the possibility of a two-tiered radio regulation system. While not making any specific radio proposals, the report concludes that competition is adequate in major markets, questionable in medium markets (10-15 stations), and clearly absent in small markets.

In releasing the massive report - which will be the basis for future legislation - House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) ruled out any "slap-dab or kneejerk" action on broadcast deregulation until a complex common carrier bill is finished, probably sometime next winter.

The report combined radio, along with tapes and records, into a single "audio market." In regulating radio, policymakers must consider the easy availability of records and tapes as listening alternatives, said the report.

It also concluded that, based on the high prices of big city stations, there is clearly a demand for additional outlets even in the most competitive markets.

As for small markets, the subcommittee notes that scarcity is caused not by lack of open frequencies, but the economic factor of limited advertising revenues to support more stations. Since newspapers are limited by the same factor,

9 kHz LABELED 50-50



Rep. Tim Wirth

High Stakes AM Conference Opens In Rio

A crucial AM radio conference opens in Brazil next Monday (11-9) in which the U.S. runs the risks of 9 kHz spacing, reduced service areas, and increased interference.

At stake are nothing less than "the integrity and preservation of the U.S. broadcasting service," says U.S. delegation chairman Kalmann (Connie) Schaefer, who is FCC Chairman Mark Fowler's international aide.

Delegations from dozens of Western Hemisphere nations will be meeting for six weeks to settle technical issues, including AM channel spacing, and then negotiate a treaty that divides up the AM spectrum for the next five years, resolving incompatibilities and interference problems on a case-by-case basis.

In an interview with R&R prior to departing for Rio de Janeiro, Schaefer labelled as "pre-mature optimism" the widespread industry confidence that the Region 2 conference will approve U.S.-10 kHz spacing over a reduced 9 kHz option that could create hundreds of new stations. "It's still very much up in the air - a 50-50 proposition,"



Kalmann Schaefer

the panel says "a strong argument can be made" that such a scarcity rationale should not be the basis for broadcast regulation either.

Radio Should Rent Its Frequency

Broadcaster fees also emerged in the report, in a passage saying, "Even if radio stations are freed from public trusteeship obligations, use of the public airwaves remains a valuable privilege, and it logically follows that the public receive some alternative form of compensation for their use."

On the issue of concentration of ownership and control, the report found no pervasive influence in either the radio or record industries. In radio, localism and FCC ownership limits (no more than seven AM's & seven FM's per owner) were credited. In the record industry, the top four companies controlled 74% of sales in 1958, compared to only 50% for today's big four - WEA Corp. (Warner, Elektra & Atlantic), CBS, Polygram, and RCA/A&M.

At a briefing Tuesday (11-3), Rep. Wirth said the report was prepared because "reality and not assumptions should be driving the rewrite of the Communications Act."

Schaefer declared. "The vast majority of the countries have not made their views known."

Cuba's 500 kw "Big Berthas" On Agenda

Cuba's desire for two 500 kw AM's that would blast some American stations off the airwaves will be resolved "one way or the other" in Rio, says Schaefer, either in special talks he hopes to arrange with the Cubans or when incompatibilities are negotiated.

Also high on the American delegation's priority list is trying to reverse two decisions tentatively made when the first session of the Region 2 conference was held in Buenos Aires in 1980. The U.S. opposes mapping out an AM plan of allocations for the next five years, preferring the present system of creating new stations as they're needed.

The second issue is how much nighttime interference should be permitted. The first session voted for 50% of the time, while the U.S. was the lone holdout for the present limit of 10%. If the 50% curve is adopted, Schaefer predicts the "possibility" of increased interference, but adds, "My engineers tell me there may be a way around that."

Although he heads for Rio with a delegation he calls "talented" and "well-prepared," Schaefer also leaves the door open to the possibility that when the dust has settled in Rio, some existing American AM's may have to reduce power or put up with greater interference.

Schaefer told R&R, "Our goal essentially is the preservation of the U.S. broadcasting industry. But you have to negotiate. So we may not accomplish 100% of what we want, contrary to what some people would like."

Arbitron Reissues Spring '81 Detroit Report!

Error In 38 Diaries Leads To Recall

"If Hiber & Hart's diary review hadn't caught this problem it would have breezed by the marketplace . . ."

— John Risher, VP/GM, WCXI, Detroit

Thank you for the nice words John. Good to see such sentiments from a station that's not even a client of **Hiber & Hart**. We are proud of Tom Nelson and his professional staff — in our office on the second floor of the Arbitron building — who have provided similar Arbitron insights to the dozens of stations served by **Hiber & Hart**. We intend to continue to provide the industry's most thorough, readable and actionable diary review information. That's one reason why almost 90% of our clients have earned higher ratings and revenues since being consulted by **H&H**.

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Places and Places, Tellin' It Like It Was, Daybook, In
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MSI Intros FCC-Legal "Composite Processor"

Modulation Sciences Inc. (MSI) recently unveiled a "Composite Processor," which the firm claims to deliver up to six dB more RMS modulation with less audible distortion per unit loudness than other compressor/limiters. The unit, conceived by MSI Director/Engineering **Eric Small**, can be used in a variety of situations, either to make your station louder with no increase in pumping or swishing, or to reduce your audio compression and limiting for a more "open" sound.

What's more, the "Composite Processor" has been reviewed by consulting engineers and lawyers to ensure that the unit complies with FCC rules and regulations. For further information, contact MSI at 99 Myrtle Ave., Brooklyn, NY 11201, (212) 675-7333. Price: \$785.

AP Broadcast News Handbook Now Available

The **AP Broadcast News Handbook**, a reference work for broadcast journalists, is now available from the **Associated Press** organization. The volume is divided into two parts: an introductory section outlining the basics of broadcast news writing and the history of the AP, plus a special chapter on libel; and a second section which is designed to be used as a reference source.

This latter section provides quick information on the correct usage, spelling, and pronunciation of thousands of words and phrases. In addition, this section contains valuable background on major and minor nations, religions, institutions, companies, etc., as well as offering guidance on handling quotes effectively, properly attributing statements, and converting metric terms to their English equivalents.

Each broadcast station that is a member of the AP will receive a copy of the **AP Broadcast News Handbook** by mail. Additional copies are available for \$8.95 from the AP's main offices at 50 Rockefeller Plaza, NY 10020. **Addison & Wesley Inc.** will publish an edition for sale in general book stores as well.

Webcor's "Zip" Phone Keeps Background Sound Down

Whether on the air or in the office, we're all faced with the problem of having to shout into the telephone in order to be heard over the customary loud roar. Now, there's a way to dim the din: simply hook up the "Webcor Zip 737" compact phone.

The unit, manufactured by **Leisurecraft Products Ltd.** of South Plainfield, NJ, is an upright model with a unique mute button that enables the user to block out disturbing background noises. Additional features include a memory that redials the last number you dialed at the touch of a button and push-button dialing that interfaces with either rotary or touch-tone jacks.

Priced at \$69.95, the cost of the device (available in either beige and brown or black and white) is equal to about a year's worth of phone rentals.



College Radio To Convene In Los Angeles

The fifth annual **West Coast Intercollegiate Broadcasting Systems** convention has been set for November 6-8, 1981 at UCLA in Los Angeles. Over 40 seminars, ranging from programming to promoting college radio, will be held. A number of equipment

manufacturers will also be on hand with exhibit booths displaying the latest in turntables, boards and studio hardware.

Groups showcasing their talents at the convention will be the **Flestones (IRS)**, the **Yellowjackets (Warner**

Bros.), **Michael Housman (CBS)**, and the **Bad Katz (RCA)**. For further information, contact convention Chairman **Steven Blumenfeld** at (213) 653-8999.

Working Women Still Bear Child-Rearing Responsibilities

Apart from spending a few more hours each week with the children, men whose wives work full-time rarely contribute anything extra to running the household. Instead, the wife puts in an average 26 hours a week of work at home in addition to her job. Small wonder that divorce rates are soaring.

Furthermore, men with working wives tend to work fewer hours, take longer or more frequent vacations, and change jobs more readily than do husbands of women who don't work. Clearly there are a number of advantages to being a two-income family and most of them are on the side of the husband.

According to several recent studies excerpted in **American Demographics** magazine, women's work is divided into four periods: the time between leaving school and marriage; the time between marriage and the birth of the first child; the child-rearing years; and the time between the last child's entry into school and the mother's retirement. These studies indicate that women's employment decisions are predicated on the assumption that they bear the primary responsibility for household tasks and child rearing.

A major side effect of operating within this constraint is that when women work, they earn less than men, mostly because they avoid choosing occupations that either require a substantial investment in education, on-the-job training, or continuous employment. Almost 70 percent of the difference between men's and women's wages is said to be attributable to these factors.

Have A BIG Ball



The "Original Big Ball" gives your promotional gold more bounce to the ounce. Manufactured by **Sloux Falls, SD-based Raven Industries**, the stupendous sphere provides a simple means of keeping your station's call letters uppermost in a crowd's mind. The eight-foot ball, made from a durable polyester-coated fabric, fills in minutes (as long as you use an air source other than your lungs).

anticipated Senate floor action or a presidential veto could throw the FCC back into a budget crisis. As for the proposed elimination of Complaints & Compliance, FCC Associate Managing Director for Operations **Tom Campbell** told R&R it won't happen as things stand now. But he added, "Whether or not the Broadcast Bureau reorganizes and restructures how they handle those functions is still a matter that is open."

Dawson Asserts Leadership

FCC insiders continue to see Commissioner **Mimi Dawson** taking a strong leadership role at the agency. Meanwhile, she is fleshing out her office staff structure along the lines of Commissioner **Anne Jones's** set-up of three professionals, including two legal advisors and one engineering assistant. Just named attorney-advisor is **Leslie Taylor**, a former FCC staffer who returns after a tour of duty at the **NTIA**, where she concentrated on international telecommunications issues. Dawson's second legal advisor has yet to be named, but it appears **Frank Young**, who was a holdover in that capacity from Chairman **Bob Lee's** office, will not be staying.

"The ability to sound win the battle for the project of a major present our advertising in 1982," President **Jack Trout**, a successful "Radio - It's R Trout's agency is gathering that sound's impact



KSON'S McKINNON S man **Dan McKinnon** (over 700 government work him the ability to think helpful in understanding Like radio, he said, bring in customers (e.g. deregulation, McKinnon casters are responsible because it serves his in Pictured at the Justice **Sandra Day O'**

McDONALD'S STILL LEADS

Top 10 Fast-Food Firms

Fast-food sales topped \$27.7 billion during 1980, a 12 percent increase from the year-previous. More than \$13.8 billion of this total was generated by the 10 leading fast-food firms.

McDonald's remained the industry's leader, with 1980 domestic sales of over \$5 billion (a whopping 18.2 percent of the U.S. market). According to **U.S. Commerce Department** figures, **Burger King** placed second with \$1.75 billion in sales, while **Kentucky Fried Chicken** (\$1.4 billion), **Wendy's International** (\$1.4 billion), and **American Dairy Queen** (slightly more than \$1 billion) rounded out the top five.

The remainder of the top 10 fast-food firms were: 6) **Pizza Hut** — \$945 million, 7) **Hardee's** — \$922 million, 8) **Denny's** — \$552 million, 9) **Jack In The Box** — \$500 million, and 10) **Sambo's** — \$500 million.

Industry Sales Up 12%

While the fast-food industry saw sales rise an average of 12 percent, perhaps attributable to a concurrent average price increase of 20 percent, at least six of the top 10 firms posted better-than-average sales increases.

Burger King led the pack with a 25 percent sales increase, trailed narrowly by **Hardee's** 23.1 percent sales increase. **Wendy's** upped sales 20.7 percent, while **Denny's** (15.3 percent), **McDonald's** (13.5 percent), and **Pizza Hut** (13.4 percent) likewise showed superior sales records.

Hamburger Sales Top \$14 Billion

Breaking the action into product groups, hamburgers continued to pace the U.S. fast-food market with \$14.6 billion in 1980 sales, as steak/full menu venues took second with \$5.7 billion. **Pizza** placed third with sales of \$2.4 billion and chicken took fourth with slightly under \$2.4 billion in sales.

Seafood (fifth — \$853 million), **pancakes/waffles** (sixth — \$806 million), **Mexican** (seventh — \$750 million), and **sandwiches** (eighth — \$251 million) made up the remainder.

Interestingly, although hamburgers increased their market share 14.3 percent, only one of two product groups to increase more than the industry's average, the biggest gain was achieved by the sandwich marketers, who saw sales soar 22 percent, clearly an indication of America's changing appetites.

5

YEARS AGO
TODAY

Radio & Records

- ★ **STAN BLY NAMED VP/PROMOTION AT ARISTA — Moves from Mercury.**
- ★ **SAMMY ALFANO RESIGNS AS VP/PROMOTION AT ARIOLA.**
- ★ **PAUL JOHNSON RESIGNS AS VP/PROMOTION AT MOTOWN.**
- ★ **NUMBER ONE FIVE YEARS AGO: "Muskrat Love" — Captain & Tennille (A&M)**
- ★ **NUMBER ONE COUNTRY: "Cherokee Malden/Diana" — Merle Haggard (Capitol)**
- ★ **NUMBER ONE LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla)**

WESTWOOD
ONE
PRESENTS

QUEEN

OFF THE RECORD
with Mary Turner

A rare, in-depth look at the music and the members of "Queen". Mary Turner talks with John Deacon, Brian May, Roger Taylor and the elusive Freddie Mercury in an exciting two-part "Off the Record Special", airing the weeks of November 16th & 23rd on over 250 great radio stations including . . .

AKRON, OH	WWW	DALLAS, TX	KTXO	LINCOLN, NE	KFMO	RENO, NV	KCBN
ALBANY, GA	WALG	DAVENPORT, IA	WXLP	LITTLE ROCK, AR	KKYK	RICHMOND, VA	WRXL
ALBANY, NY	WPIX	DAYTON, OH	WAZU	LOS ANGELES, CA	KMET	RIVERSIDE, CA	KOLA
ALBUQUERQUE, NM	KIQY	DAYTONA BEACH, FL	WDIZ	LUFKIN, TX	KDEY	ROCHESTER, NY	WCMF
ALTOONA, PA	KWXL	DENVER, CO	KAZY	LOUISVILLE, KY	WLRS	SAGINAW, MI	WWCK-FM
AMARILLO, TX	WPRR	DES MOINES, IA	KGGO	MADISON, WI	WRBN-FM	SALEM, OR	KGON
ANCHORAGE, AK	KYTX	DETROIT, MI	WLLZ	MANCHESTER, NH	WZEE	SAN ANTONIO, TX	KISS
APPLETON, WI	KRKN	DUBUQUE, IA	KFMD	MANCHESTER, KY	WWXL	SAN DIEGO, CA	KGB-FM
ASHEVILLE, NC	WKAU	DULUTH, MD	KODS	MARTIN, TN	WAAF	SAN FRANCISCO, CA	KSFX
ATLANTA, GA	WBMS	EAU CLAIRE, WI	WOKL	MELBOURNE, FL	WCMT	SAN JOSE, CA	KWXL
AUGUSTA, ME	WKLS	EL PASO, TX	KLAO	MERIDIAN, MS	WDIZ-FM	SANTA FE, NM	WZAT
AUGUSTA, GA	WMMR	EUGENE, OR	KZEL	MIAMI, FL	WJDO	SAVANNAH, GA	KISW
AUSTIN, TX	WYMX	EVANSVILLE, KY	WHKC	MILWAUKEE, WI	WCKO	SEATTLE, WA	KKRZ
BAKERSFIELD, CA	WBLM	FRESNO, CA	WCKO	MINNEAPOLIS, MN	WLPX	SIoux FALLS, SD	WAOR
BALTIMORE, MD	KLBJ	FT LAUDERDALE, FL	WVVO	MISSOULA, MT	KDWB-FM	SOUTH BEND, IN	WCCC
BANGOR, ME	WYNY	FT WAYNE, IN	WVXE	MOBILE, AL	KYLT	SPRINGFIELD, MA	KRFG
BATTLE CREEK, MI	WLKN	GRAND FORKS, ND	KYTN-FM	MODESTO, CA	WABB	SPRINGFIELD, MO	WAZU
BEAUMONT, TX	WLV-FM	GRAND RAPIDS, MI	WLV-FM	MONTGOMERY, AL	WLSQ	SPRINGFIELD, OH	WOMP
BECKLEY, WVA	KZOM	GREEN BAY, WI	WKAU	MORRISTOWN, NJ	WNEW-FM	STUEBENVILLE, OH	KSTN
BILOXI, MS	WYAB	GREENSBORO, NC	WKZL	NASHVILLE, TN	WKOS-FM	STOCKTON, CA	KDWB-FM
BINGHAMTON, NY	WAAAL	GREENSBORO, NC	WITN	NEW BEDFORD, MA	WBRU	ST. CLOUD, MN	KSHE
BIRMINGHAM, AL	WVCT	GREENVILLE, SC	WVCC	NEW HAVEN, CT	WCCU	ST. LOUIS, MO	WSYR
BLOOMINGTON, ILL	KUUZ	HARTFORD, CT	KDKJ	NEW ORLEANS, LA	WRNO-FM	SYRACUSE, NY	WOWD
BOISE, ID	WVPH-FM	HONOLULU, HI	WVCC	NORFOLK, VA	WVNY-FM	TALLAHASSEE, FL	WRBO
BOSTON, MA	WESP	HOUSTON, TX	WVCC	OKLAHOMA CITY, OK	WVNY-FM	TAMPA, FL	WBDJ
BUFFALO, NY	WVPH-FM	HUNTSVILLE, AL	WVCC	OMAHA, NE	WVNY-FM	TERRE HAUTE, IN	WIOT
CAMBRIDGE, MD	WVPH-FM	INDIANAPOLIS, IN	WVCC	ORLANDO, FL	WVNY-FM	TOLEDO, OH	KYYS
CELINA, OH	WVPH-FM	ITHACA, NY	WVCC	OXNARD, CA	WVNY-FM	TOPEKA, KS	WMMR
CHAMPAIGN, IL	WVPH-FM	JACKSON, MS	WVCC	PANAMA CITY, FL	WVNY-FM	TRENTON, NJ	KIOK
CHARLESTON, WV	WVPH-FM	JACKSONVILLE, FL	WVCC	PARKERSBERG, WV	WVNY-FM	TRI-CITIES, WA	KLPX
CHARLESTON, SC	WVPH-FM	JOHNSON CITY, TN	WVCC	PEORIA, ILL	WVNY-FM	TUCSON, AZ	WSYR
CHARLOTTE, NC	WVPH-FM	KALAMAZOO, MI	WVCC	PHILADELPHIA, PA	WVNY-FM	UTICA/ROME, NY	WWDC-FM
CHATTANOOGA, TN	WVPH-FM	KANSAS CITY, MO	WVCC	PHOENIX, AZ	WVNY-FM	WASHINGTON, D.C.	WOTT
CHEYENNE, WY	WVPH-FM	KEY WEST, FL	WVCC	PORTLAND, ME	WVNY-FM	WATERTOWN, NY	WOMP-FM
CHICAGO, IL	WVPH-FM	KNOXVILLE, TN	WVCC	POUGHKEEPSIE, NY	WVNY-FM	WHEELING, WV	KKOV
CINCINNATI, OH	WVPH-FM	LAFAYETTE, IN	WVCC	PROVIDENCE, RI	WVNY-FM	WICHITA FALLS, TX	KICT-FM
CLEVELAND, OH	WVPH-FM	LAKELAND, FL	WVCC	PUEBLO, CO	WVNY-FM	WICHITA, KS	WEZX
COLORADO SPRINGS, CO	WVPH-FM	LANSING, MI	WVCC	RALEIGH DURHAM, NC	WVNY-FM	WILKES-BARRE	WMMR
COLUMBIA, SC	WVPH-FM	LAS VEGAS, NV	WVCC	RAPID CITY, SD	WVNY-FM	SCRANTON, PA	WLCF
COLUMBUS, GA	WVPH-FM	LEXINGTON, KY	WVCC	REDDING, CA	WVNY-FM	WILMINGTON, DE	WAAF
COLUMBUS, MS	WVPH-FM		WVCC		WVNY-FM	WORCESTER, MA	WCKO
	WVPH-FM		WVCC		WVNY-FM	W PALM BEACH, FL	KATS
	WVPH-FM		WVCC		WVNY-FM	YAKIMA, WA	

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America's number one producer of national radio programs,
concerts and specials like . . . Dr. Demento, Live From Gilley's, Off The Record with
Mary Turner, The Rock Years, Off The Record Specials, Concert of the Month, Rock Album Countdown, Special
Edition, Star Trak, Shootin' The Breeze, Ace and Friends, Spaces and Places, Tellin' It Like It Was, Daybook, In
Concert, and The Playboy Advisor. For information on WESTWOOD ONE
programs in your area, call (213) 204-5000.

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Los Angeles

New York

INTRODUCING ABC DIRECTION



THE NEW NETWORK SERVICE TO CAPTURE

RADIO NETWORK

What's happened to the teen generation that sparked radio's growth in the 60's and 70's? They've grown up to become the new generation of adult radio listeners. And all across America, alert radio stations have zeroed in on this new adult audience. The 25-44 year-olds—today's most sought-after demographic group. If that's your station, here's great news...

Now there's a network radio service especially designed to help stations like yours build this important 25-44 age group. And, as you might expect, it's from the leader in demographic network radio, the ABC Radio Networks. ABC DIRECTION RADIO NETWORK inaugurates the next generation of network radio service... providing a program service conceived and produced for the special needs and interests of the new adult generation. Here's how ABC DIRECTION RADIO NETWORK can help your station reach today's new adult audience—and build it:

A UNIQUE NEWS PERSPECTIVE

Our news gets right to the core of the new adult's concerns. Not just what happened, but... "How will it affect me?" We tell today's adult how to use the news to help plan the future, to make informed life decisions, big and small.

SPORTS INSIGHTS

No one covers sports like ABC. No one gets inside a story or an event more thoroughly, with more depth and understanding. The excitement, the color, the story behind the story—that's what ABC is all about. We know exactly what the sports-minded 25-44 audience wants and we deliver. The best on-the-spot saturation coverage. The best profiles. The best commentaries. ABC. The best in sports!

FEATURES

Can short radio features be entertaining and informative at the same time? Ours are. These fast-paced features focus on the things this audience cares about. Whether it's a movie review, career advice, or how they can cope with today's problems, every ABC DIRECTION RADIO NETWORK feature will involve your listeners, to help them get the most out of life.

MUSIC FEATURES AND SPECIALS

The 25-44 year-old has a broad musical outlook, but at the same time, a more discriminating ear. They listen for quality... and that's what our music features and specials will bring to your station, and your audience, with the biggest stars from a wide range of musical expressions. With our special kind of showmanship and electrifying stardom, ABC DIRECTION RADIO music features and specials will help you build share with the 25-44 audience.

News, sports, features, music... all targeted exclusively to today's new adult generation. ABC DIRECTION RADIO NETWORK. It's the next generation in network radio service. If you're going after a bigger share of this dynamic demographic, you'll like where we're going.

Call Chuck King, Vice President, Direction. Network... (212) 887-7397.



**ABC DIRECTION
RADIO NETWORK**

RADIO

THE NEW GENERATION OF ADULT LISTENERS.

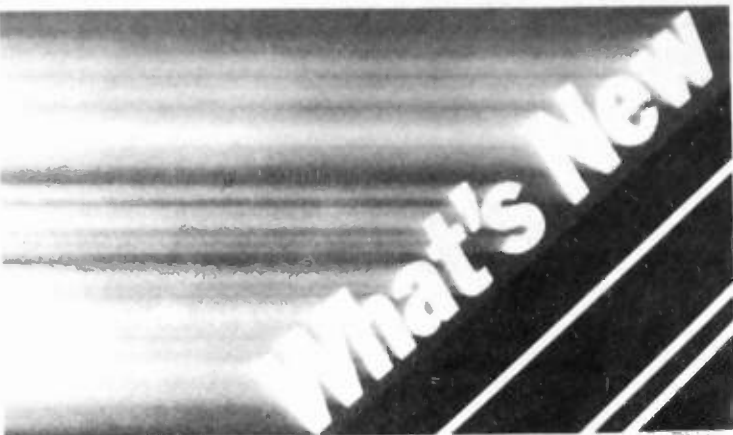
Networks/Program Suppliers

Nets To Provide Live & Ongoing Space Shuttle Coverage

The flight of the space shuttle **Columbia**, scheduled for launching Wednesday (11-4), was to be accorded extensive news coverage by radio networks, with live coverage of the launch and landing, as well as update reports throughout the mission.

Mutual News planned special half-hour live reports on both ends and more than 40 special reports during the flight. **ABC** planned to feed live launch and landing coverage to all four of its radio networks, as well as two-minute Space Shuttle Updates every hour in between. At **CBS**, live coverage was to be augmented by 15 special updates. **NBC** will bolster its live coverage with more than 12 special reports daily during the five-day mission.

In addition to providing extensive live coverage, **NPR** plans a nationwide call-in program, hosted by **Noah Adams**, immediately after the landing. Titled "Strategy for Space," the program will put listeners across the country in touch with a panel of experts to discuss the shuttle project.



THE
SUNBELT NETWORK,
INC.

The United Stations

The firm has announced the formation of an "Information Radio" division, to be comprised of the 19 existing two-minute informational features that Sunbelt produces for radio stations nationally. These short-form features are currently bartered on a market-exclusive basis in over 100 markets. The move foreshadows the creation of a separate long-form division, scheduled to debut in 1982 under the auspices of the **Sunbelt Network**.

A new show set to debut the last weekend in January is "Rock, Roll & Remember," a weekly, four-hour special that will be available free on a barter basis to all stations in Arbitron-rated markets. The program will feature special guest artists with stories behind the songs, according to United VP/Programming **Ed Salamon**, and will be produced by **Dick Clark Productions**. The show is the second in **United's** lineup, the first being "Weekly Country Music Countdown."

WESTWOOD
ONE



DR. FEELGOOD — **Barry Hansen** (aka **Dr. Demento**) doffs his top hat following the signing of what is purportedly the world's largest radio syndication contract (three feet by three feet) as **Westwood One** President **Norm Pattiz** and **Ted Bates** ad agency Associate Director/**Radio Roby Wiener** (right) register bemusement. The deal marks the fifth anniversary of **Warner-Lambert's** (Bates's client) sponsorship of the "Dr. Demento Show," heard over 150 stations nationally.



Call letters? Special events? Your own opinion? No comment? Whatever you want to get across, **Marketplace Labels** can provide bumper-to-bumper communication. We print and ship your order of bumperstickers or window decals within 5 days of copy approval, at low cost. And our laminating process will keep your message sticking around a lot longer than other stickers.

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John Goodwill has been named VP/Sales for the network, coming from his previous post as GSM at **WBBM/Chicago**. An eight-year veteran of the **CBS Radio Division**, Goodwill joined **WBBM** as National Sales Manager in 1976. Prior to this he was an account exec with **WEEI/Boston** and **WJIB/Boston**.

Commenting on the appointment, Source VP/IGM **Ellyn Ambrose** said, "I'm delighted to welcome one of the industry's most knowledgeable executives to head up the Source's sales force. John is dedicated to the enhancement of radio as a primary advertising medium. His addition will help make the Source even more successful as a fully competitive, innovative, and relevant young-adult network."

Pro Rodeo Network

The "Great American Cowboy," a 2½-minute daily program recorded "behind the chutes" at rodeos across the nation, recently added its 100th affiliate. Noted rodeo announcer **Bob Tallman** conducts the interviews with top cowboys, country music personalities, and celebrities.



The Eugene, OR-based firm is also airing the "SuperBowl Of Rodeo" via its "National Finals Rodeo Report" over the **Pro Rodeo Network** from December 6-14. **Wrangler**, **Heston**, and **TWA** will sponsor the broadcasts. For further information, contact the **Pro Rodeo Network** at (503) 687-2068.



narwood productions

Glen Campbell has been named to host "Country Closeup," a weekly one-hour series of specials featuring the top names in country music, set to debut from the NYC-based firm in January 1982. Among the artists to be spotlighted on the show will be **Loretta Lynn**, **Mickey Gilley**, **Tammy Wynette**, the **Bellamy Brothers**, **Emmylou Harris**, **T.G. Sheppard**, and **Alabama**.

Narwood President **Ted LeVan** will serve as Executive Producer for the program, with **Narwood** VP/Programming **Ellen Silver** handling the producer's reins. For further information, contact **Narwood** at (212) 755-3320.



THREE'S COMPANY — The audio portion of the noted political discussion TV program "Agronsky & Company" will now be heard over the **Mutual Broadcasting System**, beginning October 30. Pictured in the aftermath of the agreement's signing are (from left) **Mutual** President/CEO **Marty Rubenstein**, program moderator **Martin Agronsky**, and **Post-Newsweek Stations** President **Joel Chaseman**.

The half-hour program, which has been running for the past 12 years, features lively and incisive political commentary from such journalists as **James L. Kilpatrick**, **Carl Rowan**, **Elizabeth Drew**, **George Will**, and **Hugh Sidney**. The "Agronsky & Company" radio broadcasts will coincide with the syndicated TV programs' weekend airdates.



Watermark

The latest stations to sign on as affiliates of the firm's "American Country Countdown" are: **KDON/Salinas, CA**;

KSDY/Sidney, MT; **KSMO/Salem, MO**; **KZNN/Rolla, MO**; and **WEKR-Fayetteville, TN**.

Peters Productions

Eleven stations have signed on to air the San Diego-based programming supplier's newly-created MOR/Traditional format, "Your Music." **Dick Ellis**, who along with **Peters Productions** Director/Programming **Jack Merker**, played an instrumental role in creating the new format, described it as "covering the wide gap in the MOR spectrum between the sound of beautiful music on the one side and today's typical Adult/Contemporary station on the other end of the spectrum."

The "Your Music" format comes on 97 reels (over 2300 titles) and includes fully-produced ID's, a wide variety of promos, and a jingle package built on the theme "Let us be your music." For further information, contact **Peters Productions** at (714) 565-8511.

Froben Enterprises



FANTASTIC FOUR — Caught in a candid moment at the taping of a recent "Robert Klein Radio Program" are (clockwise, from top) host **Robert Klein**, **EMI's** **Marty Ballin**, **Atco's** **Blackfoot** leader **Rick Medlocke**, and **EMI's** **Michael Stanley**.

Reps



McGAVREN GUILD RADIO

As a result of purchasing **Buckley Radio Sales**, the firm is now representing **Buckley Broadcasting's** **WEEB/Reading, PA** and **WDRG-AM & FM/Hartford**. From **RAR**, the firm takes over **Doubleday's** **WLLZ/Detroit** and **KDWB-AM & FM/Minneapolis-St. Paul**.

Cynthia Collins has been promoted to Business Development Specialist on the network sales force to canvass secondary ad agencies for potential network business.



KLNG-KQKQ/Omaha have become client stations. They were previously represented by **Roslin Radio Sales Inc.**



Torbet Radio

WDJX-FM/Dayton has signed on as a client.



MAJOR MARKET RADIO SALES

Former **Eastman** clients **Insilco's** **KTOK & KJYO-FM/Oklahoma City**, the 52-station **Oklahoma News Network** and the 38-member **Oklahoma Agrinet** have signed up.



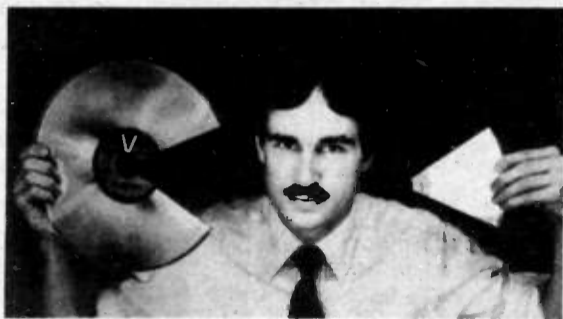
KWOD-FM/Sacramento, **WLAN-AM & FM/Lancaster, PA** and **KDKS-FM/Benton-Shreveport, LA** have joined the roster of client stations. The latter is a Black format, while the other three are Adult/Contemporary outlets that were previously represented by the **Jack Masla Co.**

Jack Masla & Co.

Andrea Simon has been named Manager/Research & Promotion for the rep, coming from a similar post with **Buckley Radio Sales**. Prior to her working at **Buckley**, Simon served as Research Manager for **Selcom Inc.**

What's New

Get A Piece Of The Disc



Although the accompanying visual is a little misleading, the "Share-A-Videodisc" service recently established by the Cambridge, MA-based **New Media Graphics** firm, may prove to be a big idea. Basically, the "Share-A-Videodisc" service offers an inexpensive testing method for producers and users who wish to try a videodisc for training, exhibition, simulation, or data storage applications.

The videodiscs, compatible with "DiscoVision," "Sony," "Pioneer," and "Magnavox" players (i.e. laser-read), are shared by several clients. Each firm or individual may purchase up to 9000 frames on the share videodisc. Participants all receive five copies of the discs. Program material is accepted in a variety of formats, including two-inch quad, 35mm slide, and 16mm or 35mm film.



The Sweetest Taste In Promotional Items — The "Name Cane"

Those for whom sugar is not only a crutch, it's the very staff of life, can get their kicks 'n' licks from the "Name Cane." Manufactured by the Chicago-based **Sweet Impressions** company, the "Name Cane" is basically a candycane with a twist — its center consists of your radio station's call letters or the names of your recording artist or staff member printed from one end to the other.

The "Name Cane" comes in two sizes: a 7¼-inch long version, with a maximum of 20 letters woven into the cane, and a 5½-inch version, with a 17 letters maximum. Five natural fruit flavors and five colors are also available, making the "Name Cane" a year-round promotional value.

End Unwanted Phone Calls

At last science has found a way to enable you to duck unwanted phone calls, but still answer those you deem important. Beginning next year, **Timex** plans to market the "Prive-Code," an electronic voice device that asks callers who they are, letting them through only if their names appear on a list of approved callers. If the callers' names aren't listed, or they refuse to cooperate with the "Prive-Code," it connects them with your answering service.

Smart Strips

Those magnetic strips currently in use on credit, automated teller, and identification cards may soon be replaced with built-in microprocessors that can carry 200 times more information than the magnetic strips, according to a recent item in **Executive's Digest**.

Transactions

KWBZ/Englewood, CO has been sold to a group of investors whose ranks include professional basketball players **Magic Johnson** (L.A. Lakers), **Mark Aguirre** (Dallas Mavericks), and **Isiah Thomas** (Detroit Pistons) for \$1 million, subject to **FCC** approval. The move is viewed as a step in an attempt to obtain the broadcasting rights to Denver's sports teams.

|||||||

WEEB/Southern Pines, NC has been sold by **Sandhill Community Broadcasters Inc.** to the **Southern Dandy Corporation** for \$366,200, pending **FCC** approval. The station is a 5 kw daytimer located at 990 kHz. **Blackburn & Company** brokered the transaction.

|||||||

KOMW-AM & FM/Omak, WA have been sold by **KOMW Inc.** to **Okanagan Valley Broadcasting Inc.** for \$850,000, subject to **FCC** approval. The AM is located at 680 kHz with 5000 watts (days), while the FM broadcasts at 92.7 kHz with 3000 watts. **William A. Exline Inc.** brokered.

|||||||

KEIN/Great Falls, MT has been sold by **Meyer Great Falls Inc.** to **Sundance Communications** for an undisclosed purchase price.

Dodd Named VP/Pop Promo; King To VP/ Special Mkts. For Erect

Greg Dodd has been appointed VP/Pop Promotion for the Merrillville, IN-based **Erect Records** firm. Dodd, most recently Midwest Regional Sales Manager for **Inner City Records**, previously held a national promotion post with **Ovation Records** and a regional promotion post with **Motown Records**.

Concurrent with Dodd's promotion, **Alonso King** has been named VP/Special Markets for Erect. Formerly Midwest Promotion Manager for **Motown Records**, King also was associated with **Liberty Records** prior to his arrival at Motown. Both Dodd and King will be based at Erect's Merrillville headquarters.

Sincoff Named VP/Manufacturing At Arista

Milton Sincoff has been elevated to the newly-created position of VP/Manufacturing & Purchasing for **Arista Records**, coming from his previous post as Director/Manufacturing & Purchasing for the label. A 20-year veteran of the record industry, Sincoff previously held the post of VP/Creative Services & Manufacturing with **Buddah Records** and as Director/Creative Services & Production with **Kapp Records**.

Hungate Becomes Sales Mgr. For KJZZ-KZAM

Galen Hungate has been upped to Sales Manager for **KJZZ-KZAM/Seattle**, coming from his previous post as an account exec with the **Sandusky**-owned stations. Prior to joining **KJZZ-KZAM**, Hungate served as an account exec with **KBPI/Denver**, which is also a **Sandusky**-owned outlet.

Pro:Motions

Stone To VP/GM; Ahlborn To Operations Manager At WIDG

Rick Stone has been appointed VP/GM at **WIDG/Saint Ignace, MI**. In a related development, **Tim Ahlborn** becomes Operations Manager for the station, having previously served as acting Manager.

Levine & Jay Join Forces For Production Firm

Jimmy Levine has been named Sr. VP for **Out Of Key Productions**, a Chicago-based record production firm to be headed by veteran producer/songwriter Levine and **Michael Jay**. In a related development, **Michael Jay** becomes Sr. VP of Levine's **Round Top Music**, which will now be a division of **Out Of Key Productions**.

Townsend To GM; Breede & Dowers Also Upped At KEX

Skip Townsend has been named General Sales Manager for **KEX/Portland, OR**, coming from his previous post as National Sales Manager for the station. He formerly spent seven years at **KMPC/Los Angeles** prior to his arrival at **KEX** in 1979.

Simultaneously, **Don Breede** has been elevated to Director/Marketing for **KEX**. A 20-year veteran of the station, Breede most recently served as Local Sales Manager.

Meanwhile, **Mick Dowers**, most recently an account exec at **KEX**, has been elevated to National Sales Manager for the **Golden West**-owned outlet. Dowers, who previously held an account exec's position with **KOIN/Portland**, will represent both **KEX** and its FM sister, **KQFM**.

Saifer To Head Alfa Music Publishing Arm

Lorne Saifer has been named to head the **Alfa Music Group**, the newly-created music publishing arm of **Alfa Records Inc.** The Alfa Music Group will function on a worldwide basis, except for Japan, and its initial operations will include representation of the Alfa-Japan catalog, **Joss Music (BMI)** and **1980 Music (ASCAP)**. Saifer will continue as VP/A&R for Alfa in addition to his new duties.

Carrico To Head Toad's Records Label

David Carrico has been named to head day-to-day operations for the newly-formed **Toad's Records** label, an offshoot of the **New Haven, CT**-based **Toad's Place** nightclub. Carrico's experience includes several years as VP/Promotion for **Arista Records** and as VP/A&R for **Bell Records**. **Michael Spoernle**, owner of the Toad's club, will serve as a principal in the label as well.

Kathy Kinnison will be responsible for Toad's marketing efforts. Kinnison was formerly associated with **Ariola** and **Capitol Records**. **Jack Forchette** has been named Director/Artist Development for Toad's. He was previously an artist's manager and booking agent.

Toad's Records will be distributed by **Aquarius Distributors Of New England** and can be reached at (203) 355-1483.

Davis & Crystal Elevated At WMCA

Carey Davis has been named Director/Sales & Development at **WMCA/New York**, coming from his previous post as Station Manager for **WSDR/Sterling, IL**.

Concurrent with Davis's promotion, **Sandra Crystal** was upped to Local Sales Manager for **WMCA**. Crystal, most recently **WMCA's** Assistant Sales Manager, previously served as an account exec with **WOR/New York**.

WESTWOOD ONE

AMERICA'S NUMBER ONE
PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED
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LOS ANGELES

NEW YORK

WLPX 97 fm

Milwaukee

Ratings & Research

Advisory Council Power Discussed

In the last few weeks this page has featured columns dealing with the pros and cons of the Arbitron Radio Advisory Council. After the NRBA convention, I wrote to straighten out some Council misconceptions printed in other media. Soon thereafter I got a letter from Jim Kime, King Broadcasting's VP/Radio, taking the Council to task. I printed excerpts from that letter and asked for anyone from either Arbitron or the Advisory Council to respond to the points Kime made.

The response has been tremendous! Not only have I heard from Arbitron officials but also from half of the Advisory Board — from Chairman Tom Hoyt, Bill Clark, et al. In addition I heard from a number of you — broadcasters who wanted to make observations about the Council. I've received letters on the subject of the Council and its power — or lack thereof — and so this week I want to address those comments, plus the others I've received in the last three weeks, to put the cap on the Advisory Council controversy.

Letters, We Get Letters

Two of the letters were Advisory Council responses to Jim Kime's letter. Both Steve Trivers, President of Fairfield Broadcasting, and Bella Werner, VP of Christal, an appointed research adviser to the Council, made cogent points in their letters.

Trivers wondered, "Are we powerless? In our economic system the only real show of power would come if most stations were dissatisfied with Arbitron's methodology, service, and pricing, and they were to cancel the service." However, as Ms. Werner points out, the real value or power of the Council is that "it is a forum where broadcasters' problems and viewpoints can be addressed with all of Arbitron's top management."

Although Ms. Werner admits that the Council "exists solely at the behest of Arbitron and can therefore cease to exist at Arbitron's whim," she also feels that the Council can make strong cases against Arbitron's announced plans. An example was the issue of the monthly reports cited by Jim Kime.

Monthlies: Victory Or Defeat?

Disagreeing with Kime's assessment of the monthlies issue, Bella Werner writes, "Without the Council's vehement opposition to the issuance of monthly data, Arbitron would have gone full speed ahead on selling this data. That Arbitron agreed to delay going forward with monthlies is a victory for the Council as the voice of the broadcasting community."

The key may lie in what Steve Trivers had to say on this topic. "We do not have the final say in this matter . . . only if broadcasters in other markets

"Perhaps a dramatic reform of Arbitron will only come if the industry supports a second or third service."

refuse to order monthlies will Arbitron be totally out of the monthly business." What Steve seems to be saying is that you readers have the destiny of this issue in your hands — and in your budgets.

Council Correspondence

In my original column on this matter, I expressed dismay that the mail flowing to each Council member between meetings with Arbitron is paltry. Jim Kime took the tack that the few letters were indicative that broadcasters did not believe the Council could be effective.

Steve Trivers addressed that point, writing, "Correspondence from stations to the Council is not 'wasted.' For example, within the last two weeks Roy Elsner, at KQIP/Odessa, TX, just had a specific question answered quickly, quietly, and with dispatch. Unless problems are brought to the Council's attention, and to Arbitron's attention, how can they be dealt with?"

Resign En Masse?

Both Trivers and Werner had reactions to Kime's thought that the Council members should resign en masse as a protest against Arbitron. Bella felt that such an action would be "full of sound and fury, signifying nothing, leaving Arbitron an open path with no input from broadcasters." Steve said that the resignations "might make interesting headlines for one day" at the expense of severing the industry's main channel of communication with Arbitron.

Advise, Not Regulate

The two Council members, speaking from their own personal perspectives, summed up by asking broadcasters to remember the key word in the title of their Council. As Ms. Werner stated, "We advise, not regulate." She continued, "The Council's ultimate function may be to impede Arbitron in its headlong rush down the ratings path at the expense of the industry Arbitron was designed to serve."

Steve Trivers may have put the onus back on the broadcast industry when he concluded his letter by saying, "Perhaps a dramatic reform of Arbitron will only come if the industry supports a second or third service. That would be a commitment on the part of an industry that until now has not seemed inclined to do so."

Your Comments

While the letters from two of the Advisory Council members were most interesting, so too was the tenor of the phone calls I got from some of you readers. A gentleman from New Jersey commented that he'd been told by an Advisory Council member, "We could be bought, given the way Arbitron wines and dines us." A New England broad-

Week In Review

Funding Sought For Birch

According to the heads of two major broadcast groups (who preferred to remain anonymous for obvious reasons), there "have been discussions for the last two months" aimed at generating broad financial support for the Birch Report alternative rating service. The discussions have run along two lines — either underwriting the cost of Birch's going through the Broadcast Rating Council accreditation process (a sum which might be in the \$30-50,000 range), or organizing low-interest rate loans for Birch to speed up the firm's expansion.

Tom Birch, President of the Birch Report, told R&R, "We can certainly use the financial assistance" that might come from the individual efforts of group broadcasters. Birch stated that "the major groups are upset at Arbitron and are looking for relief — we're a logical choice." He added that "nothing has been firmed up at this date" with regard to specific commitments from broadcasters.

Mediation Meeting Upcoming

A date has been set for an informal meeting of officials from Arbitron, the Broadcast Rating Council and the Arbitron Advisory Council to discuss with Larry Keene of WWOC/Avalon, NJ his pending request for mediation of a grievance. At the luncheon meeting, set for November 16, the rating industry principals will try to reach an accommodation with Keene over a problem involving Arbitron's minimum reporting standards (the criteria for stations that show in the respective books).

Keene told R&R he'll be glad to listen to Arbitron but he's going ahead with his request for mediation. Mal Beville of the BRC confirmed to R&R that preparations are underway for recruiting the broadcasters who will make up the hearing panel.

caster wondered if "by the time the Council members get to be really knowledgeable, don't they have to step down from the group?"

Arbitron's Comment

As you might remember, when I suggested several weeks ago that this issue might be worthy of industry comment, I left open the possibility that an Arbitron official might want to comment on the Council's viability and usefulness. Mike Membrado, Arbitron's VP for Station Management Relations, did chat with R&R about this matter. His comment was short and sweet, namely: "I don't think Arbitron should get into the business of defending the Advisory Council. Any effort on our part might be somewhat suspect in the industry." Mike felt the Council members should respond, and as you have seen some did.

What Now?

Where does this discussion leave the industry? I suppose this issue of whether or not the Arbitron Radio Advisory Council is relevant and useful will continue, I hope with some light shed as a result of this column. As for my thoughts, while it's clear the Council is a flawed and imperfect thing, aren't we all? The Council can't work with Arbitron if we don't give it the chance.

Q&A

An Operations Manager from Virginia recently wondered, "How far can I go with a 'write down' contest before my hands get slapped by Arbitron? Could I actually use a contest tease line such as 'If you were to write down your favorite station, what would you write?'"

Generally speaking it's best to stay away from any on-air references to "writing down" something during a ratings sweep. One of your competitors may complain to Arbitron, and what you thought was an innocent promotion might end up being construed as diary distortion, resulting in your being taken out of the local rating book. It's best to avoid these kind of promotional gimmicks and stick to events that won't get Arbitron, the ad community, or your competitors upset.

Jhan
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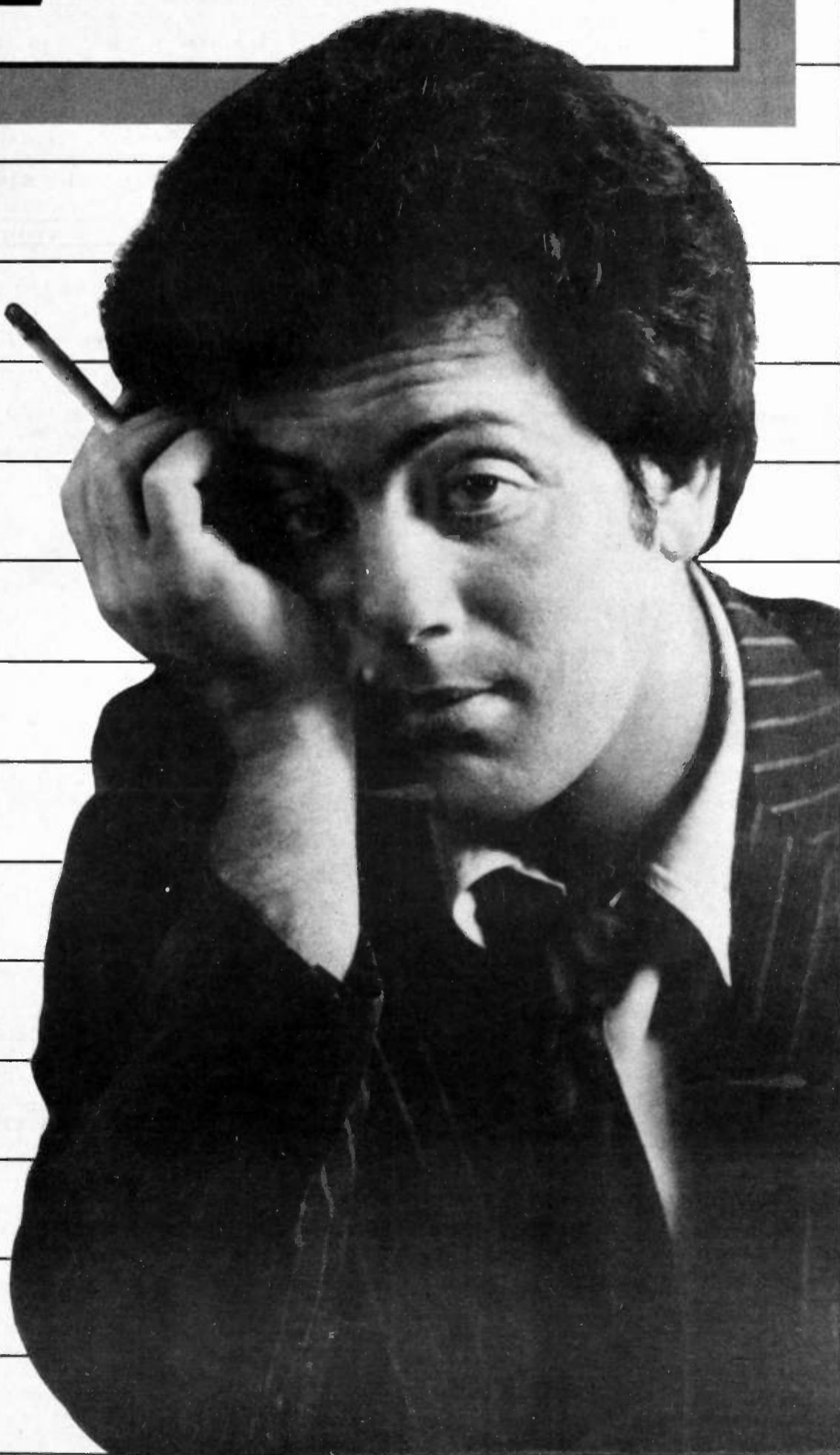
Billy Joel

It's an exclusive! Two full hours with the one and only Billy Joel. The most revealing interview the unpredictable Joel has ever given. His words. His music. The first worldwide special on The Source. Hear "Just The Way You Are," "My Life," "Still Rock'n'Roll To Me." Plus "Say Goodbye To Hollywood," "She's Got A Way," and more from his new album, "Songs In The Attic," on Columbia Records. Produced by Denny Somach Productions. Don't miss the event of the season!

The weekend of November 13, 14 & 15. On more than 250 radio stations throughout the country. Check your newspaper for local time and station. Or call The Source (212) 664-4088.

**THE
SOURCE**

NDC Radio's Young Adult Network



RATINGS REPORT

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ARBITRON RADIO

Toledo METRO RANK 81

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6473

Spring '80		Fall '80		Spring '81	
1	WIOT-FM 15.1	WLQR-FM 16.0	WIOT-FM(A) 14.2		
2	WLQR-FM 10.8	WIOT-FM 14.9	WLQR-FM(BM) 13.1		
3	WSPD-AM 9.8	WSPD-AM 11.3	WMHE-FM(AC) 1.0		
4	WTOD-AM 9.2	WOHO-AM 8.7	WSPD-AM(AC) 10.3		
5	WMHE-FM 8.6	WMHE-FM 8.6	WTOD-AM (C) 8.4		
6	WOHO-AM 7.6	WTOD-AM 6.9	WJR-AM (AC) 8.3		
7	WXEZ-FM 7.1	WJR-AM 5.7	WOHO-AM (R) 4.6		
8	WJR-AM 5.9	WXEZ-FM 3.5	WKLR-FM (R) 3.8		
9	WKLR-FM 4.6	CKLW-AM 3.1	WCWA-AM (AC) 3.2		
10	CKLW-AM 2.3	WCWA-AM 2.2	CKLW-AM (R) 2.4		

ON-AIR SURVEY SPOTS BROADCAST BY: WKLR-FM

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WIOT-FM	1	WLQR-FM
2	WMHE-FM	2	WMHE-FM
3	WLQR-FM	3	WTOD-AM

Honolulu METRO RANK 82

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6229

Spring '80		Fall '80		Spring '81	
1	KSSK-AM 18.7	KSSK-AM 15.7	KIKI-AM(R) 12.2		
2	KIKI-AM 9.8	KIKI-AM 14.2	KDUK-FM(A) 11.5		
3	KUMU-FM 8.1	KKUA-AM 10.7	KKUA-AM(R) 10.7		
4	KORL-AM 7.4	KUMU-FM 6.9	KSSK-AM(AC) 10.0		
5	KPIG-FM 6.4	KDUK-FM 6.4	KHVH-AM (R) 8.1		
6	KKUA-AM 6.3	KCCN-AM 5.6	KPOI-AM (O) 4.9		
7	KHVH-AM 5.3	KPOI-AM 5.3	KDEO-AM (AC) 4.4		
8	KCCN-AM 5.2	KORL-AM 4.8	KUMU-FM (BM) 4.2		
9	KPOI-AM 4.8	KHVH-AM 4.4	KULA-FM (R) 4.1		
10	KIOE-AM 3.9	KULA-FM 3.7	KGU-AM (AC) 4.0		

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KDUK-FM	1	KSSK-AM
2	KKUA-AM	2	KKUA-AM
3	KIKI-AM	3	KIKI-AM

Jacksonville METRO RANK 83

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6071

Spring '80		Fall '80		Spring '81	
1	WIVY-FM 12.2	WIVY-FM 14.7	WIVY-FM(R) 14.3		
2	WKTZ-FM 11.8	WKTZ-FM 13.1	WKTZ-FM(BM) 12.6		
3	WQIK-FM 11.0	WQIK-FM 12.8	WQIK-FM(C) 12.2		
4	WPDO-AM 8.6	WAPE-AM 8.8	WFYV-FM(A) 11.7		
5	WVOJ-AM 6.6	WFYV-FM 7.0	WAPE-AM (R) 7.3		
6	WAPE-AM 6.3	WVOJ-AM 6.9	WJAX-FM (A) 4.6		
7	WFYV-FM 5.9	WPDO-AM 5.7	WPDO-AM (R) 4.5		
8	WAIV-FM 4.6	WAIV-FM 3.5	WVOJ-AM (C) 4.0		
9	WJAX-FM 3.1	WJEE-FM 3.2	WKTZ-AM (BM) 2.8		
10	WJEE-FM 3.1	WERD-AM 2.5	WCRJ-FM (R) 2.4		

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WIVY-FM	1	WQIK-FM
2	WFYV-FM	2	WKTZ-FM
3	WAPE-AM	3	WIVY-FM

Orlando- METRO RANK 84 Daytona Beach

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 5833

Spring '80		Fall '80		Spring '81	
1	WDBO-FM 12.0	WB JW-FM 14.7	WHOO-AM (C) 11.9		
2	WHOO-FM 9.6	WDBO-FM 11.6	WDIZ-FM (A) 11.0		
3	WB JW-FM 9.2	WDBO-AM 9.7	WHOO-FM (BM) 9.6		
4	WDBO-AM 8.5	WHOO-FM 8.7	WB JW-FM (R) 9.4		
5	WHLY-FM 8.0	WHOO-AM 7.6	WDBO-FM (BM) 8.1		
6	WHOO-AM 7.5	WKIS-AM 7.5	WDBO-AM (AC) 7.4		
7	WKIS-AM 7.3	WDIZ-FM 6.5	WKIS-AM (AC) 6.8		
8	WDIZ-FM 7.1	WHLY-FM 5.9	WHLY-FM (R) 6.8		
9	WORJ-FM 6.4	WORL-AM 4.7	WJYO-FM (AC) 6.4		
10	WLOF-AM 4.9	WORJ-FM 3.1	WORL-AM (R) 4.8		

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WDIZ-FM	1	WHOO-AM
2	WB JW-FM	2	WJYO-FM
3	WHLY-FM	3	WHOO-FM

Tulsa METRO RANK 85

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 5637

Spring '80		Fall '80		Spring '81	
1	KVOO-AM 19.7	KRMG-AM 20.3	KVOO-AM(C) 17.2		
2	KRMG-AM 16.7	KVOO-AM 18.4	KRMG-AM(AC) 16.0		
3	KVOD-FM 12.1	KVOD-FM 13.3	KRAV-FM(R) 11.8		
4	KRAV-FM 11.5	KBEZ-FM 10.1	KBEZ-FM(BM) 10.6		
5	KBEZ-FM 11.4	KRAV-FM (A) 8.6	KVOD-FM (A) 8.6		
6	KWEN-FM 5.7	KWEN-FM 5.8	KWEN-FM (R) 7.0		
7	KELI-AM 5.3	KTFX-FM 4.7	KTFX-FM (A) 4.6		
8	KTFX-FM 3.2	KELI-AM 3.4	KNYO-FM (AC) 3.5		
9	KCFO-FM 2.9	KCFO-FM 2.5	KCFO-FM (R) 3.5		
10	KXXO-AM 1.9	KVOD-AM 1.7	KELI-AM (R) 2.9		

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KRAV-FM	1	KVOO-AM
2	KVOD-FM	2	KRAV-FM
3	KVOO-AM	3	KRMG-AM

Akron METRO RANK 86

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 5479

Spring '80		Fall '80		Spring '81	
1	WAKR-AM 14.9	WAKR-AM 13.7	WWS-FM(A) 12.7		
2	WWS-FM 12.3	WWS-FM 12.5	WAKR-AM(AC) 10.7		
3	WAEZ-FM 5.9	WAEZ-FM 7.4	WGCL-FM (R) 8.1		
4	WGCL-FM 5.7	WGCL-FM 6.3	WSLR-AM (C) 6.9		
5	WSLR-AM 5.6	WSLR-AM 5.7	WAEZ-FM (BM) 6.8		
6	WDBN-FM 5.2	WKDD-FM 5.3	WZZP-FM (R) 5.2		
7	WGAR-AM 4.8	WZZP-FM 5.2	WGAR-AM (AC) 4.2		
8	WZZP-FM 4.6	WWS-FM (A) 4.1	WZZP-FM (R) 4.1		
9	WDOK-FM 3.6	WGAR-AM 4.0	WDOK-FM (BM) 3.6		
10	WKDD-FM 3.4	WDMT-FM 3.6	WCUE-AM (R) 3.5		

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WWS-FM	1	WAKR-AM
2	WZZP-FM	2	WSLR-AM
3	WGCL-FM	3	WAEZ-FM

A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk, U-Urban Contemporary.

The Birch Report

Cleveland

Total persons 12+ Metro, Monday-Sunday 6am-midnight
Rolling Averages

WMMS Widens Lead, WDOK Moves To Second, WHK Slips

	Aug./ Sept.	Sept. Oct.
WBBG (O)	4.5	4.7
WCLV (CL)	4.0	4.2
WDMT (B)	5.6	4.9
WDOK (BM)	6.0	8.7
WERE (N)	4.9	4.4
WGAR (AC)	4.9	3.3
WGCL (R)	5.3	5.2
WHK (C)	7.6	5.7
WJMO (B)	1.8	.7
WJW (AC)	3.2	2.5
WKSU (C)	2.4	3.6
WLYT (R)	8.0	6.8
WMMS (A)	12.3	14.9
WQAL (BM)	4.7	5.6
WWWE (AC)	4.5	3.2
WWWN (A)	5.6	5.4
WZAK (U)	1.8	1.1
WZZP (R)	5.9	6.8

Portland, OR

Total persons 12+ Metro, Monday-Sunday 6am-midnight
Rolling Averages

KGON Jumps Four, KINK Adds Two, KGW Soft

	Aug./ Sept.	Sept. Oct.
KAAR (AC)	1.1	1.0
KCNR (AC)	4.5	4.9
KEX (AC)	5.4	4.7
KGON (A)	13.9	17.9
KGW (R)	8.6	6.7
KINK (A)	7.5	9.3
KJIB (C)	1.3	1.3
KKEY (T)	2.4	2.9
KLLB (T)	4.7	4.0
KMJK (R)	3.7	2.7
KQFM (O)	2.2	1.7
KUPL (BB)	2.8	2.4
KUPL-FM (BM)	6.1	7.3
KWJJ (C)	5.3	4.2
KXL (N/T)	3.7	2.9
KXL-FM (BM)	2.7	3.0
KYTE (C)	4.6	4.8
KYXI (N)	5.1	5.4

Miami-Ft. Lauderdale-Hollywood

Total persons 12+ Metro, Monday-Sunday 6am-midnight
Rolling Averages

WINZ-FM Moves Into First, WHYI Slips To Second, WSHE Gains

	Aug./ Sept.	Sept. Oct.
WAIA (AC)	3.6	3.5
WAXY (R)	3.8	5.3
WCKO (R)	3.3	3.0
WCMQ (S)	.7	1.1
WCMQ-FM (S)	1.7	2.4
WEDR (B)	3.1	2.9
WFTL (AC)	1.1	1.2
WGBS (AC)	.7	1.0
WHTT (S)	.5	1.3
WHYI (R)	9.7	8.7
WINZ (N)	4.1	2.5
WINZ-FM (R)	7.0	8.9
WIOD (AC)	3.0	2.0
WKQS (BM)	2.3	1.8
WLQY (BM)	.9	1.0
WLYF (BM)	7.0	3.2
WNWS (N/T)	3.9	4.9
WOCN (S)	1.1	1.2
WQAM (C)	4.0	3.2
WQBA (S)	3.2	4.2
WQBA-FM (S)	2.5	2.2
WRBD (B)	1.6	1.2
WRHC (A)	6.5	6.4
WSHE (A)	6.9	7.7
WTMI (CL)	2.6	2.1
WVCG (BM)	2.1	1.4
WWJF (BB)	1.3	1.6
WWWL (A)	4.9	5.4
WYOR (BM)	3.0	1.4

MEDIASTAT

New York

Average persons 12+, Monday-Friday 6am-midnight
Rolling Averages

WPLJ Grabs Top Spot; WRKS Still Climbing; WBLS, WKTU Slip; WINS, WCBS, WMCA All Post Gains

	Aug./ Sept.	Sept. Oct.
WPLJ (A)	6.3	6.8
WBLS (U)	7.9	6.6
WKTU (U)	8.2	6.6
WINS (N)	5.5	6.3
WOR (T/AC)	6.1	6.2
WCBS (N)	4.5	5.0
WRKS (U)	3.6	4.8
WPAT-FM (BM)	4.4	4.4
WNBC (R)	3.5	3.7
WABC (R)	3.6	3.6
WYNY (AC)	3.3	3.6
WMCA (T)	2.9	3.5
WNEW-FM (A)	3.0	2.8
WRFM (BM)	3.1	2.8
WNEW (BB)	2.8	2.7
WHN (C)	1.9	2.6
WJIT (S)	2.2	2.1
WQXR		
AM/FM (CL)	1.9	2.1
WADO (S)	2.4	2.0
WCBS-FM (O)	2.1	2.0

Los Angeles

Average persons 12+, Monday-Friday 6am-midnight
Rolling averages

KABC Stands Tall; KMET Retakes Second; KTNQ Climbs 15th-6th; KIIS Up

	Aug./ Sept.	Sept. Oct.
KABC (T)	8.8	8.0
KMET (A)	5.1	5.9
KLOS (A)	5.6	4.9
KFWB (N)	3.4	4.5
KBIG (BM)	4.8	4.3
KTNQ (S)	2.6	4.3
KNX (N)	4.8	4.2
KNX-FM (A)	3.0	3.5
KRTH (R)	3.0	3.5
KGFJ (B)	3.7	3.4
KIIS (R)	2.4	2.7
KHTZ (AC)	2.1	2.5
KIQQ (R)	2.8	2.5
KLAC (C)	2.3	2.5
KMPC (T)	3.3	2.5
KJOI (BM)	2.7	2.4
KRLA (R)	3.1	2.4
KLVE (S)	2.0	2.3
KROQ (A)	2.9	2.3
KFI (R)	2.2	2.0

Chicago

Average persons 12+, Monday-Friday 6am-midnight
Rolling Averages

WGN Jumps Two, Stays On Top; WGCI Surges; WCLR Tightens AC Battle With WKQX

	Aug./ Sept.	Sept. Oct.
WGN (T/AC)	8.3	10.4
WBBM (N)	7.1	7.7
WGCI (U)	5.9	7.7
WLS-FM (R)	6.5	5.9
WIND (N/T)	7.2	4.6
WKQX (AC)	5.3	4.5
WMAQ (C)	4.6	4.5
WLOO (BM)	5.6	4.4
WLUP (A)	4.1	4.1
WLS (R)	4.1	4.0
WMET (A)	4.7	3.8
WCLR (AC)	3.1	3.6
WJEZ (C)	3.1	2.9
WJPC (B)	2.8	2.9
WLAK (BM)	2.2	2.9
WBMX (B)	3.1	2.7
WFMT (CL)	2.0	2.4
WXRT (A)	2.4	2.2
WBBM-FM (AC)	2.6	2.1
WFYR (AC)	1.5	1.7

The Series May Be Over But Epic Still Gets Hits



LUTHUR VANDROSS "Never Too Much"

94Q add
Y100 add 30
WFBR add 27
WGH add
KNBQ add
WFBG add
WOMP-FM add
WABC 6
WIFI 24-20
B104 27-18
WXKS-FM 5-4
WPGC 21-18
Z93 21-18
Q105 24-21

WCKX 23-19
WDRQ 10
CKLW 14-12
KSLQ 26-24
WGCL 24-22
KEARTH 20-18
KRLA 18-14
KFI deb 28
KIIS-FM 8-7
KFRC 25-23
13K deb 20
WCAO 17-14
WTIC-FM 22-19
KC101 23-15

WICC deb 30
KFMK 22-14
KSET-FM 3-1
KBFM deb 30
WTIX deb 38
B97 25-19
KLAZ 18-10
WJDX 10-8
WAXY 28-26
BJ105 30-25
WDOQ 24-22
FM100 12
WHBQ 7-7
KX104 deb 28

WCSC 23-21
WANS-FM 30-27
KGGI 5-3
WLAM deb 30
WCIR deb 26
Q104 deb 33
Z102 28-18
95SGF 24-22
WFLB 25-21
KILE 37-35
Q101 deb 30
WRKR 20-17
KSLY 21-18



BALANCE "Falling In Love"

KYYX
92FLY
KC101
WKRZ-FM
K104
KHFI

WGUY
WOMP-FM
95XIL
WGLF
KILE
KQDI

97AIA
WCCO
KEX
KING
KPLZ

WGAC
WHBY
WHBC
WSKY
KFQD

Portrait

MEATLOAF "Read'Em And Weep"

A New Single From The Album "Dead Ringer"



Epic

CLEVELAND

STARR QUALITY

THAT WARM, DELIGHTFUL SPIRIT
THAT'S UNMISTAKABLY RINGO.



**RINGO
STARR
STOP
AND SMELL
THE ROSES**

NB1-33246

WRITTEN AND PRODUCED BY
PAUL McCARTNEY,
GEORGE HARRISON,
HARRY NILSSON,
RON WOOD,
AND STEPHEN STILLS



**FEATURING THE SINGLE
'WRACK MY BRAIN'**
WRITTEN AND PRODUCED BY GEORGE HARRISON

CATCH RINGO'S NATIONAL TELEVISION APPEARANCES ON
THE MERV GRIFFIN SHOW, THE TOMORROW SHOW

New & Active 7/31

WBEN-FM 40-34	WPST deb 37	KJ100 on	Z102 34-29
96KX add	Q106 add	WVIC add	WFOX on
Y100 add	WKEE add	WJXQ on	WCGQ add
Q105 31-29	KINT on	Z104 on	WISE on
WCKX on	KBFM add	WNAM add	WFLB add
WGCL on	KEEL add	WKDQ add	WGLF on
WKT1 on	KROK add	KIDD add	KKQV add
KRLA add	WJDX add 35	KJRB deb 30	KILE 38-34
KFI on	WSGN deb 33	KNBQ on	Q101 add
KIIS-FM on	G100 add 30	KCPX on	KVOL on
KIQQ on	WAAY on	KSKD 39-34	KFYR on
KYYX on	WZYP on	KLUC add	KELO add 38
KOPA add	WDOQ on	WJBQ add	KKRC add
KZZP deb 30	KX104 on	WACZ add	WSPT on
WCAO on	WOKI add	WIGY add	KRNA add
WFBR deb 29	WBCY add	13FEA add	99KG add
WPHD deb 26	WCSC 30-26	WCIR add	KENI deb 34
WICC deb 27	WGH on	WZYQ add	KSLY on



STREET TALK.

Is another Satellite Music Network about to be launched? Street Talk hears that may be true, with the format being basically CHR. We also hear that this new endeavor will originate from Los Angeles, the site of SMN's soon-to-be-installed second uplink.

What top ten market CHR is in the process of switching to AOR, and picking up Jeff Pollack as its consultant? And isn't the station for sale, too?

John Piccirillo, Midwest Regional VP of Hefstel and GM of Yes 95 (WYYS)/Cincinnati, has left the station and the Hefstel organization. No immediate replacement was named for Piccirillo at Yes 95.

Who's consulting WJLB/Detroit? Well, it's Barry Mayo of WRKS/New York. Mayo, working closely with WJLB's Tom Collins, is helping WJLB, and apparently helping WRKS programmer Don Kelly quite a bit too... have you seen the New York Mediatrend?

And while we're in Detroit... WJR-FM has dropped its application for the new calls WQKS (R&R 10-30) and will make a new request to the FCC before January.

In an interesting piece of presto change-o, WPKX & WVKX/Washington want to switch call letters. WPKX is the Metroplex AM, WVKX is the FM. Both are Country and, get this, they want to trade call letters — the AM becoming WVKX and the FM becoming WPKX — simple enough...

Reportedly, the United Negro College Fund is close to a deal with Viacom whereby the communications company would donate WWRL/New York to UNCF. Once that happens, UNCF will then sell the station and put the proceeds to work. Viacom gets a healthy deduction, UNCF nets a good chunk of capital, and WWRL will reportedly be sold only to people willing to keep the Black format intact.

Millennium's deal with RCA is up at the end of the year, and already several major labels are making moves toward the small company, with offers for 1982 and beyond.

Is Margo Knesz rejoining the "A" of WEA? Yes, but not Atlantic. Margo joins Ato Records next week. Details and title coming soon.

The Rolling Stones have announced that they will end their U.S. tour with a closed circuit satellite "party" beamed across the country from New York City on December 18. 200 venues around the U.S. and Canada will be selected for the closed-circuit event, titled "The World's Greatest Rock & Roll Party."

Taft Broadcasting is part of a limited partnership purchasing the Philadelphia Phillies for \$30 million from current owner R.R.M. Carpenter III.

Congratulations to Janice Tully, who's been promoted to Manager, West Coast Secondary Promotion for Epic, Portrait and CBS Associated Labels.

We Are

The Champions...



The skies were Dodger blue in Los Angeles this week as the entire town basked in the warmth of L.A.'s first world championship in 16 years.

And as if to underscore the adage "when you're hot, you're hot," four Dodger players rushed into a Hollywood recording studio last weekend to record their own version of Queen's "We Are The Champions" plus a tongue-in-cheek rendition of "New York, New York." Backed by the West Coast's finest studio players, Dodgers Rick Monday, Jerry Reuss, Steve Yeager and Jay Johnstone christened themselves the "Big Blue Wrecking Crew" and signed with Elektra-Asylum for what we assume is not a longterm contract (Street Talk heard a preview of the record and Freddie Mercury has nothing to worry about). The single was scheduled for release this Friday (11-6).

Meanwhile, Dodger first baseman Steve Garvey dropped in on KIIS-FM morning personality Rick Dees Tuesday (11-3) and cohosted for an hour.

And finally, WABC/New York's morning team of Ross & Wilson flew into Los Angeles to pay off a World Series bet the pair made with KABC's Ken & Bob. Since WABC is CHR and KABC is Talk, Street Talk asked the New York duo how they planned to handle Ken & Bob's Friday morning show, the payoff in their lost wager. Ross & Wilson told us, "Hey, we only play about three records an hour in the morning on WABC anyway, so how tough could another 12 minutes of talk be?"

Mark Hodes, who had been handling A/C National Promotion for A&M, as well as doing independent A/C work, will now join MCA Records exclusively to handle that company's A/C promotion. In other words, no more independent work. Former MCA A/C contact Lorine Mendell will continue to assist MCA in trade relations and administrative areas once she recovers from her battle with mono. Get well soon, Lorine.

KCBS-FM/San Francisco wants to become KRQR, pending FCC approval.

KRBE/Houston MD Dayna Steele is actively pursuing a similar position or a PD's post at a major/medium station. She can be reached through KRBE.

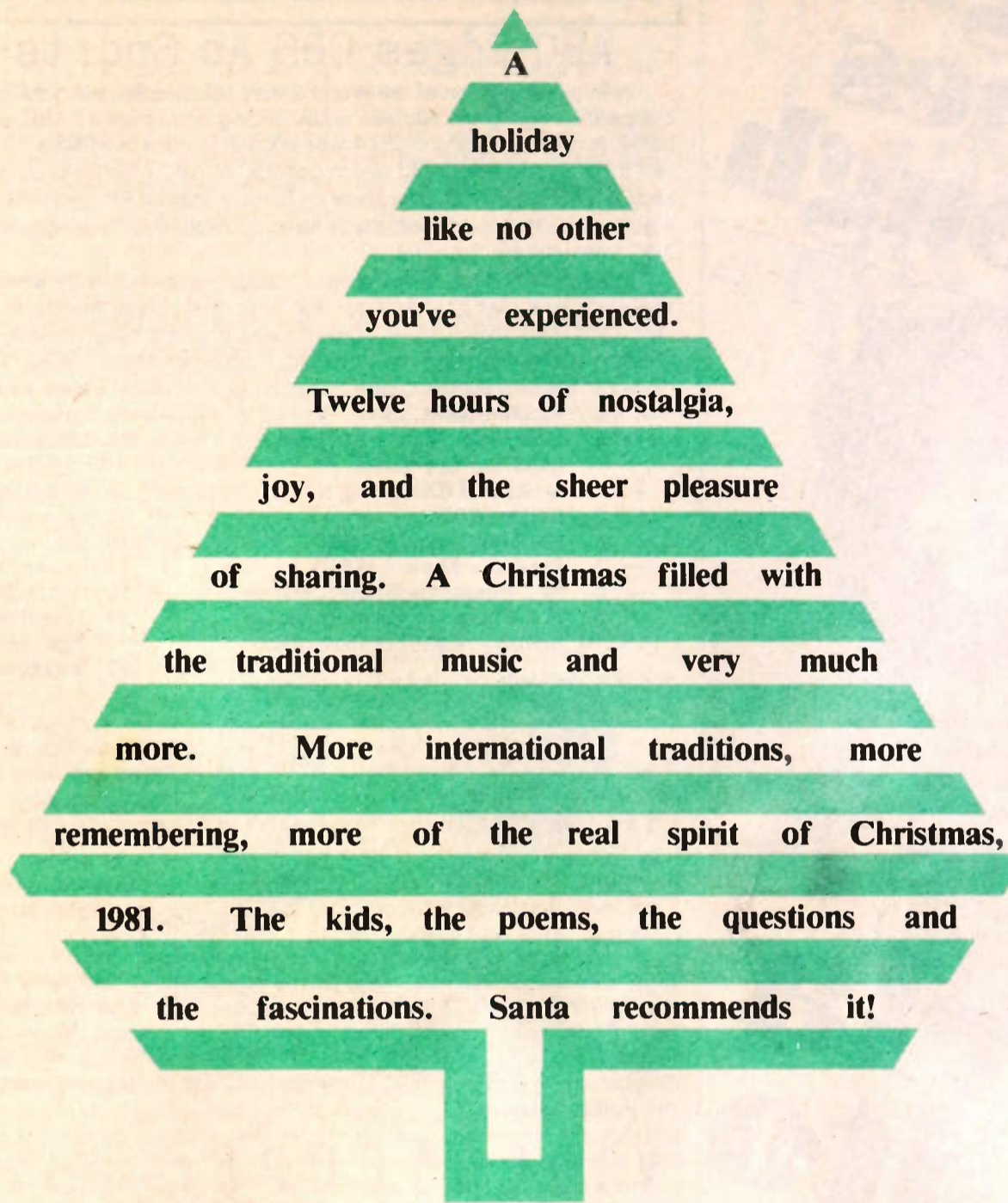


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8732 Sunset Boulevard • Suite 700 • Los Angeles, CA 90069

Ron Nickell, *President*

Allen Collier, *General Sales Manager*



A Light Shines Through



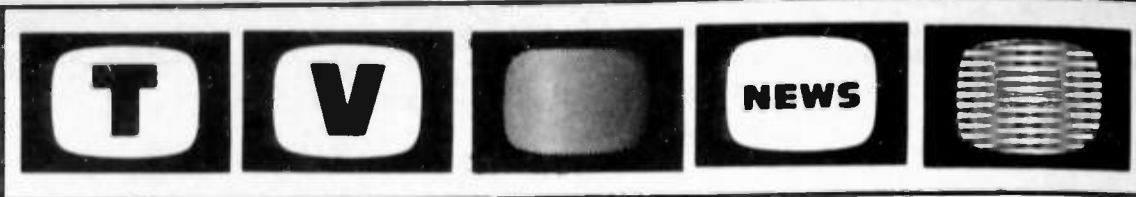
Karla DeVito

"Midnight Confession"

K104
WJXQ
KYNO-FM

WACZ
WOMP-FM
WXLK

on **Epic** Records



ABC Edges CBS As Sports Dominate

With the final game of the World Series solidly outpointing the previous contests as well as all competition during the Nielsen week ending November 1, ABC won its second straight ratings battle. An average rating of 20.4 was enough to nose out CBS's 19.7, with NBC at 15.6 for a distant third. Sports events did well in general, as ABC's Series pregame show was 7th for the week and CBS's football postgame show on Sunday finished 8th, picking up viewers from the game itself, a portion of which leaked into prime time and finished 14th. Meanwhile, "Monday Night Football" on ABC was 10th for the week.

In another notable development, "Dallas" was beaten by a regular series presentation ("60 Minutes" and "M*A*S*H") for the first time since March 1, when "60 Minutes" did it. "M*A*S*H"'s victory over "Dallas" was the first by a comedy or drama series over a new episode of the reigning Texas evening soap since March 1980. The standings:

- | | |
|--|---|
| — 1 World Series Game 6 (ABC) | — 11 Hart To Hart (ABC) |
| 8 2 60 Minutes (CBS) | — 12 Laverne & Shirley (ABC) |
| — 3 Every Which Way But Loose (CBS Sunday Movie) | — 13 Little House On The Prairie (NBC) |
| — 4 M*A*S*H (CBS) | — 14 NFL Football (CBS) |
| 4 5 Dallas (CBS) | 10 15 Love Boat (ABC) |
| — 6 Three's Company (ABC) | — 16 Blazing Saddles (CBS) |
| — 7 Pregame Show 6 (ABC) | 7 17 Dukes Of Hazzard (CBS) |
| — 8 NFL Postgame Show (CBS) | — 18 Happy Days (ABC) |
| — 9 Too Close For Comfort (ABC) | — 19 Splendor In The Grass (NBC Monday Movie) |
| 19 10 Monday Night Football (ABC) | — 20 Magnum, P.I. (CBS) |



RAWLS FALLS BY "FALL GUYS" — Lou Rawls appeared on the premiere of the ABC series "Fall Guys" recently. He's pictured with series star Lee Majors, (right).

Music On TV

"Solid Gold" 's edition for the week of November 6 features George Benson, Burton Cummings, Sheena Easton, Journey, Olivia Newton-John, and Jerry Reed . . . Conway Twitty joins the Mandrell sisters on their show November 7 . . . Rick Nelson makes a dramatic appearance on a "CBS Library" special called "A Tale Of Four Wishes" November 8 . . . Rupert Holmes is on "John Davidson" November 13 . . . Mac Davis stars in "The Mac Davis Christmas Special: Christmas Is A Song" on NBC December 14, with guests the Commodores, Andrae Crouch, and the Pointer Sisters.

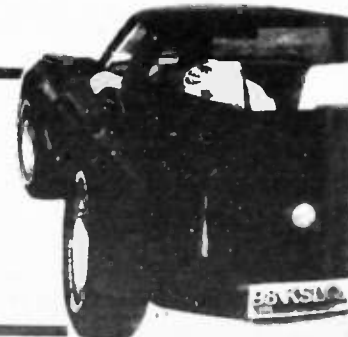
VIDEOSCOPE:

HOME VIDEO MAGAZINE READERSHIP SURVEY: 88 percent of the respondents to a recent Home Video magazine readership survey reported owning a VCR, with 36 percent of those also owning a video camera. Demographically, the magazine's readership was found to be 91 percent male, 68 percent of whom were married, with a median age of 37 and a median income of \$32,000. 34 percent of the respondents were residents of major cities, while another 43 percent were suburbanites. Three-fourths of those who didn't already own a VCR were planning to purchase one within the next year, and in the corresponding group of non-camera owners, half said they would be buying a camera in the near future. Interestingly, only three percent of those surveyed claimed to own a videodisc and 65 percent stated they did not plan to purchase one in the next 12 months . . . VIDEO/MUSIC SYNCHRONIZER INTRODUCED: Audio Kinetics Ltd., a British firm, has recently begun marketing a "Q-Lock Synchronizer," designed to allow recording studios to record and mix to a video picture. Marketed in the U.S. by North Hollywood, CA-based Quintek Distribution Inc., the device links a videocassette machine with a multitrack audio machine and a two- or four-track audio unit. For further information, contact Quintek at (213) 980-5717 . . . SOFTWARE ROUNDUP: CBS Home Video recently completed production of the hit Broadway play "Piaf" for release to the home video market in 1982. Jane Lapotaire will recreate her Tony Award-winning role as the late French singer Edith Piaf. Meanwhile, Video Communications Inc. has acquired the Richard Burton/Peter O'Toole topliner "Becket" for videocassette release. Finally, the Hollywood, CA-based Nostalgia Merchant firm has issued 12 science fiction films on videocassette. Among the titles are such never-to-be-forgotten gems as "Invaders From Mars," "Destination Moon," "Kronos," "The Crawling Eye" and "Plan 9 From Outer Space" . . .

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Klemm Forms New Company

Dave Klemm, formerly Senior VP/Director of Marketing & Operations for Blair Radio representatives, has announced the formation of his new company, Klemm Media. The Connecticut-based firm will specialize in programming and marketing, motivational management training, and audio/video advertising concepts for radio stations, satellite networks, and cable systems.

Klemm told R&R, "One of the things I've always wanted to do is expand and develop into the area of not only consulting, but also motivating and training people. In our business, by comparison to other businesses, we really do a lousy job of training people. I've been running some confidential seminars with Blair for a number of years, and the feedback I've had is that these were the best two or three days that PD's, GM's, jocks, and even group presidents have had in terms of input and how they can be better at their jobs. I've just been thinking about this for so long that I decided I'm at an age where I'm going to do it."

"With Blair I had been traveling about 200 days per year for the past 16 years. One of the things that I would like to do is travel less. One way to accomplish that is to have fewer clients, and another way is to have people come to me. In the rep business I've been dealing with over a hundred stations. In my business I hope to deal with about a dozen or 15 stations, and I will continue to deal with all formats."

Klemm indicated that he would set up his headquarters and training center in Washington Depot, Connecticut.

Thompson Becomes KJYO GM

Bernard Thompson has been appointed General Manager at Broad Street's KJYO/Oklahoma City. Kenneth Gaines remains Sr. VP/GM of the station and its sister KTOK. Thompson was most recently GM at KWJJ & KJIB/Portland, and earlier served as President/GM of WKLO & WCSN/Louisville.

Thompson commented, "I am greatly impressed with the

RAB Spurs Study Of Ratings Options

In an effort to serve broadcasters unhappy with Arbitron, the Radio Advertising Bureau has organized a legal study to "examine all options" open to the radio industry in the ratings field. This action follows a presentation at the recent RAB Board meeting in which Alan Jay Weinschel, of the law firm of Weil, Gotshal & Manges, discussed with board members the nature of monopolies and possible competitive options.

According to RAB President Miles David, "After Mr. Weinschel's preliminary presentation of legally available options, it was decided that an in-depth study of the situation by this top antitrust law firm would be in order." An ad hoc committee of

RAB has been formed to assist the law firm. To date, according to David, King Broadcasting and Westinghouse have "gotten the ball rolling by helping to underwrite the costs of the study," which is expected to take four weeks to compile. David mentioned that voluntary contributions are expected from other groups.

Both David and Weinschel emphasized that at this time there can be no conclusions regarding the next steps for the industry. Once the report is complete it will be circulated to RAB Board members and others who have underwritten the costs. Options will then be examined and possible future steps taken "based on knowledge, not emotion," according to David.

SYRACUSE STATIONS SUFFER \$270,000 DAMAGE

WNDR & WFTQ Flooded Out By Heavy Rains

Wednesday morning (10-28), amid two days of locally heavy rain, WNDR & WFTQ/Syracuse were forced off the air as more than three feet of water inundated the studios of both stations and the WNDR transmitter site. WFTQ was able to return to the air within ten hours because the FM transmitter was not in the affected location. However, WNDR was off the air for nearly 60 hours, returning to the air with 85% power on Friday night (10-30) at 6pm.

WNDR & WFTQ President/GM George Plavocos estimated the damages at "about \$270,000 in

wrecked equipment, lost air time, and possible future revenues.

"We've had water problems before, but never like this. Because the FM transmitter site is not with the AM, we got the FM back on fairly fast, but the AM was another story. Both the primary and auxiliary transmitters suffered extensive water damage. One reason we were able to make progress as quickly as we did was because of other stations in town coming to our aid. WHEN, WAQX, and WFBL, all competitors, were just marvelous in offering parts and manpower in helping us restore normal operations. It's so refreshing to see such a display of true concern from fellow broadcasters. The listeners have been incredibly supportive, as have our sponsors. I'm just thankful that we have flood insurance which we hope will cover most of the damages."

The stations purchased ten-second TV spots and a full page ad in the Syracuse Herald-Journal informing listeners why the stations were not on the air.

Washington Report

RAB Board

Continued from Page 4

than is often believed by art-oriented advertising people."

The theme for RAB 1982 advertising will be "Radio - Red Hot Because It Works."

The RAB Board also reelected its principal officers: Board Chairman George Duncan, Metromedia Radio President; Executive Committee Chairman George Armstrong, Storz Broadcasting Exec. VP; Finance Chairman Dick Chapin, Stuart Broadcasting.

The RAB will also file comments with the FCC urging them to continue to gather data from stations on advertising expenditures using Form 324, but deleting figures on station expenses and profits.

Lottery: More Headaches Than Solutions?

"A real mess" is how one FCC insider sums up the effort to design a lottery system for awarding new radio licenses. In the process of drafting a proposed Notice of Rulemaking that may be voted on this week, the staff is discovering that lotteries

may create more problems than they'd solve.

For instance, Congress wants any lottery weighted in favor of minorities, community groups, and labor unions. And, one staffer asks, "Doesn't the local Klavern of the Ku Klux Klan qualify as a community group?"

Another worry is that once word of the lottery system gets around, there could be a stampede of hundreds of applicants for each new station, since routine applications would replace high legal bills encountered in lengthy comparative hearings.

Two-Month Daylight Savings Extension Clears House

The importance of morning drivetime to AM daytimers was recognized in a bill passed by the House last week, adding two extra months (March and April) of Daylight Savings Time (DST). The bill authorizes the FCC to adjust daytimer operating hours so they won't lose an hour of morning airtime. An aide to the prime Senate backer of a DST extension, Sen. Slade Gorton (R-WA), however, told R&R not to look for Senate action on the issue until sometime in 1982.

THE
CELEBRATION
CONTINUES...

KOOL &
THE GANG

"Take
My Heart"

WIFI add

WXKS-FM 7-5

JB105 35-31

WPGC on

CKGM add

Z93 add

Y100 13-11

Q105 27-25

WCKX deb 24

CKLW 20-18

WGCL deb 21

WKTl on

KEARTH 25-22

KRLA 26

KFI on

KIIS-FM 26-22

KIQQ 22-18

KFRC 14-11

KJR 15

KYYX deb 32

WTIC-FM 19-15

KC101 deb 25

WICC add

WKEE deb 39

KZFM add

KSET-FM 23-19

WTIX 39-32

B97 deb 28

KEEL add

KROK 30-26

WFMF deb 21

KLAZ add

WJDX 28-18

KXX106 add 30

G100 31-26

Y103 32-28

BJ105 deb 37

WDOQ 29-26

WBBQ deb 29

FM100 deb 23

WHBQ 13-12

WMAK-FM 27-24

WSEZ 33-25

WCSC 26-22

WANS-FM add

KYNO-FM 9-8

KNBQ 25-23

KHYT 2-2

WJBQ deb 30

WGUY 24-22

WFBG add

WCIR add

WFLB 31-27

WXLK 16-14

WGLF 23-21

KILE deb 28

KPUR add

KWLO add

KYYA add

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GOLD ALBUM

(Over 600,000 Sold To Date)

SOMETHING SPECIAL

THE
KOOL &
THE GANG



DeLuxe
RECORDS

Manufactured and Distributed by

PolyGram Records



WE BELIEVE
in
PRINCE
"Controversy"

WXKS-FM 10-9 WDOQ 27-25
CKLW 19 WCSC add
KFRC 16-12 KYNO-FM add 38
WTIC-FM add 28 KHYT 21-11
95SGF on

Already Top Five
in Black Radio
"Controversy"
PRINCE

Produced by: Prince



ON WARNER BROS. RECORDS

BRAD MESSER



Satellite This, Satellite That

The publicity push is on and there's nowhere to hide to escape the subject, so even the most reluctant among us are being forced to hear satellite this and read about satellite that. Sort of the same predicament we had with the vaunted Deregulation awhile back, when the same questions began to come up: what's in it for me, and does it threaten my income in any way?

Dereg and satellite program services are bringing big changes, but it'll be some time before we know the overall longterm impact and it'll then be history. You and I vaguely resemble the Old West pioneers, not knowing what was across the next mountain range and feeling slightly apprehensive about what we might find there... or what might find us.

I've had calls from some jobhunters who are getting nowhere because prospective employers say they're cutting back on news now that Dereg has begun to sink in. Some of these people are good at this profession and aren't just getting the cold shoulder. The number of news openings seems to be shrinking, if these calls give an accurate indication. (Fewer entry level jobs will of course mean less trained talent later for the middle markets.)

Satellite programming's story is just beginning to develop with increasing speed, in the same way its parent is ever-more-rapidly growing... the parent being the information processing phenomenon. Pull out the station checkbook and you can have full access to prime quality 24-hour programming, news, entertainment, specials, and only God knows what else, and all you have to do to empty your station of breathing people and replace them with less expensive but more talented strangers is install an earth station and plug everything in. Pay up, plug in and Counterprogram!

I've seen a few ads and a couple brochures, and know the slick talkers are already on the phones beating the bushes for subscribers, but I haven't heard any live satellite programming other than traditional network stuff. It's too soon to tell whether a few talented jocks and newscasters talking into mikes a couple thousand miles away are going to somehow threaten my own station or — may the thought now evaporate! — threaten me personally if my owner should somehow be influenced by these slick talkers and become a subscriber himself. It is kinda scary, because personally I would prefer listening to some major market talent sometimes if the only alternative was a real amateur, and there must be a bunch of listeners who would prefer that I be replaced by a network-level talent.

See, this satellite stuff may endanger working newscasters, just like Dereg, which begins to develop into a real menace to some of us. But we also begin to see another effect. Weaker programming's being killed off, leaving the better information and news programming intact. Maybe only weaker programmers and jocks and newscasters will be affected by satellite programs. The strong will survive.

Trouble with that line of thinking is that you don't know whether you were weaker or stronger until you've either survived or sunk.

CALENDAR

The Edge-Of-Space Craft

MONDAY, NOVEMBER 9: Major Robert White flew the X-15 rocket plane at a world record 4093mph twenty years ago today. The categories of manned flight have since changed: the fastest ship is the space shuttle, the fastest airplane's the SR-71 "Blackbird" at 2000-plus, and the old X-15 is hanging proudly in the Smithsonian Institution.

The moon (which will be full day after tomorrow) is precisely over the equator tonight. Brightest western star tonight is Venus.

Carl Sagan is 47. Spiro Agnew is 63.

Indian Summer Begins?

TUESDAY, NOVEMBER 10: Several of the almanacs say today is the traditional beginning of Indian Summer, but it is absolutely unpredictable and comes (if at all) at varying times across the country. The term is at least a couple hundred years old and may have come from Native Americans' efforts to accomplish last-minute tasks during brief warm spells in late fall.

When he was an eight-year-old kid, Jann Wenner briefly published a neighborhood newspaper. Today the alternative newspaper he started when he was twenty — Rolling Stone — begins its 15th year. It's believed to gross around twenty million annually.

Richard Burton is 56. Roy Scheider is 46. Donna Fargo is 36, and Ronnie Hammond of Atlanta Rhythm Section is 31.

Veterans' Day

WEDNESDAY, NOVEMBER 11: The first burial in the Tomb of the Unknown Soldier took place sixty years ago today, with President Warren Harding officiating. Anonymous victims of WWII and Korea have since been entombed there at Arlington National Cemetery, but no one from Vietnam.

At 11am on the morning of November 11, 1918, World War One ended. As word was arriving at his unit, a burst of machinegun fire from the Germans so enraged Private Henry Gunther that he fixed his bayonet and charged the gun nest. He was shot, and died at 11:01. Pvt. Gunther's Distinguished Service Cross citation notes he was the last American to die in WWI.

Pooch Tavares is 35. Jonathan Winters is 56. Kurt Vonnegut Jr. is 59.
Full Beaver Moon.

America's First Air Raid?

THURSDAY, NOVEMBER 12: The first reported air-bombing on American soil happened 55 years ago today, when an Illinois runrunner hired a mercenary pilot to wipe out a competitor's buildings. The 1926 air raid on the Shady Rest roadhouse and gamefighting arena killed a fighting eagle and a pit dog but no humans.

Nadia Comaneci is 20. Neil Young is 36. Princess Grace is 52.

Friday The Thirteenth

FRIDAY, NOVEMBER 13: Mariner 9 became the first earth machine to orbit another planet ten years ago today, and is still circling Mars. Twenty-five years ago the U.S. Supreme Court outlawed racial segregation on public transportation. The first automatic cow-milking machine was demonstrated 42 years ago today. The first underwater tunnel for cars — the Holland Tunnel beneath the Hudson river — opened connecting New Jersey and New York City 54 years ago today in 1927.

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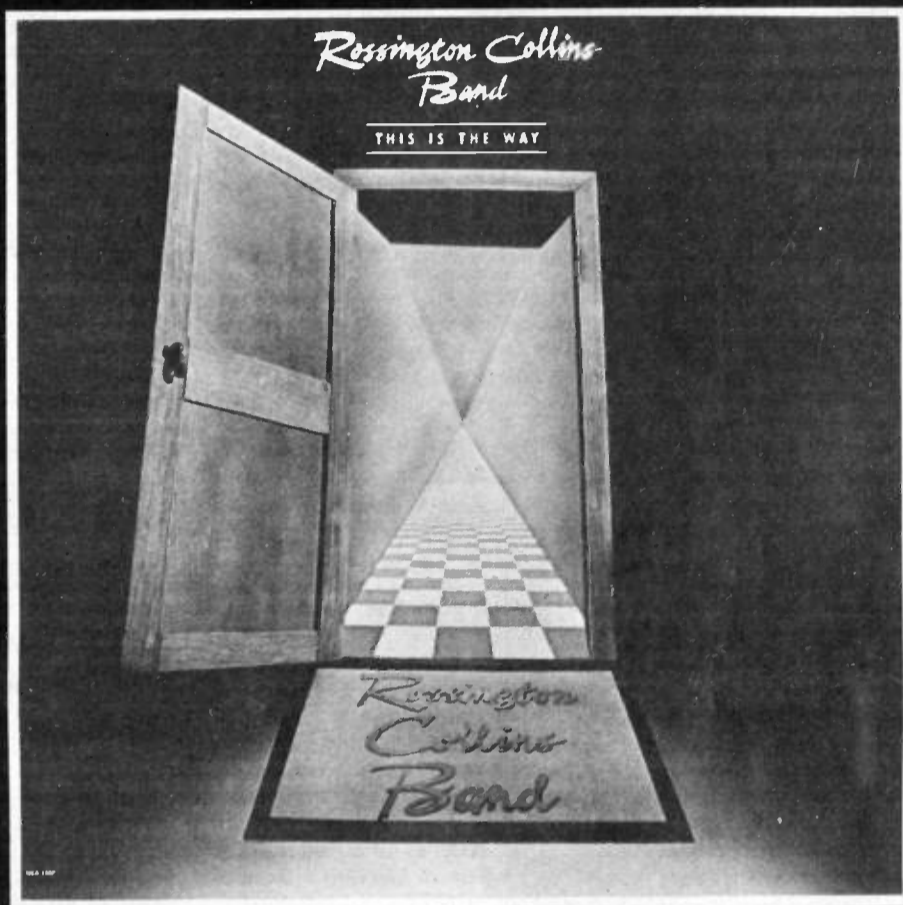
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▼ TERRY MARSHALL'S DAILY INSIDER
Entertainment News For Radio

Rossington Collins Band

THIS IS THE WAY!

T H E A L B U M



MCA-5207

T H E T O U R

11/3 HUNTINGTON, WVA	11/10 PORTLAND, ME	11/17 PASSAIC, NJ
11/5 PITTSBURGH, PA	11/11 WORCESTER, MA	11/19 ROANOKE, VA
11/7 PHILADELPHIA, PA	11/12 NEW HAVEN, CT	11/20 KNOXVILLE, TN
11/8 SYRACUSE, NY	11/14 ROCHESTER, NY	11/21 LOUISVILLE, KY
	11/15 GLYNNS FALLS, NY	11/22 HUNTSVILLE, AL

AND NOW RCB'S MOST PROGRAMMED CUT IS A SINGLE

"DON'T STOP ME NOW"

MCA-51218

PRODUCED BY GARY ROSSINGTON, ALLEN COLLINS
AND THE ROSSINGTON COLLINS BAND FOR ROSCO PRODUCTIONS, INC.

MCA RECORDS
© 1981 MCA Records, Inc.



Joel
Denver

Contemporary Hit Radio

NEW INFORMATION FOR BETTER COMMUNICATION

Profiling New CHR Reporters

With so many new CHR reporters now participating each week, I thought it might be a good idea to do a short thumbnail profile of six of these stations this week. This will give you a chance to get to know the people behind these stations.

WPHD/Buffalo



Harv Moore

music we play is bolstered by a liberal sprinkling of songs from the late 60's and early 70's; many songs come from the "Woodstock Era." No one else is offering adults the chance to hear the hits and those rock songs they grew up with.



John Piccillo

Winning Promotional Idea: I think the most effective promotion we've tried lately has been one where my morning show partner, Bob Taylor, and I go out to a location in the market at 5:30 in the morning, looking for a ride into work. Throughout the previous day, the other personalities give clues as to where we'll be.

Every time we do this, it looks like rush-hour before dawn as people try and be the first to find us. Whoever is first to offer us a ride to the station wins anything from cash to TV's and stereos. Bob and I have even tried putting on construction outfits and other disguises to make it harder, but they still find us. This has become a great morning audience-builder for us.



WZYP/Huntsville



Chuck McCartney

still like to rock. According to the ratings, there are plenty of them available. I like to think of us as an alternative to other stations in Huntsville. Our rotations are a bit slower than some CHR stations, because we flavor the station's hit music with some album cuts for a "hip" image. We don't cater to teens, but we certainly have our share of them, since they seem to enjoy the type of music the adults do.

PD: Harv Moore (PD for six and a half years; previously PD at WPGC/Washington)

MD: John Piccillo (on air for five years; MD for the past six months; previously at WDOE/Dunkirk, NY)

Phone: (716) 885-1400

Facility: 103.3 mHz; 50kw horizontal & vertical

Description Of Sound: The best way to describe WPHD is to call us an "adult rocker." The current mass-appeal rock

Our presentation is personality-oriented. I believe this aspect, combined with the music, accounts for our continued growth and success. In general, radio has got to communicate with the audience to help set it apart from other electronic entertainment sources.

Winning Promotional Idea: This past summer, we gave away a completely installed swimming pool worth about \$20,000. During the promotion, we played the sound of a large splash into a swimming pool, which was the cue for listeners to call in.

Correct callers were registered for a drawing for the pool along with other prizes like pool supplies and accessories, along with albums, and concert tickets, among others. Each person whose name was drawn had a minute and four seconds to call. We had a winner almost every time. (A useful promotion if you are in a rural area where the majority of your listeners are homeowners.)



WKDQ/Evansville



Gabe Hobbs



Ron Payne

PD: Gabe Hobbs (three years at station, one and a half as PD; formerly with WPAD/Padu-

cah)

MD: Ron Payne (two and a half years at station; formerly at WNBS/Murray, KY)

Phone: (812) 422-5995

Facility: 99.5 mHz; 50kw horizontal & vertical

Description Of Sound: This station resembles something you might have heard in the late 60's. We play the hits along with crossover black and country records for a real mass appeal flavor. The flow of the station is uptempo, spotlighting the personalities.

I daypart pretty heavily, bringing out more rock for late afternoon and night hours, but in other dayparts, we still maintain momentum. We keep our visibility high with lots of on the street promotions and community-oriented events. Because we are licensed to Evansville, IN - Henderson, KY and cover the Owensboro, KY market as well, we have got to be aware of listener needs in all of these communities.

Winning Promotional Idea: The WKDQ "Q Card" promotion, which was worth \$50,000 in cash and prizes like trips to Paris, the Bahamas, and Hawaii, plus cars, motorcycles, and stereos. While other markets have done this similar type promotion with similar results, I'm sure this was the biggest radio promotion ever done in this market.



WZYQ/Frederick, MD

PD: Kemosabi Joe (four and a half years as PD; formerly air talent at WCOS/Columbia, SC)

MD: John Brett (year and a half at WZYQ; previously with WRQK/Greensboro, NC)

Phone: (301) 662-2148

Facility: 103.9 mHz; 3kw horizontal & vertical

Description Of Sound: I think the best way to describe Z104 is to say it's an FM version of KCBQ/San Diego in the early 70's. We are pretty high-profile personality, with a lot of momentum... you could sum it up by saying we're a lot of fun to listen to. I program it to "kick ass" and tend to play uptempo records.



Kemosabi Joe

Frederick, MD is located NW of Washington, DC,



Washington, with only occasional influence from Baltimore.

Winning Promotional Idea: We're currently involved in a promotion called "Take Your Radio To Work." The jocks go out to businesses in the area, and if they have a radio on with the station playing, they win \$100. We've already given away several thousand dollars.

WGLF/Tallahassee, FL



Ned Smith

is there. My air staff is one of the best in the whole South, particularly my morning man, Dave Matthews, who was last at WDOQ/Daytona. They are constantly on the move, getting involved in the community.

Winning Promotional Idea: One of the more exciting promotions of late was a theater-of-the-mind game called "Escape." A caller would be placed in a deserted ghost town and led down a deserted mine shaft with the use of sound effects. Inside the mine shaft was a pot containing \$1000. When they reached for the money, a support beam cracked, trapping them. The only way to get out with the money was to decipher a secret word on the wall of the mine shaft. Clues were given over the air throughout the day to the secret word. Audience response was tremendous.



KRNA/Iowa City



Rob Norton



Bart Goynshor

maintenance promotions, and philanthropic events.

Winning Promotional Idea: We just did a thing called

and SW of Baltimore, about 50 miles from each. You could almost draw a triangle between the three cities. While in the shadow of these two big markets, we mostly get influenced by airplay in

PD: Ned Smith (three and a half years as PD; formerly air talent at Q105/Tampa, and WAPE/Jacksonville)

Phone: (904) 224-1227

Facility: 104.1 mHz; 100kw horizontal & vertical

Description Of Sound: WGLF is really a classic CHR station. We play hit music by white artists, black artists, or whoever. If it's a hit, it belongs on this radio station. If something is going on in the market, WGLF

is there. My air staff is one of the best in the whole South, particularly my morning man, Dave Matthews, who was last at WDOQ/Daytona. They are constantly on the move, getting involved in the community.

Winning Promotional Idea: One of the more exciting promotions of late was a theater-of-the-mind game called "Escape." A caller would be placed in a deserted ghost town and led down a deserted mine shaft with the use of sound effects. Inside the mine shaft was a pot containing \$1000. When they reached for the money, a support beam cracked, trapping them. The only way to get out with the money was to decipher a secret word on the wall of the mine shaft. Clues were given over the air throughout the day to the secret word. Audience response was tremendous.

PD & Part-Owner: Rob Norton (seven years as PD; previously air talent at WPGC/Washington and WINX/Rockville, MD)

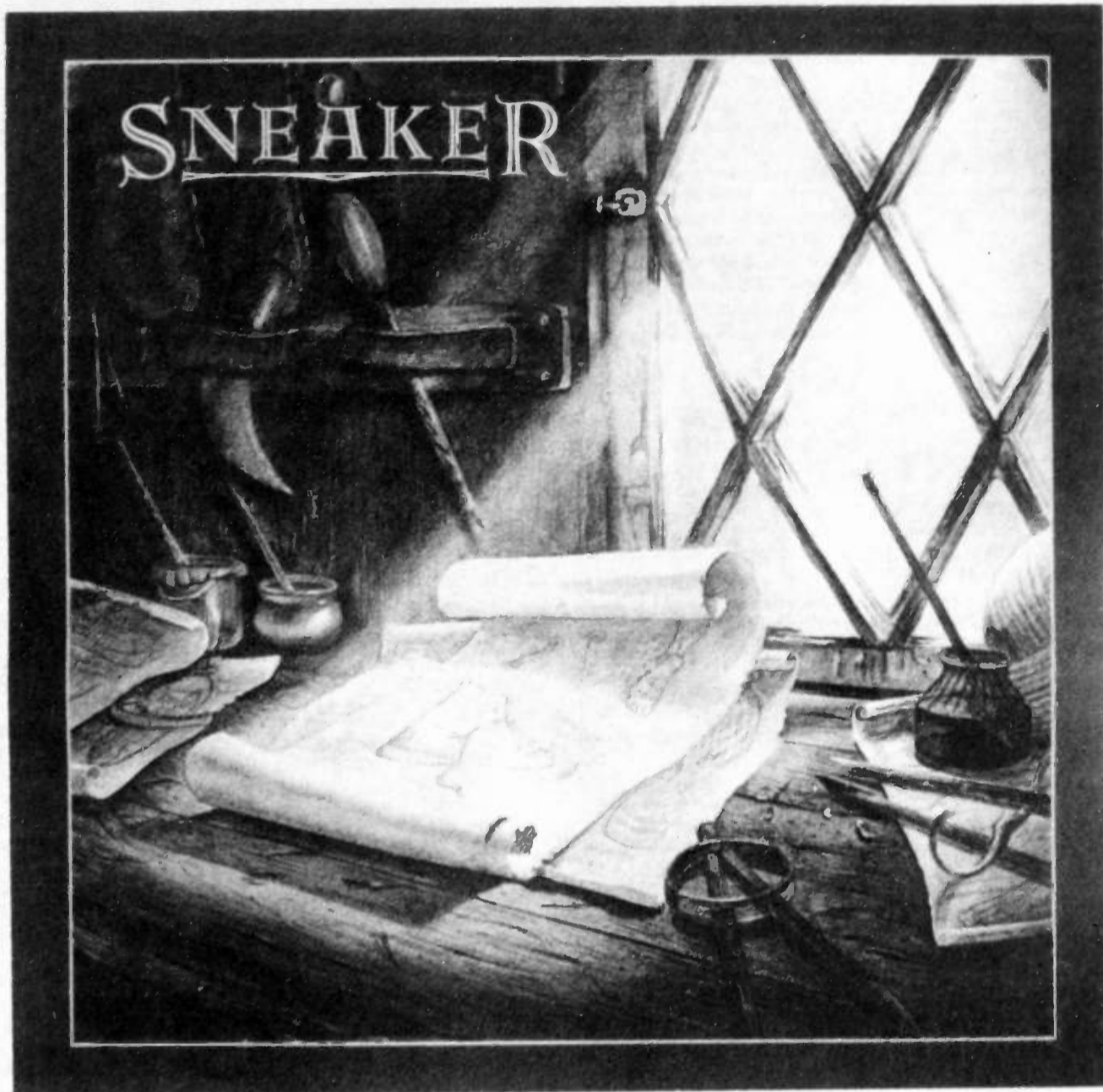
MD: Bart Goynshor (six years as MD; formerly air talent at KLWW/Cedar Rapids)

Phone: (319) 351-6426

Facility: 93.9 mHz; 100kw horizontal & vertical

Description Of Sound: KRNA is a CHR station that leans a bit left of center. It is more of a "hip" CHR than a station leaning to the A/C side. We are totally live, and serve not only our city of license, but Cedar Rapids. This is a bit of a problem, because Iowa City is a college town, where the biggest part of the population is 18-24, and Cedar Rapids's median age is 35+. We keep the station pretty mass appeal to grab as many listeners from both communities as possible. The station is personality-oriented and is active in audience maintenance promotions, and philanthropic events.

Sneaker



THEIR DEBUT DOUBLE FORMAT SINGLE
"MORE THAN JUST
THE TWO OF US"

CHR

KFI	KGGI	B104	KNBQ
WKRZ-FM	WJBQ	KEGL	KCPX
KINT	WFBG	KIQQ	WOMP-FM
KQ94	WISE	WAAY	KENI
WJXQ	KSEL-FM	WMAK-FM	KSLY
KOFM	WRKR	KJ100	KQDI

A/C

WJMD	KFMB	WSLI	KKRD	WCHV
WLTA	WWYZ	WHLY	KAFY	WLEQ
KULF	WHYN	WHBY	KUGN	KSEL
WRRM	KCSW	WHBC	KKUA	WWSA
KMBZ	WDEF	WIBA	KSL	KFQD
KEX	WIS	WQUA	WKZE	KMED

PRODUCED BY JEFF BAXTER

PERSONAL MANAGEMENT: SHELLY WEISS

JORDACHE ATHLETIC WEAR HAS THE LOOK



HANDSHAKE HAS THE RUSH



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Profiling New CHR Reporters

Continued from Page 22

"The \$6000 Record" where we played "Hey Jude" by the Beatles. The 93rd caller won \$1000. We ran this six different times, and each time really had "Ma Bell" a bit upset.

Another more recent promotion for the benefit of the Kidney Foundation was a "Shrimp Sale." I sent two of our jocks down to New Orleans, and they brought back 7000 pounds of fresh shrimp. We sold it at two simultaneous remotes, one in Iowa City and the other in Cedar Rapids. The charity made \$20,000 from the promotion. Something like fresh shrimp is a rare thing in the Midwest, so naturally the audience really ate this one up.



More To Come

Over the coming weeks, I will try and get a couple of the newer reporters included in the column each week. If you would like to discuss any of the ideas presented by these PD's, make sure and call them. They all have expressed a willingness to share ideas.

Madman

Continued from Page 3

"I don't think it had anything to do with the station," Music Director Steve Anderson told R&R. "He left his car parked in the middle of the street and just ran in the front door. It was really strange."

KIXS Program Director Mark Meredith noted that neither the two jocks on the air nor the male employee using the production room at the time of the incident were aware of the intrusion. "It took everybody by surprise," Meredith said. "He was just ranting and raving, yelling 'get me a gun - I want to kill somebody,' and blaming Reagan for all his troubles."

Williams was arrested on charges of assault, indecent exposure, resisting arrest, and possession of marijuana. He was also questioned Friday by Secret Service personnel as a result of his assassination threats.

Meredith summed up, "We just happened to be in the right place at the wrong time."

Charter

Continued from Page 3

Torcasso commented, "I'm going to miss working with (WDRQ GM) Joe Bacarella, who runs a very positive and efficient operation, but at the same time, I know that KSLQ GM Ron Grubbs is the same kind of guy. I'm really looking forward to fine-tuning KSLQ and giving the station some lucrative Arbitron numbers. My experience with Charter Broadcasting can truly be described as 'a breath of fresh air.'"

Regarding Winston's appointment at WDRQ, Torcasso said, "I brought Cliff to the station from WBMX/Chicago because of his past experience and his complete understanding of my concepts and those of Al Casey as to what the station needs to do. Hopefully he will be named the permanent PD in a short time."

Torcasso started at KSLQ on Monday (11-2) and Winston's appointment as acting PD of WDRQ was effective Friday (10-30).

WIFI

Continued from Page 3

"I feel very comfortable with these two capable employees in their new responsibilities. I talked with many people around the country about the programming opening, but I felt that with what this station is doing right now, and with the success level we have achieved, this was not the time to bring in an outsider."

Cannon, who has been an air personality in Philadelphia for the past ten years working at WIBG and WFIL, told R&R, "I'm going to try and continue the fine work that Tom Bigby started. With the help of Liz Kiley as PD, I feel most confident about the future."

Kiley said, "I'm really pleased to have been officially named PD in the wake of the recent changes at WIFI. I learned a lot from Tom Bigby, and I'm most pleased to know that Art and Don have put so much faith in me. The challenge is very exciting."

Motion

WDOQ/Daytona Beach PD Dave Mann is out, and has joined Y103/Jacksonville to do an air shift. Replacing him will be Rick Knight... WKTM/Charleston PD Scott Sherwood has left the station.

KLUC-FM/Las Vegas personality Ken McCartney segues across town to KLAV-AM to do mid-days... WJBQ/Portland promotes all-nighter Skip Anderson to the night show, and taps him for MD duties since the departure of MD Dave Cole. Dave has joined WGUY/Bangor as MD, replacing Doug Dreyfus. Rick Kelly, formerly with KX104/Nashville, joins WKDQ/Evansville to do mornings.

WSPT/Stevens Point names Danny Clayton to do mornings. Danny comes over from nights on sister station WXYQ, and replaces Mike Rogers who moves to mornings at WLIP/Kenosha, WI... WMKX/Brookville, PA names WWCH/Carlton, PA PD Mike Reid as their programmer and morning driver. Mike grabs WWCH afternoon personality Bill Johnson to join him as PM driver and MD.

Dave Clark, most recently with WWWQ/Panama City, FL, joins G100 and WKRG-AM/Mobile as PM news anchor... J.D. Holiday is the new night personality at WCBS-FM/New York... Dan Smigrod has resigned his Promotion Director position at Y100/Miami. Dan can be reached at (305) 474-3179.

Mansfield

Continued from Page 3

organizing the A&R and marketing functions under Mansfield's strong leadership, total artist development in contemporary music can be fully executed, starting with artist signings, repertoire selection and recording, and following through with aggressive promotion and targeted merchandising."

Mansfield was with CBS from 1965, serving as Branch Manager in Dallas and Atlanta before becoming VP/Merchandising for Columbia in 1977. He was promoted to VP/Marketing in April 1978.

Todd

Continued from Page 3

One principal in Bay Cities Communications is Gene Loving, who is getting out of radio to devote his full attentions to a new TV group called TVX Television. The other principal is Richard Davis, who is the Democratic candidate in Virginia's Lt. Governor's race. According to Todd, Bay Cities is reportedly also looking to sell WQRK's AM sister station WTJZ. Todd expects FCC approval by the end of the year.

Dennis

Continued from Page 3

sive research background, and you will not find a company that has more belief in research than King... so it matches up well.

"I don't foresee any major programming changes for either station. The AM should continue to grow. We don't feel we've tapped as much emotional response as we can from this oldies format. The FM is going to become a little more esoteric, including some light jazz programming. Overall, it will maintain a very smooth flow. It's much more consistent now than it has ever been. In a market where there are three or four stations vying for the soft rock audience, we think we're fairly exclusive in what we're providing."

KYA & KLHT Operations Manager Alan Mason told R&R, "We talked to Ken once before about 18 months ago, but this time he wanted to get into a more hands-on situation with our company because he saw a real future with us. We're real pleased because he's a high-caliber person... a really strong programming talent."

Dennis, who will report to Mason, takes over the programming duties at the stations effective immediately.

Scott

Continued from Page 3

strengthen the inroads that John has already made with the stations, bringing them ever closer to being the leading full service mass appeal music stations in town. I have not hired anyone to replace me at 92X yet, but will begin an active search immediately."

Driscoll, who will relocate to Malrite's KNEW/Oakland, commented to R&R on his newly created position within the company. "This is a really challenging position for me to explore. I'm glad Malrite has recognized the need for a national production person. I will be creating special promos and other creative programming for Malrite's radio and TV stations."

Malrite VP/Programming, John Chaffee, said, "John is a master of production and he's been wanting to do this for some time. I'm very happy to see this promotion take place."

"As for Buddy Scott, we've been talking with him for over a year and the time finally was right for him to join the company. He is extremely smart, and that is one of the first things I look for in a new addition to our group. Both of these fine radio men will strengthen us in two very important areas."

Liberty, Capitol "Surprised" By Rogers Suit

Responding to Kenny Rogers's \$44 million breach of contract action for alleged underpayment of royalties (R&R 10-30), Liberty and Capitol Records "expressed surprise" in a statement issued last week and called the suit's claims "frivolous and unsubstantiated" and "based on interpretations which are flatly contradicted by the terms of the existing agreement."

The companies stated that

Law

Continued from Page 1

manager to help them solve some of the problems they have.

"The downside of this is that I had to leave something that I was really happy doing... because WYNY has certainly worked out well in the last year. The station has done very well, and it was just beginning to get to the point where it was easy. But naturally I am looking forward to trying something new."

Law's appointment was effective immediately and no replacement was named for him at WYNY. Phillips will continue to be based in San Francisco, operating his new consultancy from the West Coast.

Rescue

Continued from Page 1

The girl was taken away for medical observation, reportedly with some RF burns on her hands. It is still unclear whether she climbed over the fenced-off towers or burrowed under the security barrier. Watts said, "I don't think she ever really wanted to jump. I think she needed attention and went to some real extremes to get it."

Tenaglia

Continued from Page 1

Tenaglia, who was instrumental in putting Z93(WZGC)/Atlanta on the air, along with KRBE/Houston and WGCL/Cleveland, during his tenure with GCC, said, "I have spent many happy years with GCC, and I wish them every success in the future."

Al Tanger, President of GCC, indicated that Tenaglia's position would not be filled, saying, "These plans were worked out a year ago for his departure. He left our employ on October 31, per our agreement."

Liberty and Rogers had been negotiating a new contract, adding that the legal action did not ensue until "after Liberty was informed that a third party had entered into negotiations for Mr. Rogers's future recording services." Liberty also "looks forward" to three new studio albums "to which it is entitled."

Karmazin

Continued from Page 1

no changes are intended at the new stations, with a similar sentiment offered by WYSP GM Frank Feller. WYSP is an AOR, WKTU an Urban Contemporary, and WJIT a Spanish station.

Sandusky

Continued from Page 1

company. We're quite satisfied with KEGL's current direction. They've done a hell of a job; all we're interested in is getting in and making it better than it already is." Brooks also explained that AOR consultant Jeff Pollack, who consults the corporation but also has a consulting agreement with AOR KZEW in Dallas, will not be involved with KEGL. "Jeff has varying degrees of involvement with all our stations, from a very hands-on involvement with KWFM/Tucson to virtually no involvement with KEGL. I wouldn't want KZEW to be concerned about this; Jeff's integrity is not in question here. He can handle us corporately and them in Dallas."

Breen

Continued from Page 1

realizes that more resources need to be aimed towards the programming aspects of our operations." Formerly PD at KYA/San Francisco and Asst. Program Manager for WABC/New York, Breen has been with Greater Media since 1975 following an earlier stint from 1961-68.

Milewski served as PD of WHFI/Detroit, and as Operations Manager of that station and WQTE when Greater Media acquired them (changing their calls to WMJC and WHND). After completing law school, Milewski took the General Counsel position with the parent company in 1977.

Zielinski joined Greater Media in 1973 as Controller, having served a similar function at Viewlex's music division and the financial services division of the Titan Group.

Chilliwack

“My Girl (Gone, Gone, Gone)”

The Proof Is Here . . .

WBEN 26-20	WGCL 10-7	WKRZ-FM 26-22	KZ93 12-7
WIFI 23-18	KEZR 22-18	KHFI 6-3	WNAM 25-16
B104 22-15	Q103 add	B97 deb 30	WGBF 28-21
WXKS-FM 25-18	KOPA 19-9	KQ94 32-26	WNCI 16-12
JB105 25-21	KZZP 10-6	WJDX 20-14	WDJX 21-16
Q107 18-11	WCAO 14-12	KXX106 23-18	KKXX 13-7
WPGC 29-24	WFBR 14-12	G100 18-13	KJRB 22-18
CFTR 9-5	WTRY 22-13	WHHY-FM 30-25	KNBQ 26-18
CHUM 10-8	92FLY 24-20	WAXY add	KSKD 32-25
KEGL 19-16	WRCK 26-20	WBBQ 25-20	KLUC 13-11
94Q deb 30	3WT 20-15	WBCY 27-17	WXLK 4-3
WCKX 31-26	WLAN-FM 20-13	WSEZ add	KELO 9-7
WBEQ 16-14	WAEB 29-22	WCSC 11-7	WAZY-FM 12-9
WZZP deb 19	Q106 22-18	WRVQ 14-10	KRNA 13-6

...Plus Many More

Average Move + 4

Radio & Record Album airplay/40 22-18

Another Winner From Millennium

**millennium
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Manufactured and Distributed by **RCA** Records

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.

MIDWEST Most Added Hottest

Neil Diamond Foreigner
J. Geils Band Olivia Newton-John
Barbra Streisand Hall & Oates

WEST Most Added Hottest

Hall & Oates Foreigner
J. Geils Band Olivia Newton-John
Neil Diamond Police

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nutter
NEIL DIAMOND
HALL & OATES
J. GEILS BAND
Hottest:
FOREIGNER 1-1
HALL & OATES 3-2
DEVO 5-3
POLICE 10-7
BARRY MANILOW 17-12

KIOA/Des Moines, IA

A.W. Pantofls
PAUL DAVIS
JOHNNY LEE
MOODY BLUES
Hottest:
HALL & OATES 1-1
AIR SUPPLY 5-3
FOREIGNER 11-5
ONJ 12-8
FOUR TOPS 19-15

KOFM/Oklahoma City, OK

John Jenkins
NICKS & HENLEY
NEIL DIAMOND
RONNIE MILSAP
JOHNNY LEE
KIM CARNES
SNEAKER
Hottest:
COMMODORES 3-1
ONJ 6-3
AIR SUPPLY 8-4
HALL & OATES 9-5
FOREIGNER 23-14

KRAV/Tulsa, OK

Gary Reynolds
BARBRA STREISAND
STEVE MILLER BAND
EDDIE RABBITT
Hottest:
ONJ 1-1
AIR SUPPLY 3-2
MIKE POST 5-4
FOREIGNER 8-5
LINDSEY BUCKINGHA 20-12

KZ93/Peoria, IL

Keith Edwards
SURVIVOR
GO GO'S
Hottest:
FOREIGNER 3-1
DIESEL 5-3
CHILLIWACK 12-7
JOURNEY 17-10
QUARTERFLASH 20-14

WGRD/Grand Rapids, MI

Sean Stevens
ROD STEWART
NICKS & HENLEY
Hottest:
HALL & OATES 2-1
BOB SEGER 4-2
ONJ 8-5
FOREIGNER 18-8
POLICE 16-9

WHOT/Youngstown, OH

Dick Thompson
NEIL DIAMOND
ROD STEWART
ROYAL PHILHARMONI
Hottest:
FOREIGNER 5-1
AIR SUPPLY 10-5
ONJ 19-13
BARRY MANILOW 22-16
QUARTERFLASH 30-25

WMEE/Fort Wayne, IN

John Curry
NEIL DIAMOND
J. GEILS BAND
QUEEN/BOWIE
GEORGE BENSON
Hottest:
FOREIGNER 2-1
ONJ 13-7
COMMODORES 17-13
ROD STEWART 24-18
JOURNEY 27-22

WNCI/Columbus, OH

Steve Edwards
BARBRA STREISAND
C. CHRISTIAN
HALL & OATES
Hottest:
HALL & OATES 1-1
FOREIGNER 3-3
POLICE 11-6
ONJ 15-7
GENESIS 13-8

WOW/Omaha, NB

J.C. Corcoran
NICKS & HENLEY
LINDSEY BUCKINGHA
NEIL DIAMOND
Hottest:
CHRIS CROSS 1-1
DAN FOGELBERG 4-3
ONJ 11-10
COMMODORES 14-11
DIANA ROSS 16-13

WVIC/East Lansing, MI

Jim St. John
DIESEL
GENESIS
J. GEILS BAND
KENNY ROGERS
GREG LAKE
HALL & OATES
RINGO STARR
LULU
Hottest:
DAN FOGELBERG 2-1
MIKE POST 11-8
AIR SUPPLY 16-11
COMMODORES 36-23
DIESEL A-26

KSTT/Davenport, IA

Bill Young
STEVE MILLER BAND
NEIL DIAMOND
JOURNEY
GEORGE BENSON
Hottest:
AIR SUPPLY 4-1
FOREIGNER 7-4
BARRY MANILOW 16-6
COMMODORES 9-7
DIESEL 11-10

KEYN-FM/Wichita, KS

Terrie Springs
NEIL DIAMOND
ROD STEWART
BARBRA STREISAND
Hottest:
HALL & OATES 3-1
POLICE 15-11
BARRY MANILOW 19-14
COMMODORES 21-16
FOREIGNER 24-18

WYFM/Youngstown, OH

Jeff Tobin
POLICE
COMMODORES
Hottest:
ROLLING STONES 1-1
BOB SEGER 6-4
FOREIGNER 13-7
ONJ 18-8
RICK SPRINGFIELD 11-9

WAKX/Duluth, MN

John Armstrong
Hottest:
HALL & OATES 2-1
AIR SUPPLY 3-2
FOREIGNER 12-8
MIKE POST 15-11
ONJ 19-13

WNAM/Appleton-Oshkosh

Chris Cane
BARBRA STREISAND
PAUL DAVIS
QUEEN/BOWIE
RINGO STARR
GO GO'S
Hottest:
AIR SUPPLY 3-1
BARRY MANILOW 20-11
GENESIS 21-12
ROD STEWART 24-14
CHILLIWACK 25-16

WGBF/Evanston, IN

Kevin Carpenter
GENESIS
NEIL DIAMOND
QUARTERFLASH
ELO
Hottest:
AIR SUPPLY 3-1
FOREIGNER 7-2
COMMODORES 17-7
BARRY MANILOW 15-8
DIESEL 16-12

WZOK/Rockford, IL

Mr. Ed
NEIL DIAMOND
J. GEILS BAND
Hottest:
HALL & OATES 2-1
FOREIGNER 4-2
POLICE 11-9
JOURNEY 18-12
NICKS & HENLEY 21-14

Z104/Madison, WI

Matt Hudson
GEORGE BENSON
GO GO'S
J. GEILS BAND
HALL & OATES
Hottest:
ONJ 2-1
POLICE 7-4
RICK SPRINGFIELD 12-6
JOURNEY 16-11
NICKS & HENLEY 19-13

WIKS/Indianapolis, IN

Tom Gilligan
CLIMAX BLUES BAND
QUEEN/BOWIE
J. GEILS BAND
ROLLING STONES
Hottest:
RICK SPRINGFIELD 1-1
FOREIGNER 4-3
JOURNEY 9-5
BOB SEGER 11-7
DIESEL 12-10

U93/South Bend, IN

J.K. Deering
POLICE
DIANA ROSS
MIKE POST
Hottest:
HALL & OATES 2-1
FOREIGNER 11-6
ONJ 22-7
QUINCY JONES 17-8
COMMODORES 18-13

WDJX/Dayton, OH

Joe Dawson
STEVE MILLER BAND
J. GEILS BAND
NEIL DIAMOND
DONNIE IRIS
Hottest:
HALL & OATES 1-1
FOREIGNER 14-4
ONJ 8-5
COMMODORES 15-6
POLICE 16-9

WLOL-FM/St. Paul, MN

Phil Houston
NEIL DIAMOND
LINDSEY BUCKINGHA
ROYAL PHILHARMONI
Hottest:
LRB 1-1
HALL & OATES 4-2
FOREIGNER 9-6
MIKE POST 14-10
COMMODORES 18-13

WKDQ/Evanston, IN

Gabe Hobbs
GEORGE BENSON
RINGO STARR
EDDIE RABBITT
LOVERBOY
Hottest:
ONJ 4-1
FOREIGNER 8-5
DIESEL 21-10
DIANA ROSS 17-13
POLICE 20-14

WJXQ/Chicago, MI

Ryan/Jecks
GREG LAKE (dp)
SNEAKER (dp)
SUE SAAD (dp)
HALL & OATES (dp)
RED RIDER
LOVERBOY
NICKS & HENLEY
ROMANTICS
Hottest:
J. GEILS BAND 12-1
FOREIGNER 4-3
QUARTERFLASH 13-10
KINKS 16-13
SURVIVOR 23-20

KHK/Davenport, IA

Chuck King
QUEEN/BOWIE
J. GEILS BAND
TRIUMPH
MOODY BLUES
STEVE MILLER BAND
Hottest:
HALL & OATES 3-1
BOB SEGER 9-5
FOREIGNER 22-11
BARRY MANILOW 29-18
EW&P 35-23

WZZR/Grand Rapids, MI

Lucian Jay
NICKS & HENLEY
BARBRA STREISAND
NEIL DIAMOND
Hottest:
HALL & OATES 1-1
AIR SUPPLY 3-2
FOREIGNER 6-4
POLICE 12-8
BARRY MANILOW 20-16

WAZY-FM/Lafayette, IN

Harris/Dugan
NEIL DIAMOND
J. GEILS BAND
QUEEN/BOWIE
BARBRA STREISAND
HALL & OATES
EDDIE RABBITT
Hottest:
FOREIGNER 3-1
AIR SUPPLY 2-2
QUINCY JONES 20-14
ELO 26-19
NICKS & HENLEY 27-20

KKRC/Sioux Falls, SD

Ron Nelson
RINGO STARR
HALL & OATES
MOODY BLUES
PAUL DAVIS
JOHN HALL BAND
ROLLING STONES
BOB WELCH
Hottest:
FOREIGNER 1-1
POLICE 4-2
CHILLIWACK 13-6
NICKS & HENLEY 15-10
ROD STEWART 21-17

KQWB/Fargo, ND

Wayne Miller
NEIL DIAMOND
ELO (dp)
J. GEILS BAND (dp)
MOODY BLUES (dp)
Hottest:
FOREIGNER 6-1
ONJ 9-5
COMMODORES 15-8
QUINCY JONES 11-10
ROD STEWART 19-15

WCIL-FM/Carbondale, IL

Tony Waltkus
COMMODORES
JOURNEY
MOODY BLUES
EDDIE RABBITT
Hottest:
GO GO'S 3-1
DON FELDER 18-10
ONJ 25-14
NAVY BROWN 10-19
LINDSEY BUCKINGHA D-24

KKXL/Grand Forks, ND

Jeff Parker
NEIL DIAMOND
BARBRA STREISAND
LINDSEY BUCKINGHA
JOURNEY
Hottest:
HALL & OATES 1-1
FOREIGNER 2-2
DIESEL 7-5
POLICE 10-6
AIR SUPPLY 13-7

WRKR/Racine, WI

Steve Warren
SNEAKER
Hottest:
CHRIS CROSS 1-1
HALL & OATES 15-8
JOURNEY 24-18
ONJ 30-23
J. GEILS BAND D-30

WSPT/Stevens Point, WI

Brad Fuhr
EW&P
DONNIE IRIS
QUEEN/BOWIE
GEORGE BENSON
Hottest:
AIR SUPPLY 6-1
GO GO'S 8-2
ONJ 12-5
COMMODORES 20-13
ROD STEWART 24-16

WTRU/Muskegon, MI

Mike Stevens
NEIL DIAMOND
J. GEILS BAND
GEORGE BENSON
QUEEN/BOWIE
STEVIE WOODS
STEVE MILLER BAND
Hottest:
HALL & OATES 2-1
AIR SUPPLY 14-6
FOREIGNER 16-8
ONJ 19-9
COMMODORES 28-10

KDVT/Topeka, KN

Tony Stewart
STEVE MILLER BAND
NEIL DIAMOND
J. GEILS BAND
Hottest:
ONJ 3-1
FOREIGNER 7-3
POLICE 15-7
COMMODORES 19-11
CHILLIWACK 22-17

KELO/Sioux Falls, SD

Marc Elliot
LINDSEY BUCKINGHA
NICKS & HENLEY
RINGO STARR
Hottest:
HALL & OATES 2-1
CHILLIWACK 9-7
MIKE POST 15-8
BARRY MANILOW 19-13
ONJ 25-22

KWLO/Waterloo, IA

Drew Bentley
KOOL & THE GANG
PAUL DAVIS
RONNIE MILSAP
STEVE CARLISLE
Hottest:
ONJ 2-1
FOREIGNER 6-2
POLICE 16-6
NICKS & HENLEY 20-10
JOURNEY 23-13

WAZY-FM/Lafayette, IN

Harris/Dugan
NEIL DIAMOND
J. GEILS BAND
QUEEN/BOWIE
BARBRA STREISAND
HALL & OATES
EDDIE RABBITT
Hottest:
FOREIGNER 3-1
AIR SUPPLY 2-2
QUINCY JONES 20-14
ELO 26-19
NICKS & HENLEY 27-20

KRNA/Iowa City, IA

Bart Goynahor
RINGO STARR
HALL & OATES
MOODY BLUES
PAUL DAVIS
JOHN HALL BAND
ROLLING STONES
BOB WELCH
Hottest:
FOREIGNER 1-1
POLICE 4-2
CHILLIWACK 13-6
NICKS & HENLEY 15-10
ROD STEWART 21-17

KQWB/Fargo, ND

Wayne Miller
NEIL DIAMOND
ELO (dp)
J. GEILS BAND (dp)
MOODY BLUES (dp)
Hottest:
FOREIGNER 6-1
ONJ 9-5
COMMODORES 15-8
QUINCY JONES 11-10
ROD STEWART 19-15

WCIL-FM/Carbondale, IL

Tony Waltkus
COMMODORES
JOURNEY
MOODY BLUES
EDDIE RABBITT
Hottest:
GO GO'S 3-1
DON FELDER 18-10
ONJ 25-14
NAVY BROWN 10-19
LINDSEY BUCKINGHA D-24

KFMZ/Columbia, MO

Steve Graziano
LOVERBOY
DEF LEPPARD
RUSH
Hottest:
ROLLING STONES 1-1
BOB SEGER 5-3
DIESEL 15-12
CHILLIWACK 20-16
ROD STEWART 23-19

KCPX/Salt Lake Cit, UT

Gary Waldron
JOURNEY
HALL & OATES
BEE GEES
POINTER SISTERS
ROYAL PHILHARMONI
BERTIE HIGGINS
Hottest:
DAN FOGELBERG 1-1
COMMODORES 13-6
DIANA ROSS 20-13
FOREIGNER 29-17
QUARTERFLASH D-28

KGW/Portland, OR

Janis Wojniak
NEIL DIAMOND
NICKS & HENLEY
Hottest:
DAN FOGELBERG 1-1
QUINCY JONES 9-6
ARS 11-7
MIKE POST 13-9
FOREIGNER 16-10

KJRB/Spokane, WA

Brian G/egory
HALL & OATES
EW&P
J. GEILS BAND
Hottest:
FOREIGNER 1-1
ONJ 2-2
BOB SEGER 5-4
POLICE 9-5
QUARTERFLASH 16-12

KRQ/Tucson, AZ

Dan McCoy
STEVE MILLER BAND
QUEEN/BOWIE
SURVIVOR
ROLLING STONES
Hottest:
DIESEL 1-1
ONJ 5-3
FOREIGNER 11-8
COMMODORES 21-10
TIERRA D-20

Y94/Fresno, CA

Ray Appleton
DIANA ROSS
BARRY MANILOW
Hottest:
ONJ 10-1
POLICE 12-7
DIESEL 13-10
FOREIGNER 22-11
COMMODORES 18-12

KLUC/Las Vegas, NV

Dave Van Stone
EDDIE RABBITT
HALL & OATES
RINGO STARR
J. GEILS BAND
Hottest:
FOREIGNER 1-1
DAN FOGELBERG 2-2
DIESEL 3-3
LRB 5-4
BILLY JOEL 4-5

KYNO-FM/Fresno, CA

John Lee Walker
DIESEL
RICK JAMES
PRINCE
SLAVE
LINDSEY BUCKINGHA
LEIF GARRETT
Hottest:
QUARTERFLASH
RONNIE MILSAP
BEE GEES
Hottest:
DAN FOGELBERG 2-1
AIR SUPPLY 6-2
FOREIGNER 12-5
ONJ 16-11
COMMODORES 19-13

FM102/Sacramento, CA

Manders/Preston
ROGER
GEORGE BENSON
NEIL DIAMOND
LINDSEY BUCKINGHA
Hottest:
HALL & OATES 2-1
POLICE 7-5
LRB 10-7
FOUR TOPS 15-11
AIR SUPPLY 17-14

KSPZ/Colorado Springs, CO

Mike Daniels
Hottest:
AIR SUPPLY 2-1
FOREIGNER 3-2
ONJ 10-4
COMMODORES 13-9
BOB SEGER 19-13

KHYT/Tucson, AZ

Rich Brother Robbin
BEACH BOYS
DANIEL VALDEZ
ANNE BERTUCCI
TEMPTATIONS
ARETHA FRANKLIN
QUEEN/BOWIE
Hottest:
ROLLING STONES 3-1
COMMODORES 6-4
EW&P 14-6
ONE WAY 13-7
ONJ 19-8

KIDD/Monterey, CA

Brown/Ryan
BARBRA STREISAND
RINGO STARR
QUEEN/BOWIE
GEORGE BENSON
PAUL DAVIS
Hottest:
HALL & OATES 2-1
QUINCY JONES 11-8
ONJ 18-12
FOREIGNER 13-19
COMMODORES 25-20

KGGV/Riverside-San Bernardino, CA

Steve O'Neil
SNEAKER
Hottest:
AL JARREAU 3-1
LUTHER VANDROSS 5-3
BARRY MANILOW 17-10
FOREIGNER 29-19
JOURNEY 30-20

KKXX/Bakersfield, CA

Squires/DeRoo
EDDIE RABBITT
Hottest:
FOREIGNER 1-1
ROD STEWART 14-8
QUARTERFLASH 20-13
JOURNEY 22-16
NICKS & HENLEY 29-19

KNBQ/Tacoma, WA

Gary Bryan
ELO
BEE GEES
GREG LAKE
HALL & OATES
LUTHER VANDROSS
EDDIE RABBITT
Hottest:
HALL & OATES 1-1
POLICE 5-2
ONJ 17-7
LINDSEY BUCKINGHA 28-24
JOURNEY D-25

K96/Provo, UT

Jim Sumpter
NEIL DIAMOND
ELO
PAUL DAVIS
Hottest:
FOREIGNER 1-1
RICK SPRINGFIELD 5-5
POLICE 12-7
JOURNEY 19-15
CHILLIWACK 21-18

FM103/Salt Lake City, UT

Lorraine Winnegar
J. GEILS BAND
QUEEN/BOWIE
GO GO'S
Hottest:
FOREIGNER 2-1
POLICE 3-2
ROD STEWART 10-5
JOURNEY 14-11
NICKS & HENLEY 21-19

KSFJ/San Francisco

Pat Evans
SURVIVOR
Hottest:
ROLLING STONES 1-1
POLICE 3-2
JOURNEY 10-6
FOREIGNER 13-10
GO GO'S 19-15

KBBK/Boise, ID

Bob Lee
STEVE MILLER BAND
NEIL DIAMOND
QUEEN/BOWIE
J. GEILS BAND
Hottest:
ONJ 3-1
FOREIGNER 4-3
GO GO'S 8-5
POLICE 13-7
ROD STEWART 14-10

K8KD/Salem, OR

Len E. Mitchell
LOVERBOY
RUPUR & CHARA
QUEEN/BOWIE
Hottest:
HALL & OATES 6-1
ONJ 10-3
ROD STEWART 28-22
ELO 30-24
STEVIE WOODS 35-29

PARALLEL THREE

KCBN/Reno, NV

Jim O'Neal
NEIL DIAMOND
BARBRA STREISAND
PAUL DAVIS
ELO
JOHNNY LEE
Hottest:
HALL & OATES 1-1
FOREIGNER 15-11
EW&P 17-12
ONJ 19-15
DIESEL 25-19

KDZA/Pueblo, CO

Rlp Avina
GEORGE BENSON
J. GEILS BAND
EDDIE RABBITT
GREG LAKE
BEE GEES
Hottest:
HALL & OATES 1-1
FOREIGNER 14-4
ONJ 10-9
COMMODORES 15-11
POLICE 20-13

KODI/Great Falls, MT

Pat Richards
HALL & OATES
GEORGE BENSON
EDDIE RABBITT
BARBRA STREISAND
PAUL DAVIS
STEVE MILLER BAND
Hottest:
FOREIGNER 3-1
DIESEL 4-2
AIR SUPPLY 6-3
DAN FOGELBERG 7-5
BILLY SQUIER 11-8

KSly/San Luis Obispo, CA

Don Potter
NEIL DIAMOND
BARBRA STREISAND
HALL & OATES
BOBBY & THE MIDNI
GREG LAKE
BEE GEES
QUEEN/BOWIE
Hottest:
AIR SUPPLY 2-1
ONJ 13-7
DIANA ROSS 17-13
CHILLIWACK 19-14
GENESIS 22-15

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
WNAP/Indianapolis
KQKQ/Omaha
WTSN/Dover
99KG/Salina

THE FOLLOWING STATION REPORTED A FROZEN PLAYLIST THIS WEEK:
KRBE/Houston

PARALLELS

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

Parallel II: Selected stations in secondary markets that are formal 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 formal 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: (1) Formal 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.

★ DENOTES FIRST WEEK IN PARALLELS

216 REPORTS
208 LAST WEEK

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

Regional	100/25	44%	National Summary
Reach	100%	44%	Up 51
M 33%			Down 20
E 21%			Same 4
S 56%			Down 0
W 10%			Add 25

EXAMPLE

100/25 — 100 Chief reporting stations on 4 this week including 25 new adds

44% — Percentage of this week's reports a playing 4

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

National Summary

Up 51 — Number of stations moving it up on the charts

Down 20 — Number of stations debuting the song this week

Same 4 — 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

Add 25 — Total number of stations adding 4 this week

AIR SUPPLY
"Here I Am Just..." (Arista)
LP: The One That You Love

Regional	191/1	88%	National Summary
Reach	100%	88%	Up 143
M 60%			Down 20
E 33%			Same 11
S 78%			Add 1

LINDSEY BUCKINGHAM
"Trouble (Asylum)"
LP: Law And Order

Regional	188/15	87%	National Summary
Reach	92%	87%	Down 40
M 70%			Same 10
S 88%			Add 15

CHRIS CHRISTIAN
"I Want You..." (Boardwalk)
LP: Chris Christian

Regional	97/6	45%	National Summary
Reach	100%	45%	Down 10
M 100%			Down 1
E 100%			Add 6

CHRISTOPHER CROSS
"Arthur's Theme..." (WB)
LP: Soundtrack Arthur

Regional	161/0	75%	National Summary
Reach	70%	75%	Down 20
M 70%			Same 15
S 75%			Add 3

CHRIS CHRISTIAN
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Regional	97/6	45%	National Summary
Reach	100%	45%	Down 10
M 100%			Down 1
E 100%			Add 6

PAUL DAVIS
"Cool Night (Arista)"
LP: Paul Davis

Regional	71/37	33%	National Summary
Reach	100%	33%	Down 17
M 100%			Down 0
E 100%			Add 37

EARTH, WIND & FIRE
"Let's Groove (A&R/Columbia)"
LP: Rite of Spring

Regional	101/8	47%	National Summary
Reach	100%	47%	Down 13
M 100%			Down 0
E 100%			Add 3

GEORGE BENSON
"Turn Your Love..." (WB)
LP: The George Benson Collection

Regional	92/9	44%	National Summary
Reach	100%	44%	Up 25
M 100%			Down 0
E 100%			Down 0
S 100%			Add 25

CHILLIWACK
"My Girl..." (Milkinn/RCA)
LP: Wennie Be A Star

Regional	147/3	88%	National Summary
Reach	100%	88%	Up 116
M 100%			Down 0
E 100%			Down 0
S 100%			Add 3

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E 100%			Add 3

NEIL DIAMOND
"Yesterday... (Columbia)"
LP: The Way To The Sky

Regional	181/88	70%	National Summary
Reach	100%	70%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

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LP: The Way To The Sky

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Reach	100%	70%	Down 10
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"Yesterday... (Columbia)"
LP: The Way To The Sky

Regional	181/88	70%	National Summary
Reach	100%	70%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

NEIL DIAMOND
"Yesterday... (Columbia)"
LP: The Way To The Sky

Regional	181/88	70%	National Summary
Reach	100%	70%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

NEIL DIAMOND
"Yesterday... (Columbia)"
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E 100%			Down 0
S 100%			Add 10

NEIL DIAMOND
"Yesterday... (Columbia)"
LP: The Way To The Sky

Regional	181/88	70%	National Summary
Reach	100%	70%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

ELO
"Twilight (J&R/CBS)"
LP: Time

Regional	107/10	80%	National Summary
Reach	100%	80%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

ELO
"Twilight (J&R/CBS)"
LP: Time

Regional	107/10	80%	National Summary
Reach	100%	80%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

ELO
"Twilight (J&R/CBS)"
LP: Time

Regional	107/10	80%	National Summary
Reach	100%	80%	Down 10
M 100%			Down 0
E 100%			Down 0
S 100%			Add 10

ELO
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ELO
"Twilight (J&R/CBS)"
LP: Time

Regional	107/10	80%	National Summary
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THE PICTURE PAGE

Epic Joins Jacksons



Epic/Portrait/Associated Labels executives were out in force for the Jacksons' Los Angeles Forum appearance, and assembled backstage with the group. Pictured (l-r, rear) Michael Alhadeff, E/P/A VP's Frank Rand and Larry Douglas, label's Larry Stessel and Steve Einczig, Sr. VP/GM Don Dempsey, group's Jackie Jackson, VP Ron McCarrell, Tito Jackson, and label's Dan Beck; (l-r, front) Michael Jackson, E/P/A's Myra Weston, and Randy Jackson.

No Vacancy At Motels Backstage



Filling the dressing room after the Motels' Los Angeles Greek Theatre performance are (l-r, rear) group's Michael Goodroe, Capitol VP Bobby Colomby, group's Marty Jourard, and "Fridays" cast member Mary Edith Burrell; (l-r, center) Capitol President Don Zimmerman, group's Martha Davis, and Capitol VP Helmut Fest; (l-r, front) group's Tim McGovern, Capitol's Bruce Ravid, group's Brian Glascock, and label's Rob Walker.

Polygram In Nashville



Polygram executives gathered with the company's country artists during CMA Week in Nashville. Pictured at the festivities are (l-r, front) Polygram VP Rick Bleiweiss and artists Royce and Jeanie Kendall, Reba McEntire, and Roger Bowling; (l-r, rear) Polygram VP Vince Pellegrino, label's Frank Leffel and Steve Massie, artist Dickey Lee, label's Dave Smith, VP Jerry Kennedy, Polygram's John Brown, artist Wayne Kemp, and Polygram's Doyal McCollum.

Cultured Columbia Gathering



Columbia Records threw a party for the Blue Oyster Cult after the band's Madison Square Garden performance. Pictured (l-r) are Columbia's Paul Reppaport, group's Joe Bouchard, Columbia VP Mickey Eichner, group's Eric Bloom, Allen Lanier, and Donald Roesser, and label VP's Arma Andon, Joe Mansfield (now with RCA), and Ed Hynes.

Gwen McCrae Showcased



Atlantic's Gwen McCrae performed at the New York New York club, in a showcase sponsored by WRKS, and was greeted by Atlantic and Cotillion executives. Pictured (l-r) are Cotillion President Henry Allen, McCrae, Atlantic Exec. VP/GM Dave Glew, Atlantic/Cotillion VP Everett Smith, manager/attorney Shelly Kerner, and Atlantic VP Mark Schulman.

Alfa Enlists CBS Internationally



CBS Records International will now market and distribute Alfa product worldwide except in the U.S. and Japan. Pictured celebrating the agreement are (l-r, seated) CRI VP's Bunny Freidus and Norman Stollman, Alfa President Bob Fead, and Alfa attorney Abe Somer; (l-r, standing) CBS attorney Stan Schneider, Alfa Records Japan President Kuni Morai, CRI President Allen Davis, and CRI VP Joe Senkiewicz.

MCA Rallies To Reilly



MCA Records has signed British artist David Reilly. Pictured at the signing are (l-r) DJM's Stephen James, Reilly, producer Nick Tauber, and MCA International President Lou Cook.

Destiny Turns On Heat



Destiny President Arnie Orleans visited Canned Heat in the studio where they were recording a song written for them by Devo for their Destiny debut LP. Pictured (l-r) are Orleans, group's Michael Halby, Ernie Rodriguez, and Ricky Kellogg, Devo's Bob Mothersbaugh, and manager Ray Chambers; (l-r, seated) producer Jerry Barnes and group's Flto De La Parra.

AOR



THEY WANT THE AIRWAVES — Sire's Ramones got their wish when they visited KZEW/Dallas and were hand-delivered a batch of fan letters by station personnel. Pictured (l-r) are Johnny and Joey Ramone with station's George Gilmare.



BLACKFOOT MAKES TRACKS TO KILO — Atco's Blackfoot were recent interview guests at KILO/Colorado Springs. Pictured (l-r) are Atlantic's Michael Brannen, KILO PD Rich Hawk and MD Art Phillips; seated is band's Rick Medlocke.



TRIUMPHANT GUITAR PROMOTION — WLUP/Chicago, Dean Guitars and Triumph pacted to give away a Dean V, the model used by the group's guitarist Rik Emmett. Pictured (l-r) are the group's Mike Levine, the winner, WLUP air personality Mr. Bill, group's Rik Emmett and Gil Moore, and RCA's Steve Gordon.



HEART GATHERS FAMOUS FANS FOR SMALL-HALL SHOW: Epic's Heart surprised L.A. area fans with two small-hall concert dates during the group's stay in Los Angeles to record its next album. Pictured greeting the band after the show are KMET's Cynthia Fox and Jim Ladd, Queen's Brian May, album producer Jimmy Iovine, group's Nancy Wilson, Heart manager Ken Kinnear, group's Ann Wilson, Stevie Nicks.



HATS OFF TO WMMR — Mick Jagger of the Rolling Stones became an instant WMMR/Philadelphia cheerleader when he was given a station cap by Promotion Director John Bloodwell and air personality Anita Gevinson during the band's Philadelphia concert dates.



GOING TO A GO-GO'S — IRS/A&M's Go Go's helped construct WJHA/North Jersey's new production studio during a recent promotional visit. Pictured (l-r) are PD Mark Chernoff, group's Jane Weidlin and Gina Schock, GM Bob Linder.



SPARE CHANGE — WQXM/Tampa pacted with Backstreet/MCA and Tom Petty for a "Petty Cash" promotion wherein the winner fished out as much change from a fishbowl on display at a local record store as he could get in 98 seconds. Pictured (l-r) are WQXM PD Mark Stevens and the winner, who netted \$193.43.



ADAMS' FAMILY — A&M's Bryan Adams stopped at KSHE/St. Louis while on tour promoting his current album release. Pictured (l-r) are KSHE DJ Jack Silver, A&M's Steve Pachter, Century Broadcasting VP Shelley Grafman, Adams, KSHE MD John Ulett.



LINDSEY IN NO TROUBLE WITH L.A. RADIO — Asylum Records threw a pre-release party for Lindsey Buckingham's new album in Los Angeles recently. On hand were members of the area's AOR's. Pictured (l-r) are E/A's Roy Smith, KNX-FM MD David Hall, Buckingham, Denise Sheehy and husband (and KNX-FM PD) Michael Sheehy.



TUTONE DIALS KTIM — Columbia's Tommy Tutone group stopped by the studios of KTIM/San Rafael on a promotional tour for their latest LP. Pictured (l-r) are the group's Jim Keller, KTIM MD Belle, group's Tommy Heath, and KTIM PD David T.



TRADING TIX FOR LP'S: As reported in R&R (9-18), one of the largest LP giveaways in history took place recently, with the help of WKLC/St. Albans/Charleston. When A&M's Styx almost failed to make a concert appearance because of flight problems, a Styx management rep offered every one of the 13,000 concertgoers his or her choice of a Styx album in return for the concert ticket stub. Pictured at the massive shopping mall LP giveaway are concertgoers receiving their LP's from WKLC PD Doug Burton, with other employees' help.



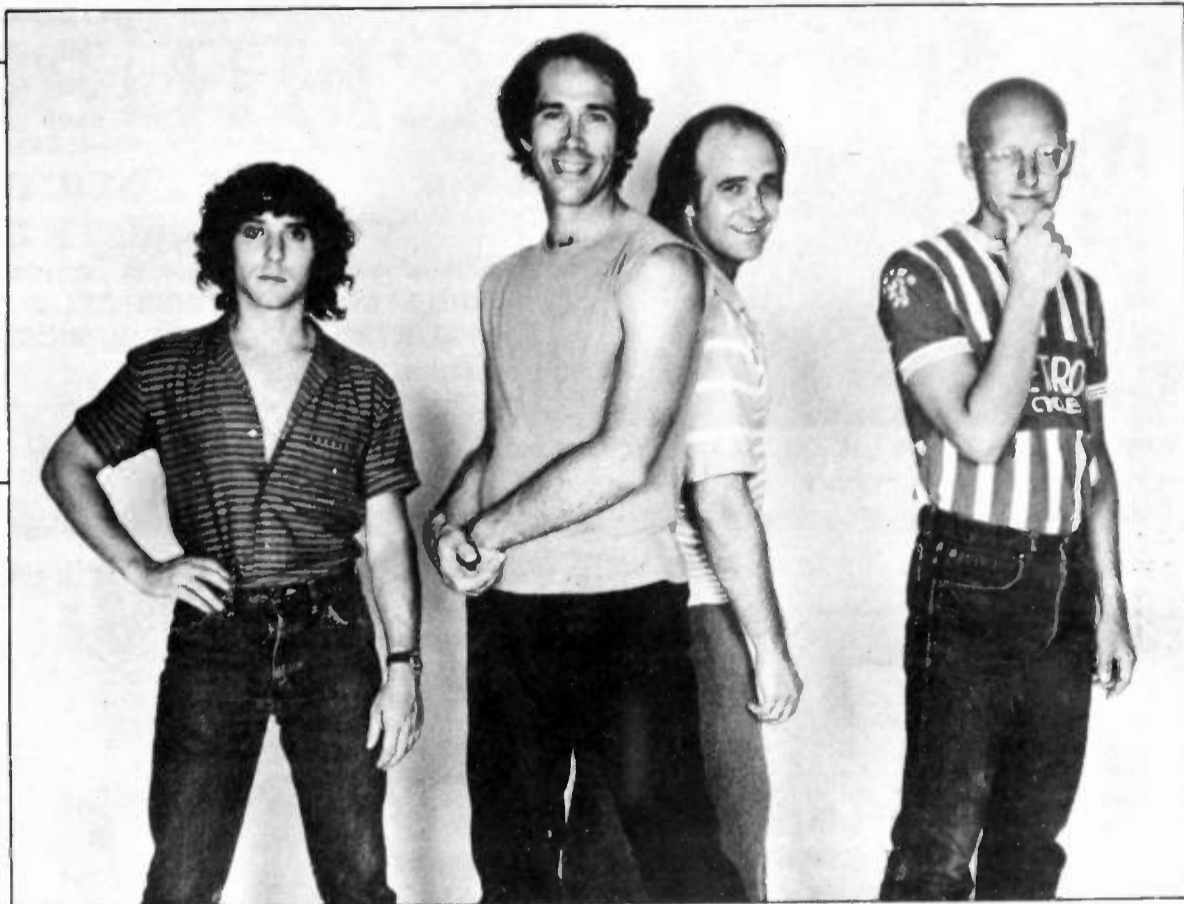
SQUIER STROKES WLLZ — Capitol's Billy Squier visited WLLZ/Detroit recently. Pictured (l-r) behind Billy (seated) are WLLZ MD Joe Urbiel, Capitol's Tony Smith, WLLZ PD John Larson, Capitol's Jay Hart.

JOHN HALL BAND

“ALL OF THE ABOVE”

Radio & Records #34

Bill Hard #34



Album Network #29

“CRAZY”

Features the hit single

Just Added

WPLJ/New York
KLOS/Los Angeles

KOME/San Jose
WQFM/Milwaukee

Hard Song Index 70-48-34

Last week's moves

WCOZ/Boston **11-1**

This week's moves

WAVA/Wash. D.C. **14-5** **WKLS**/Atlanta — **Debut 20**
KLOL/Houston **WLUP**/Chicago **16-13**



Produced by Richard Sanford Orshoff and John Hall.



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NEIL DIAMOND "Yesterday's Song"



From the Album "On The Way To The Sky" (rc 37628)
Produced by Neil Diamond

CHR BREAKERS

NEIL DIAMOND

Yesterday's Songs (Columbia)

70% of our reporters on it. Moves: Up 20, Debuts 45, Same 27, Down 0, Adds 59 including WKBW, Z93, WZZP, KIIS-FM, 13K, KIMN, Q103, KOPA, V100, KTSA, WZOK, KBBK, WCIR, KKXL, KSLY. See Parallels, charts at number 29.

EARTH, WIND AND FIRE "Let's Groove"

AVERAGE MOVE +4

CHR NEW & ACTIVE

EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 101/8
Moves: Up 74, Debuts 8, Same 13, Down 0, Adds 8, Q106, WCAO, WBLI, WTIK, FM100, KJRB, WSPT, WXKS-FM 12-8, Z93 16-10, WDRQ 13-6, KEARTH 19-10, KIQQ 1-1, WDRC-FM 17-11, KROK 18-14, FM102 4-2.



ARC

From the ARC Album "Raise" (rc 37548)
Produced by Maurice White for Kalimba Prod.

BILLY JOEL "She's Got A Way"



From the Album "Songs In The Attic" (rc 37461)
Produced by Phil Ramone
Concert Recording Produced by Brian Ruggles

THIS NEW SINGLE
ON YOUR DESK TODAY!



ON COLUMBIA

ALL MUSIC

BARBRA STREISAND "Comin' In And Out Of Your Life"

A "MOST ADDED" Record Of The Week

CHR NEW & ACTIVE

BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 60/59
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 59 including WABC, WIFI, B104, JB106, WPGC, Q106, CKLW, KIIS-FM, KIQQ, KYYX, KZZP, KX104, WNCI, 95XIL, WGLF.



From the Album "Memories" (rc 37678)
Produced by Andrew Lloyd Weber for The Entertainment Co.
Executive Producer Charles Koppleman

LOVERBOY "Working For The Weekend"



From the Album "Get Lucky" (rc 37638)
Produced by Bruce Fairbarin and Paul Dean

WBEN add 40	WJXQ add 23	KEGL	KSEL-FM
96KX add	WKDQ add	KIQQ	KQDI
WKTI add	KSKD add	WPHD	KOZE
KYYX add	WACZ add	KINT	
WRCK add	Q104 add	KXX106	
3WT add	WCGQ add	WOKI	
WPST add	WGLF add	KSFX	
WBCY add	KVOL add	KNBQ	
KJ100 add	KFMZ add	KCPX	

B104	WCAO	KQ94	KIHK	WCIR
JB105	WPHD	KLAZ	WNAM	95XIL
Y100	WHFM	WJDX	KIDD	WFLB
WGCL	K104	BJ105	KCPX	KKQV
WKTI	WKEE	WOKI	KSKD	KVOL
KFI	KZFM	WGH	KLUC	KENI
KIQQ	KBFM	WAKY	KZZX	KSLY
KFRC	WTIX	KJ100	WIGY	KDZA
KYYX	KEEL	WVIC	WFBG	KYYA
KZZP	WJXQ			

STREEK "One More Night"



From the Album "Streak" (rc 37660)
Produced by Fred Ruppert and Bob Stringer
Executive Producer Charles Roven

A RECORDS





AOR Views On Post-Deregulation Public Affairs Programming

Public affairs programming: PD's used to scramble to find enough hours between midnight and six on weekends to cram in their commitment of public affairs (usually old religious tapes that were later used for spare tape in production).

Now, while the ultimate effect of deregulation on public affairs programming has yet to be fully determined, AOR radio already has relaxed its public affairs stance, resulting in some programs being dropped and others expanded or created to suit more flexible needs. This week I took a sampling of AOR programmers for their views on public affairs programming, and some tips on which syndicated shows still fill the bill.

Doubleday VP/Programming Bob Hattrik

"We do two hours weekly of locally-produced programming on a variety of topics directly correlating to the top ten issues as specified by the FCC. This programming is no longer necessitated by the new rulings; however, we've continued the local programming and cut back on the repetition of some of the national programming. We run 'Scan' and 'American Focus,' along with our

"Playing the 'Baptist Hour' was not reaching our demo."

— KISW PD Beau Phillips

traditional PSA's. We also run a feature on all our stations called 'Underground'; an in-depth look at an artist, his music and his relationship to the genesis of rock and roll as it exists now. Under the present view of public affairs, that's one of our contributions."

KISW/Seattle PD Beau Phillips

"Deregulation gave us the opportunity to blow off some of the religious programs that radio stations play in the middle of the night. Playing the 'Baptist Hour' was not reaching our demo.

"One of our highest-rated programs is a Saturday morning talk show called 'Saturday Morning Live,' which pulled a 40 share of the market between 6-9am. We have as guests everyone from prominent authors to movie stars to controversial people of all sorts. We promote it, which might be unusual, but we strongly believe in news and public affairs being a viable part of getting involved in what's happening. When a station blows smoke by saying they're community-minded, they'd better be able to back it up. I think by putting on a three-hour segment in a pretty prime time on a Saturday, or by running our '60 Seconds' man-on-the-street interview program in prime times throughout the week, that's the way we back it up."

KGB-FM/San Diego PD Larry Bruce

"We got rid of the syndicated religious shows. Now we're dealing with two conversation shows that are produced in-house, and the 'Source Report.' I think that's probably the best public affairs show running on AOR today. We run them as a block Sunday mornings from 5:30-7am. It's not prime time coverage, but you can't force talk on AOR music listeners; you have to put it in a time slot where they expect it. That's one of my feelings about formatics: you always give people what they expect when they expect it. Let's face it, after 35 years of running talk shows early on

Sunday morning, there's an expectation that it'll be found there."

KLOS/Los Angeles PD Tommy Hedges

"We haven't cut back on the amount of public affairs we run; we have cut back a bit on our PSA's and a bit on the news. The public affairs programming includes telephone talk programming by Michael Benner. His shows run 5-9am Sunday morning, and from 1-5:30am on Monday morning. In addition, we do a block of religious syndicated programming earlier on Sunday mornings. We didn't drop that sort of programming because ABC doesn't feel that the new regulations are totally clear as to what's expected of the broadcaster. It's a bit confusing at this stage so they're being cautious right now."

KFMQ/Lincoln PD Bob Rosel

"For some reason we've never had much of a legal responsibility for public affairs. We do run a five-minute news and public affairs program overnight that's a combination of 'Earth News Radio' and segments produced by our staff: Zodiac news service items plus public service tidbits. We still run PSA's every other hour as well."

KY102/Kansas City PD Dick Wilson

"Management has requested that we do not lessen our public affairs commitment, just in case the Reagan administration decides to make things go the other way. We do the Sunday morning local interest interview shows, plus the 'Source Report,' plus a half-hour of religious programming a week ('Scan'), and a half-hour minority interest program that's produced in-house.

WMMR/Philadelphia PD Charlie Kendall

"Public affairs is a service to your community. Of course we do it, running the exact same schedule we ran before deregulation. We run Alan Watts's lecture series, plus a program called 'Rock 'n Religion,' and the rest is ours. We do 2 1/2 hours of locally-produced interviews and magazine-style public affairs, along the lines of WBCN's 'Saturday Morning Review,' which I created and named. It worked very well for me there; for a couple of ratings books it was the highest-rated show we had, and that was during the 5.1-5.3 period at WBCN. The show here is called 'Point Blank,' and runs from 4-8am on Sunday. It's basically interviews but it integrates music that fits thematically. (On 'Rock 'n Religion' I've heard them play 'Highway To Hell' and talk about Bon Scott.)"

KISS/San Antonio PD Tim Spencer

"We have an unusual situation here, because our public affairs weekly commitment is only an hour and forty-five minutes, while our news commitment is nine hours! What I did was schedule out the news Monday through Friday as I thought it would work best, and put the rest into a three-hour block on Sunday mornings that mixes music and news programming. So it's a couple of songs, then a syndicated bit, then more songs, then a local bit, and it rotates through like that. It sounds almost like regular programming, except that, instead of your usual promotions and commercial matter, you have news items. You can count the whole three hours as newstime.

"For public affairs, we run 'Focus on Youth,' which is a very good program, along with the 'Source Report' and a couple of programs produced by the University of Texas at Austin — the 'Mexican-American Experience,' which is appropriate for this market, and 'Consider The Alternatives.' We run no religious programming."

WSYR/Syracuse PD Howie Castle

"We had a very small public affairs commitment, so we've had to make no adjustments since deregulation. We run a two-hour block between six and eight on Sunday morning. We use 'Wingspread,' which covers a wide range of topics, along with a locally-produced minority view program. We also run the 'Source Report,' and 'Open Door,' a religious program with a lot of music in it, for the final half-hour."

WBCN/Boston Public Affairs Director Matt Schaffer

"The 'Boston Sunday Review' runs for four hours on Sunday morning. I produce it and Tracy Roach and myself co-host it live. It's a melange of news, interviews, opinions and entertainment. Guestwise, it can vary from Terry Gilliam to Massachusetts State Senator Paul Tsongas. Because Boston is a cultural mecca, we have a lot of people in town who will come in live or tape interviews for us.

"If someone doesn't like one segment, they're not more than half an hour away from something else. And we play music between segments, along with newscasts and features. We try to stay abreast of what's going on in the news. We recently did an on-air debate between someone from a magazine on the Middle East and someone who

"The key (to public affairs programming) is quality and creativity, not necessarily quantity."

— KDKB PD Jeff Sattler

represented the Association of Arab Americans, on the topic of the AWACS sale. It's also a talk show, so people can call in.

"We've also had resource people; for example, someone who runs a record store who can talk about valuable old records.

"The issues change from week to week, so listeners never know what to expect. I think that's the secret of the show's success."

KFMX/Lubbock PD Bo Jagger

"All of our public affairs commitment is taken up by a public access service we run which works partially as PSA and partially as PA. It's called the 'Free Classified' service. Postcards are submitted by listeners who are holders of our Rock Cards. It's kind of a 'blind box ad' that makes the station a disseminating point of information of all kinds; we'll air anything within reason if it's 25 words or less. We get lost dogs, hi-fi equipment for sale, dates wanted. We give out the rock card number, and when a listener calls in for the phone number, we give it to him.

"We use one an hour, and it comes off sounding not as sterile as the usual PSA's (though we run those as well). That's our entire public affairs commitment."

KWFM/Tucson PD Jim Ray

"Finally, with deregulation, we've been able to align our public affairs programming with the format. As opposed to running some syndicated show in the middle of the night, we've cleaned that time up for regular programming and instead are doing it (public affairs) as featurettes on the weekends during prime time. We're giving these less time (two or three-minute blocks) but running them in prime time. Our news department produces the featurettes from events that are of importance to our audience."

QUARTERFLASH IS A FULL-FLEDGED SMASH



RADIO AND RECORDS 35-23-12-9
ALBUM NETWORK 19-11
HARD ALBUM REPORT 21-12



Produced by John Boylan

Distributed by Warner Bros. Records

Jeff Bell

AOR Views

Continued from Page 38

KDKB/Phoenix PD Jeff Sattler

"For a station to be successful these days it must be a full service radio station. Part of that service is public affairs programming. The key there is quality and creativity, not necessarily quantity. I'd much rather have a half-hour interesting and informative program than three hours of boring programs that are there simply to meet a commitment. Our responsibility as broadcasters is to serve the public. Whether that takes three hours of public affairs programming or thirty minutes depends on the quality of the programming. Deregulation has given us that flexibility.

"Our programming has been cut down somewhat, but public affairs has not been deemphasized; I feel the quality of our public affairs programming is better than ever.

"We run the 'Source Report,' an award-winning program. It runs Saturday mornings just before our locally-produced program, the 'KDKB Examiner,' which is produced by our News Director Pat Powers. It's an interview show with topics of interest to our listeners. These two shows are repeated on Sundays.

"To me, public affairs programming includes not only on-air programs but also includes doing charity promotions on the street weekly."



VAN HALEN RESTRUCTURES — At least for this photo, which shows KTXQ/Dallas MD Drake Hall standing in for missing Van Halen member Edward Van Halen during this photo session. The WB act was in town for a recent concert. Pictured (l-r) are group's Michael Anthony and Alex Van Halen, Hall, and group's David Lee Roth.

Promotion Of The Week



KLOS/ROLLING STONES SUN VISORS: When the Rolling Stones hit Los Angeles, their concert dates were outdoors, so KLOS handed out commemorative sun visors. 50,000 visors were created for \$20,000 and distributed free, along with 100,000 Stones rainbow decals at an approximate cost of \$13,500. Additionally, thousands of KLOS "Pocket Community Switchboard" telephone lists were given away, all from a rented 30-foot motor home which also acted as a lost-and-found and information center for the concertgoers.

KLOS Director of Advertising and Promotion Steve Gaspar, who was in charge of the large-scale promotion, claimed that between the visors, decals and telephone lists, every one of the almost 200,000 Stones concertgoers over the two-day event had the opportunity to take home some souvenir of the show for free, thanks to KLOS.

EVOLUTION

KFMH/Muscatine has transferred ownership to John Flambo from George Volger for \$1.6 million; no format change is anticipated... Two new AOR's to report this week: KEZE/Spokane, switching to Superstars AOR from automated BM. John Sherman programs this 40,000-watt facility. And WSME/Sanford, ME has switched to AOR from automated CHR. Jay Bent is PD and Donna Halper consults... Former KAZY/Denver MD Greg Gillispie got the PD nod at KEZO/

COLOR

STONES STRIKE BACK: More Rolling Stones concert tie-ins: WIZD/West Palm Beach awarded 150 tickets to winners of a "Count the Music" promotion, which asked listeners to count the number of songs played during designated hours to win the seats. WQDR/Raleigh flew 10 listeners to the group's Orlando show along with \$94 each in spending money. WAPI-FM/Birmingham spotted bumper stickers and station T-shirts to make listeners eligible to win tickets to see the group in Atlanta. WFYV/Jacksonville sold 160 bus passes to see the band but tossed in 160 free tickets to see the Stones once they got there. KDUK/Honolulu asked listeners to send in postcards with the sender's name plus the names of five friends. When the station reads the sender's name on the air, his five friends have a designated amount of time to call the station to say they heard the name mentioned, in order to win trips for all six to see the Stones in San Francisco. Runners-up get tickets to see George Thorogood (who has opened for the Stones throughout their tour) in concert in Hawaii. WKLC/St. Albans-Charleston has staffers on the streets searching for listeners displaying the station's logo on signs, bumper stickers, etc. Those spotted became eligible in a random drawing to win expenses-paid trips to see the Stones in Louisville. KYTX/Amarillo's tied in a "pet rock" promotion with a trip to see the Stones in Dallas. The station asked listeners to dress up rocks and bring them to a local club where the "pet rocks" were to be judged for creativity. The winner of the trip to see the Stones dressed up his rock as Mick Jagger. Also sending listeners on prize-winning trips to see the group was KLAQ/El Paso as did other stations.

FEAR OF THE UNKNOWN: WYSP/Philadelphia has pacted with Mercury/Polygram for a promotion surrounding the Martin Briley album. Listeners can register at local record stores to win either a copy of Briley's single, or a grand prize plane flight over the Bermuda triangle to Bermuda for an expenses-paid vacation.

NAME THE CHEF: WHKC/Evansville's first hometown talent album cover features a chef cooking up an LP. The station just held a name-the-chef contest, with the winning name being applied to the station's new chef mascot. The winner (who coined the mascot "Jacques LaRoque") received 103 albums plus a stereo system.

GHOSTLY GIFTS: KILO/Colorado Springs tied in with Jet, A&M, and the popular Halloween holiday to give away some "spooky" albums during that weekend: Ozzy Osbourne's "Diary Of A Madman" and the Police's "Ghost In The Machine."

FREAKY FRIDAYS: Five markets, including WPLJ/New York, WRIF/Detroit, WMMS/Cleveland, and WQXM/Tampa, have tied in with a promotion surrounding the "Fridays" TV show. The show's stars have cut custom ID's and promo's for the contest, which will send winners of a random drawing to see the show's taping in Los Angeles, and which will also put winners in Fridays skits.

JUKE BOX HERO: WCOZ/Boston has tied in with Atlantic and Foreigner in a random drawing of entries to win a Seeburg "Select-O-Matic" jukebox as well as free tickets to see the band's area appearance.

GOLD RUSH: WCKO/Ft. Lauderdale hid five gold bars somewhere in Southern Florida, and aired clues daily as to where they have been placed. Listeners have been combing the coast to win their own gold bars.

Omaha... Ron Phillips has returned to WQDR/Raleigh as PD... Neil Lasher has been upped to Assistant PD at WKLC/St. Albans-Charleston... Geoff Nimmo has exited WCMF/Rochester to become Operations Director for KSTO/Guam... Bill Waterman has joined WGRQ/Buffalo from WEYZ/Erie for middays... Jim Arnold has exited as MD at KREM-FM/Spokane... Noble Broadcast Consultants' Frank Felix has signed WGIR-FM/Manchester as a client station... Mike Isabella has exited WCOZ/Boston for research at WMJQ/Rochester... New to morning drive at WOWD/Tallahassee is Lisa Smith... Tom Wilson has joined Y95/Rockford for overnights from WXRT/Chicago... Tom Mulvahill has joined KCAL/San Bernardino for weekends.

UPDATE

Happy tenth AOR anniversary to KDKB/Phoenix and 14th to WNEW-FM/New York, and happy 34th broadcasting anniversary to WSLQ/Roanoke. All are celebrating this week with various special programs and promotions... KINK/Portland just sent a video of its new TV spot, which shows a juicy tomato in front of a stereo receiver and speakers. While the receiver's on KINK, the tomato ripens from green into red, but when it's turned to "regular, repetitious rock radio," the tomato rots and becomes fly-infested! It's a great spot... KMEL/San Francisco's giving away a 1982 four-wheel drive Subaru in a write-in promotion... Newly-signed A&M rockers Johnny & The Distractions headlined KISW/Seattle's two Halloween dance parties on October 30 and 31... Todd Hobin's band played for 1000 at WAAL/Binghamton's Halloween ball... WFYV/Jacksonville world-premiered Epic's new Molly Hatchet album, "Take No Prisoners"... WYSP/Philadelphia helped raise \$30,000 at a danceathon for special olympics... WDHA/North Jersey gave away 50 turkeys in an imaginary target game on the air... WPGU/Champaign held a 12-hour radiothon for Vietnam veterans called "Rock 'n' Roll Never Forgets." All monies collected will help erect a monument in Washington commemorating the plight of the vets... New AOR KSTO/Guam needs album service. Contact Operations Director Jeff Nimmo at Box 20249, Guam, U.S. 96921.

COMING NEXT WEEK: An interview with WSHE/Miami PD Sonny Fox about programming AOR for Florida's aging population, plus his views on the effects of the new combined Fort Lauderdale-Miami metro, and some talk about the effects of video on radio.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WEZX/Scranton presented Riot for free.

BROADCASTS: Quarterflash on KGON/Portland... Steve Hackett on WPLR/New Haven... Novo Combo on WEBN/Cincinnati.

GUEST DJ'S: Billy Squier on WMMR/Philadelphia... Blackfoot on KILO/Colorado Springs... Foghat on WHKC/Evansville.

CONVERSATIONS: Bruce Baum on KLOS/Los Angeles... Bob Weir, Karla DeVito, Don McLean on WNEW-FM/New York... Molly Hatchet on WFYV/Jacksonville... King Crimson, John Entwistle, Martha & Muffins, Joe Perry on Q107/Toronto... Greg Kihn, Def Leppard on Y95/Rockford... Billy Squier on WPYX/Albany... Steve Hackett on WRKI/Bridgeport... Martin Briley, Quarterflash on WOUR/Utica... Alice Cooper on KXXY/Oklahoma City... Triumph on KSJO/San Jose... Blue Oyster Cult on WHKC/Evansville... Blue Oyster Cult, Whitford-St. Holmes, Foghat on WIOT/Toledo... Gary Myrick on KROQ/Pasadena... Henry Paul on WEZX/Scranton... Rossington-Collins on WKLC/St. Albans-Charleston... Def Leppard on KILO/Colorado Springs... Billy Squier, Foreigner on WYSP/Philadelphia... Atlanta Rhythm Section on WDHA/North Jersey... Triumph on KGON/Portland... Tubes on WQBK/Albany.





“OUR MOST VITAL STATISTICS”

1. Did you know that the Go-Go's album has already sold over a quarter of a million units in two markets?
2. Did you know that the Go-Go's album reached the Top 20 in both *Billboard* and *Record World*?
3. Did you know that the Go-Go's are on over 100 major album stations and 100 Top 40 stations?
4. Did you know that the Go-Go's will be appearing on *Saturday Night Live* on November 14th?
5. Did you know that the Go-Go's had a feature article in *People Magazine* and will be on the cover of *Record World*, November 7th.
6. Did you know that the Rolling Stones requested that the Go-Go's open for them in Rockford, Illinois?
7. Did you know that the Go-Go's will be opening for the upcoming Police tour of America?

Now you know why the Go-Go's have broken America with their 1st album.

GO-GO'S
Beauty and the Beat



SP 70021

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IT'S MILLER TIME!



AOR BREAKERS

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

STEVE MILLER BAND Circle Of Love (Capitol)

"Heart" "Home" Title "Baby." 84% of our reporters on it. Total album reports: 103. A-88, M-8, H-5. Album debuted this week at number 27.

THE STEVE MILLER BAND

Circle of Love

FEATURING THE SMASH SINGLE
Produced by Steve Miller



"HEART LIKE A WHEEL"



Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

November 6, 1981 161 REPORTERS

Album cuts are listed in order of airplay preference.

10/16	10/23	10/30	11/6
1	1	1	1
2	2	2	2
8	7	3	3
3	3	4	4
16	6	5	5
5	4	8	6
6	8	6	7
9	10	10	8
35	23	12	9
7	9	9	10
4	5	7	11
13	14	11	12
14	13	14	13
17	16	13	14
—	28	21	15
21	18	17	16
12	12	15	17
25	21	22	18
10	11	16	19
22	19	20	20
—	—	—	21
15	17	19	22
—	—	—	23
—	—	31	24
11	15	18	25
—	—	—	26
—	—	—	27
36	31	27	28
24	24	23	29
20	25	26	30
23	26	24	31
28	29	30	32
—	—	—	33
—	39	35	34
—	—	—	35
33	32	33	36
18	20	25	37
32	33	34	38
27	30	32	39
—	—	39	40

ROLLING STONESTattoo You (Rolling Stones/Atco) ... "Fire" "Start" "T&A" "Slave"
FOREIGNER4 (Atlantic)..... "Waiting" "Hero" "Night" "Urgent"
GENESISAbacab (Atlantic)..... Title "Reply" "Man" "Dark"
JOURNEYEscape (Columbia)..... "Don't" "Stone" "Who's" Title
POLICEGhost In The Machine (A&M)..... "Every" "Journey" "Omegaman"
STEVIE NICKSBella Donna (Modern/Atco)..... "17" "Leather" "Stop" Title
KINKSGive The People... (Arista)..... "Destroyer" "Dial"
TRIUMPHAllied Forces (RCA)..... "Power" "Fight" "Goodbye"
QUARTERFLASHQuarterflash (Geffen/WB)..... "Heart" "Right"
DAN FOGELBERGThe Innocent Age (Full Moon/Epic)..... "Lost" "Moments" "Cages" "Hard"
BOB SEGER & SILVER BULLETNine Tonight (Capitol)..... "Let" "Tryin'" Title "R&R"
RED RIDERAs Far As Siam (Capitol)..... "Lunatic" "What"
ATLANTA RHYTHM SECTIONQuinella (Columbia)..... "Alien" "Homesick" Title "Higher"
ROSSINGTON-COLLINS BANDThis Is The Way (MCA)..... "Stop" "Straight" "Tashauna"
GREG LAKEGreg Lake (Chrysalis)..... "Attack" "Hurts" "Love" "Black"
JOHN ENTWISTLEToo Late The Hero (Atco)..... "Dirty" "Try Me" Title
PAT BENATARPrecious Time (Chrysalis)..... "Promises" Title "Fire" "Just"
CHILLIWACKWanna Be A Star (Millennium/RCA)..... "Girl" "Rock"
LITTLE RIVER BANDTime Exposure (Capitol)..... "Owls" "Man" "Suicide"
SURVIVORPremonition (Scotti Bros./CBS)..... "Poor" "Summer" "Nights"
J. GEILS BANDFreeze-Frame (EMI America)..... "Centerfold" Title "Flamethrower"
BILLY JOELSongs In The Attic (Columbia)..... "Miami" "Goodbye" "Jack"
LOVERBOYGet Lucky (Columbia)..... "Working" "Over" "Take" "Gangs"
LINDSEY BUCKINGHAMLaw And Order (Asylum)..... "Trouble" "Johnny" "Mary"
HEAVY METALVarious Artists (Full Moon/Asylum)..... Title — "Ride" "Coal" Title "True"
OZZY OSBOURNEDiary Of A Madman (Jet/CBS) — EP..... "Flying" "Mountain"
STEVE MILLER BANDCircle Of Love (Capitol)..... "Heart" "Home" Title "Baby"
ROD STEWARTYoung Turks (WB)..... 45
DONNIE IRISKing Cool (MCA)..... "Manila" "Rock" New Entry
DEF LEPPARDHigh 'N' Dry (Mercury/PolyGram)..... "Let" Title "Heartbreak" →
BILLY SQUIERDon't Say No (Capitol)..... "Dark" "Lover" "Gone"
HALL & OATESPrivate Eyes (RCA)..... Title "Heads" "Mano" "Friday"
RAINBOWJealous Lover (Polydor/PG) — EP..... Title
JOHN HALL BANDAll Of The Above (EMI America)..... "Crazy" "Fooled" "What" "Earth"
QUEENGreatest Hits (Elektra)..... "Under Pressure"
SHOOTING STARHang On For Your Life (Virgin/Epic)..... "Flash" "Hang" "Breakout"
ZZ TOPEl Loco (WB)..... "Tube" "Pearl" "Party"
NILS LOFGRENNight Fades... (Backstreet/MCA)..... Title "Heart" "Pieces" "Sailor"
DIESELWatts In A Tank (Regency/Atco)..... "Sausalito"
GRAND FUNK RAILROADGrand Funk Lives (Full Moon/WB)..... "Gotta" "Y.O.U." "Bee"

An influx of new music could be felt strongly on this week's chart. Meanwhile, the top five chart acts held strongly onto their reports to maintain their airplay positions of last week. NICKS regained ground. TRIUMPH resurged in hits. QUARTERFLASH hit top ten (in four weeks, which is phenomenal for a new band) with strong reports in all rotations. ARS inched up. LAKE grew in mediums and hits. ENTWISTLE inched up in hits. CHILLIWACK gained in upper rotations. SURVIVOR held rock steady. GEILS and LOVERBOY debuted very strongly (watch out for big jumps next week as adds convert). LINDSEY jumped in upper rotations. OZZY's EP debuted with strong reports in all rotations. MILLER's album debuted with a strong showing (expect a jump next week as adds convert). RAINBOW's EP debuted with strong mediums and hits. HALL inched up. QUEEN debuted with 36 album reports and 41 reports of the QUEEN/BOWIE single collaboration. The Significant Action listings came closest to charting this week.

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

	11/6	10/30	10/23	10/16	10/9
1 LOVERBOY	118/106	15/15	1/0	0/0	0/0
Get Lucky (Columbia)	M-9	M-0	M-0		
"Working"	M-3	H-0	H-1		
2 J. GEILS BAND	122/98	38/38	0/0	0/0	0/0
Freeze... (EMI America)	M-18	M-0			
"Centerfold"	M-6	H-0			
3 STEVE MILLER BAND	103/89	0/0	0/0	0/0	0/0
Circle Of Love (Capitol)	M-9				
"Heart Like A Wheel"	M-5				
4 OZZY OSBOURNE — EP	84/59	46/46	0/0	0/0	0/0
Diary Of A... (Jet/CBS)	M-20	M-0			
"Flying High"	M-5	H-0			
5 QUEEN	35/34	0/0	0/0	0/0	0/0
Greatest Hits (Elektra)	M-1				
"Under Pressure"	M-0				
6 AL STEWART	34/31	0/0	0/0	0/0	0/0
Indian Summer (Arista)	M-3				
Title	M-0				
7 BOBBY & THE MIDNITES	29/27	0/0	0/0	0/0	0/0
Bobby & Midnites (Arista)	M-1				
"Heze"	M-1				
8 RAINBOW — EP	41/15	24/11	0/0	0/0	0/0
Jealous Lover (Polydor/PG)	M-18	M-8			
Title	M-4	M-6			
9 LINDSEY BUCKINGHAM	81/74	80/75	8/8	0/0	0/0
Law And Order (Asylum)	M-44	M-4	M-0		
"Trouble"	M-23	H-1	H-0		
10 ELVIS COSTELLO &...	16/14	4/4	0/0	0/0	0/0
Almost Blue (Columbia)	M-1	M-0			
"Money Mush"	M-1	H-0			
11 KNACK	30/13	30/28	11/11	1/1	0/0
Round Trip (Capitol)	M-15	M-3	M-0	M-0	
"Africa"	M-2	H-1	H-0	H-0	
12 GARY MYRICK &...	14/13	5/5	0/0	0/0	0/0
Living In A Movie (Epic)	M-0	M-0			
Title	M-4	H-0			
13 QUARTERFLASH	131/12	124/28	91/40	66/49	26/25
Quarterflash (Geffen/WB)	M-42	M-60	M-38	M-15	M-0
"Harden My Heart"	M-47	H-38	H-11	H-2	H-1
14 DEL SHANNON	12/12	0/0	0/0	0/0	0/0
Drop Down... (Elektra)	M-0				
"Life Without You"	M-0				
15 WHO	37/10	37/16	27/17	14/10	7/7
Mojo (MCA)	M-16	M-12	M-4	M-2	M-0
"Rainy"	M-12	H-9	H-4	H-2	H-0
16 BOB WELCH	23/10	26/24	3/3	0/0	0/0
Bob Welch (RCA)	M-12	M-0	M-0		
"Two To Do"	M-1	H-2	H-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

	11/6	10/30	10/23	10/16	10/9
1 GREG LAKE	108/81	99/74	102/3	8/0	0/0
Greg Lake (Chrysalis)	A-9	A-16	A-97	A-8	
"Nuclear Attack"	M-18	H-9	H-2	H-0	
2 JOHN ENTWISTLE	101/77	109/86	101/82	93/74	94/49
Too Late The Hero (Atco)	A-1	A-2	A-5	A-4	A-35
"Talk Dirty"	M-23	H-21	H-14	H-13	H-10
3 ROSSINGTON-COLLINS...	108/72	111/67	110/71	108/69	107/54
This Is The Way (MCA)	A-0	A-0	A-1	A-6	A-19
"Don't Stop Me Now"	H-36	H-44	H-38	M-33	H-34
4 QUARTERFLASH	131/62	124/60	91/39	66/15	26/0
Quarterflash (Geffen/WB)	A-12	A-28	A-40	A-49	A-26
"Harden My Heart"	M-67	H-38	H-11	H-2	H-1
5 SURVIVOR	82/67	87/62	86/58	82/66	77/66
Premonition (Scotti Bros./CBS)	A-2	A-5	A-8	A-7	A-15
"Poor Man's Son"	M-23	H-20	H-10	H-9	H-6
6 ATLANTA RHYTHM...	107/66	108/55	115/65	116/60	111/63
Quinella (Columbia)	A-1	A-2	A-5	A-9	A-10
"Alien"	H-50	H-62	H-46	H-47	H-38
7 DONNIE IRIS	87/50	74/57	81/63	82/68	87/67
King Cool (MCA)	A-1	A-1	A-3	A-0	A-7
"Sweet Marlene"	M-18	H-16	M-15	H-14	H-13
8 RED RIDER	103/48	106/56	104/56	109/55	108/62
As Far As Siam (Capitol)	A-1	A-0	A-1	A-1	A-1
"Lunatic Fringe"	M-64	H-60	H-47	H-53	H-45
9 KINKS	127/47	137/49	132/56	109/65	108/62
Give The People... (Arista)	A-0	A-1	A-2	A-6	A-0
"Destroyer"	M-80	H-87	H-74	H-75	H-78
10 CHILLIWACK	83/45	84/41	79/44	74/48	73/55
Wanna... (Millennium/RCA)	A-1	A-3	A-6	A-3	A-6
"My Girl"	M-37	H-34	H-30	H-23	H-12
11 LINDSEY BUCKINGHAM	81/44	80/4	8/0	0/0	0/0
Law And Order (Asylum)	A-14	A-76	A-8		
"Trouble"	M-23	H-1	H-0		
12 JOHN HALL BAND	66/40	48/34	48/34	39/28	41/23
All Of... (EMI America)	A-8	A-8	A-10	A-8	A-15
"Crazy"	M-8	H-4	H-4	M-3	H-3
13 TRIUMPH	118/39	118/44	116/49	128/60	124/72
Allied Forces (RCA)	A-2	A-0	A-0	A-1	A-1
"Magic Power"	M-77	H-74	H-67	H-67	H-51
14 NILS LOFGREN	51/38	55/44	63/51	68/57	72/58
Night... (Backstreet/MCA)	A-3	A-3	A-3	A-2	A-8
Title	M-10	H-8	H-8	H-8	H-11
15 GRAND FUNK RAILROAD	46/38	45/35	43/31	43/19	30/2
Grand... (Full Moon/WB)	A-4	A-8	A-8	A-28	A-28
"We Gotta Get"	M-8	H-2	H-4	H-1	H-0

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

	11/6	10/30	10/23	10/16	10/9
1 ROLLING STONES	154/143	157/160	154/147	164/147	161/167
Tattoo... (Rolling Stones/Atco)	A-0	A-0	A-0	A-0	A-0
"Mang Fire"	M-7	M-7	M-7	M-7	M-4
2 FOREIGNER	141/131	148/136	148/136	153/143	166/139
4 (Atlantic)	A-0	A-0	A-0	A-0	A-0
"Waiting For A Girl"	M-10	M-14	M-12	M-10	M-17
3 POLICE	139/125	142/124	136/104	138/27	29/1
Ghost In The... (A&M)	A-2	A-1	A-9	A-100	A-26
"Every Little Thing"	M-12	M-17	M-23	M-11	M-2
4 GENESIS	151/120	153/110	143/86	135/81	132/23
Abacab (Atlantic)	A-2	A-4	A-9	A-13	A-52
Title	M-29	M-39	M-48	M-41	M-17
5 JOURNEY	136/117	139/118	138/118	148/129	147/129
Escape (Columbia)	A-0	A-0	A-0	A-0	A-0
"Don't Stop Believin'"	M-18	M-20	M-20	M-19	M-18
6 STEVIE NICKS	129/96	131/97	146/106	142/107	150/116
Bella Donna (Modern/Atco)	A-0	A-0	A-0	A-0	A-0
"Edge Of 17"	M-33	M-34	M-40	M-36	M-34
7 BOB SEGER & SILVER...	111/87	129/108	135/113	145/122	151/134
Nine Tonight (Capitol)	A-0	A-0	A-0	A-1	A-0
"Tryin' To Live My Life"	M-24	M-20	M-22	M-22	M-17
8 DAN FOGELBERG	121/83	128/94	127/93	135/95	135/92
The Innocent... (FMI/Epic)	A-1	A-0	A-1	A-1	A-1
"Lost In The Sun"	M-37	M-34	M-33	M-39	M-42
9 KINKS	127/80	137/87	132/74	138/75	140/78
Give The People... (Arista)	A-0	A-1	A-2	A-5	A-8
"Destroyer"	M-47	M-49	M-56	M-58	M-42
10 TRIUMPH	118/77	118/74	118/67	128/67	124/51
Allied Forces (RCA)	A-0	A-0	A-0	A-1	A-1
"Magic Power"	M-39	M-44	M-49	M-60	M-72
11 PAT BENATAR	78/60	91/66	101/72	113/77	123/86
Precious Time (Chrysalis)	A-0	A-0	A-0	A-0	A-0
"Promises In The Dark"	M-18	M-26	M-29	M-38	M-37
12 QUARTERFLASH	131/57	124/36	91/11	66/2	26/1
Quarterflash (Geffen/WB)	A-12	A-28	A-40	A-48	A-26
"Harden My Heart"	M-42	M-80	M-38	M-16	M-0
13 RED RIDER	103/54	106/50	104/47	109/53	108/45
As Far As Siam (Capitol)	A-1	A-1	A-1	A-1	A-1
"Lunatic Fringe"	M-48	M-56	M-46	M-66	M-62
14 ATLANTA RHYTHM...	107/60	109/62	116/46	116/47	111/38
Quinella (Columbia)	A-1	A-2	A-5	A-9	A-10
"Alien"	M-66	M-66	M-66	M-80	M-63
15 LITTLE RIVER BAND	79/47	97/64	108/65	118/73	119/74
Time Exposure (Capitol)	A-1	A-1	A-1	A-5	A-3
"Night Owls"	M-31	M-42	M-42	M-38	M-42

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.

- J. GEILS BAND**
Freeze-Frame (EMI America)
"Breakers" This "Breakers" Top 10% of our reports on a Total album reports 118 A-100, 114 A-100, 114 A-100 debuting this week at number 21.
- LOVERBOY**
Get Lucky (Columbia)
"Breakers" This "Breakers" Top 10% of our reports on a Total album reports 118 A-100, 114 A-100, 114 A-100 debuting this week at number 21.
- STEVE MILLER BAND**
Circle Of Love (Capitol)
"Breakers" This "Breakers" Top 10% of our reports on a Total album reports 118 A-100, 114 A-100, 114 A-100 debuting this week at number 21.
- OZZY OSBOURNE**
Diary Of A Madman (J&R/CBS) - EP
"Breakers" This "Breakers" Top 10% of our reports on a Total EP reports 118 A-100, 114 A-100, 114 A-100 debuting this week at number 21.
- LINDSEY BUCKINGHAM**
Law And Order (Asylum)
"Breakers" This "Breakers" Top 10% of our reports on a Total album reports 118 A-100, 114 A-100, 114 A-100 debuting this week at number 21.

Significant Action

- RUSH**..... Closer To The Heart (Mercury/PolyGram)
Total album reports: 67
- BICH SPRINGFIELD**..... Working Class Dog (MCA)
"Everyday" "Acoustic"
Total 37 A-100, 114 A-100, 114 A-100
- ELO**..... Time (J&R/CBS)
"Twilight" "Hold"
Total 37 A-100, 114 A-100, 114 A-100
- WHO**..... Mad Songs (MCA)
"Rise" "John"
Total 37 A-100, 114 A-100, 114 A-100
- DEVO**..... New Traditionalists (WB)
"Doo" "Junkie"
Total 37 A-100, 114 A-100, 114 A-100
- MAYDAY**..... Mayday (A&M)
"Young"
Total 37 A-100, 114 A-100, 114 A-100
- MICHAEL SCHENKER GROUP**..... MSG (Chrysalis)
"On" "Ready"
Total 37 A-100, 114 A-100, 114 A-100
- NOVO COMBO**..... Novo Combo (PolyGram/PolyGram)
"Parade"
Total 37 A-100, 114 A-100, 114 A-100
- RIOT**..... Fire Down Under (Elektra)
"Swords" "Outlaw"
Total 37 A-100, 114 A-100, 114 A-100
- GO-GO'S**..... Beauty & The Beast (MCA/A&M)
"Lips" "Beef"
Total 37 A-100, 114 A-100, 114 A-100

Significant Action listings show records that have received significant activity but which has not garnered sufficient reports to chart on the National Airplay chart. These records are listed in order of airplay. They may be either new or former National Airplay chart acts.

JAZZ ON AOR

- 1 1 **AL JAAREAU**..... Breakin' Away (WB)
"Low" "Clear"
- 1 2 **CRUZADERS**..... Standing Tall (MCA)
"Tall" "Sunshine"
- 3 3 **BYRON YTRA**..... Freedom (MCA)
"Title" "Tall" "Strut"
- 7 4 **BOB JAMES**..... Sign Of The... (Tappan Zee/Cap)
"Enchanted" "Unborn" "The Power"
- 8 8 **TIM WEISBERG**..... Travelin' Light (MCA)
"Why"
- 4 8 **GIL SCOTT-HERON**..... Reflections (A&M)
"Storm"
- 7 **TOM COSTER**..... TC (Fantasy)
"Give"
- 8 8 **PASSPORT**..... Blue Tattoo (Atlantic)
"Daybreak" "Tattoo"
- 8 **TOM SCOTT**..... Apple Juice (Columbia)
"Tide" "Together"
- 10 10 **DAVID GRISMAN**..... Mondo Mondo (WB)
"Will" "Funk"

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay chart. This chart represents activity based on a combination of both medium and hot reports, as well as special late programming. The album's preferred airplay chart is listed; singles are in bold letters. Artists names are in bold letters if they registered significant airplay this week.

REGIONAL AOR ACTIVITY

EAST

Q104 Albany 518-472-5555	98Rock Baltimore 301-889-0088
WAAA Binghamton 607-772-8850	1-95fm Bridgeport 203-579-9955
PIX Albany 518-785-8600	WCCW Hartford 203-233-4420
WZZO Allentown 215-684-0511	WHN Hartford 203-247-1080
WZZO Boston 617-267-9090	97Rock Buffalo 716-685-9700
WZZO Boston 617-262-5800	WBAB Long Island 516-587-1023
WZZO Boston 617-262-5800	WECM Claremont 603-542-7735
WZZO Boston 617-262-5800	97Rock Manchester 603-875-6916
WZZO Boston 617-262-5800	CHOM-FM Montreal 514-336-3425

MOST ADDED

J. GEILS BAND
Freeze-Frame (EMI America) 31/27

STEVE MILLER BAND
Circle Of Love (Capitol) 28/24

LOVERBOY
Get Lucky (Columbia) 25/23

QUEEN
Greatest Hits (Elektra) 14/14

OZZY OSBOURNE
Diary Of A... (J&R/CBS) 20/13

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

MEDIUM

GREG LAKE
Greg Lake (Chrysalis) 25/20

JOHN ENTWISTLE
Too Late The Hero (A&M) 28/18

ROBBY ROBERTSON
This Is The Way (MCA) 27/17

QUARTERFLASH
Quarterflash (Gaffney/WB) 25/14

MARTIN BAILEY
Fear Of The... (Mercury/PQ) 15/14

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

THE HOTTEST

ROLLING STONES
Tattoo... (Rolling Stone/A&M) 33/32

GENESIS
Abacab (Atlantic) 32/30

FOREIGNER
4 (Atlantic) 31/30

POLICE
Ghost In The... (A&M) 30/28

JOURNEY
Escape (Columbia) 27/24

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

1-95fm

WAAA Binghamton
607-772-8850

1-95fm Bridgeport
203-579-9955

WHN Hartford

WHN Hartford
203-247-1080

WAAA Long Island

WAAA Long Island
516-485-6200

97Rock Buffalo

97Rock Buffalo
716-685-9700

WBAB Long Island

WBAB Long Island
516-587-1023

97Rock Manchester

97Rock Manchester
603-875-6916

WECM Claremont

WECM Claremont
603-542-7735

WBAB Long Island

WBAB Long Island
516-587-1023

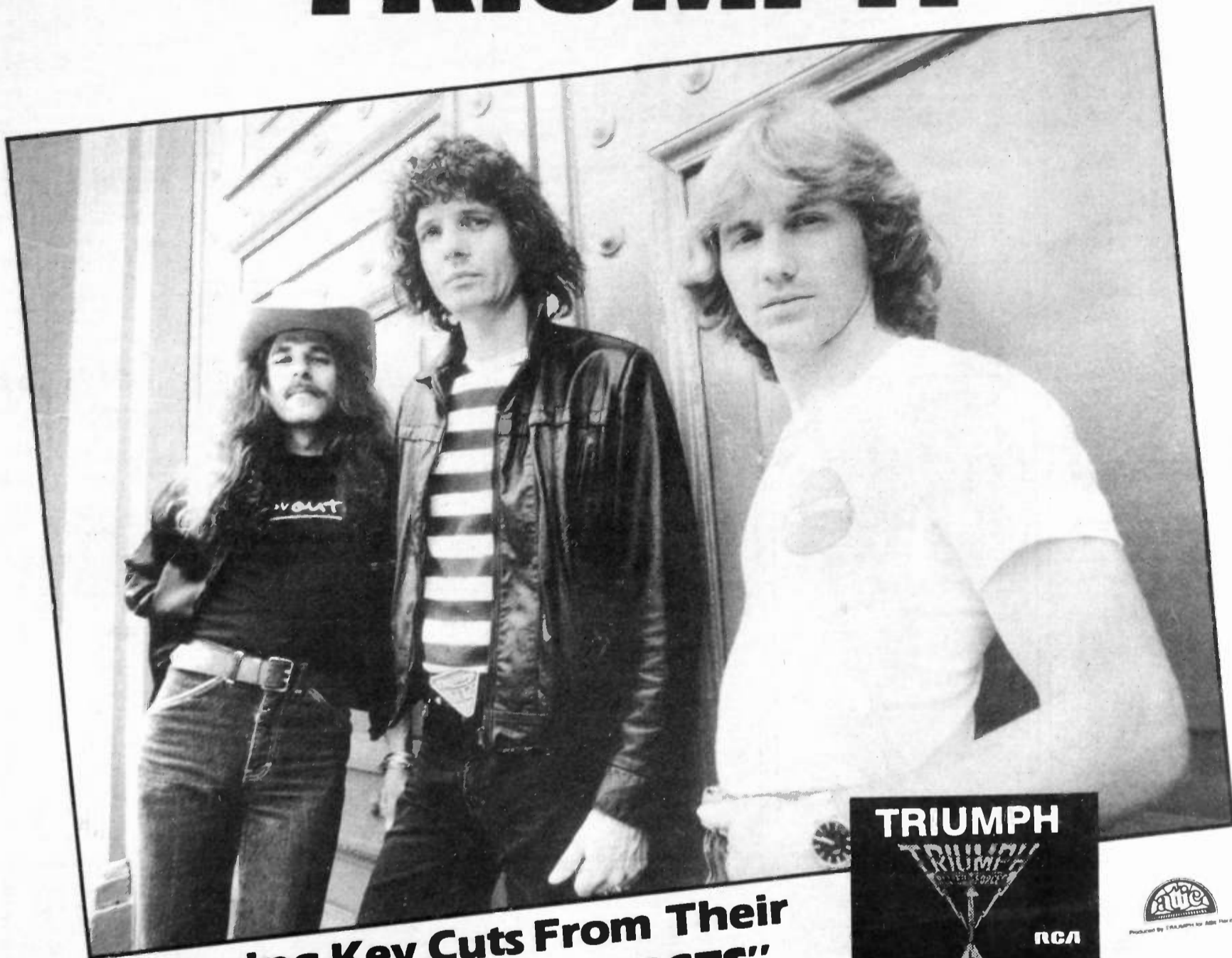
CHOM-FM Montreal

CHOM-FM Montreal
514-336-3425

KING BISCUIT FLOWER HOUR

Presents

TRIUMPH



Featuring Key Cuts From Their
Hit Album "ALLIED FORCES"



AFL1-3902



**SUNDAY, NOVEMBER 8th ON 355
STATIONS ACROSS THE UNITED
STATES AND WORLDWIDE**

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DIR Broadcasting

RCA
Records



RADIO abc
Networks

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95.1 Rockford 815-877-3075

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 ASST. PO: DIOR BASCON

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 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

Next:
 J. GILS BAND (EMI America)
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 STEVE NICKS (Modern/Arc)

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KSHE 95 St. Louis 314-842-1111

PO: RICH WALLS
 ASST. PO: JOHN UELT

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PFR fm 103 Terre Haute 812-238-2557

PO: R. L. CARROLL
 ASST. PO: FRED STUBBINS

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FM 104 Toledo 419-248-3377

PO: LES HANDEL
 ASST. PO: BUCK HEDRICK

Address:
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Next:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

T-95 Wichita 316-722-8123

PO: BOB LARSEN
 ASST. PO: PAT WELLS

Address:
 J. GILS BAND (EMI America)
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 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
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WEST

KEZY-90 Anahim 714-776-3696

PO: DAVID FURMAN
 ASST. PO: LARRY REISMAN

Address:
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 STEVE NICKS (Modern/Arc)

Next:
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 LOVERBOY (Capitol)
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Next:
 J. GILS BAND (EMI America)
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 STEVE NICKS (Modern/Arc)

94ROCK Albuquerque 505-765-5400

PO: BILL STANBACH
 ASST. PO: REXE HEDRICK

Address:
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 LOVERBOY (Capitol)
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Next:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

Next:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

MOST ADDED

LOVERBOY Get Lucky (Columbia) 32/29
STEVE MILLER BAND Circle Of Love (Capitol) 32/27
J. GILS BAND Freeze... (EMI America) 33/22
OZZY OSBOURNE Diary Of A... (Jet/CBS) 22/16
AL STEWART Indian Summer (Arista) 13/11
QUEEN Greatest Hits (Elektra) 12/11

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

MEDIUM

GREG LAKE Greg Lake (Chrysalis) 29/23
JOHN ENTWISTLE Too Late The Hero (A&O) 28/21
QUARTERFLASH Quarterflash (Geffen/WB) 44/19
ROSSINGTON-COLLINS BAND This Is The Way (MCA) 30/19
ATLANTA RHYTHM SECTION Quinella (Columbia) 33/17

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

THE HOTTEST

ROLLING STONES Tattoo... (Rolling Stones/Atco) 47/46
POLICE Ghost In The... (A&M) 44/40
FOREIGNER 4 (Atlantic) 41/37
STEVE NICKS Badu Donna (Modern/Atco) 42/34
GENESIS Absecon (Atlantic) 44/33

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

KRN 97.1 Anchorage 907-277-2655

PO: ED BERRY
 ASST. PO: MICHAEL HANES

Address:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

Next:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

Next:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

98FM Bakersfield 805-832-1410

PO: NATE WARD

Address:
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Chico 916-343-8461

PO: BOB WOODMAN

Address:
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Next:
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 STEVE NICKS (Modern/Arc)

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KAZY 97.7 Denver 303-759-5600

PO: RICH HAYES
 ASST. PO: DON CLIFTON

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Next:
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KOLL 97.1 Gillette 307-682-5101

PO: WARE BEHRE

Address:
 J. GILS BAND (EMI America)
 LOVERBOY (Capitol)
 STEVE NICKS (Modern/Arc)

Next:
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 LOVERBOY (Capitol)
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KRN 97.1 Aspen 303-925-5778

PO: FRANK BARKER
 ASST. PO: TERRY CARL

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Q104 Boise 208-344-8363

PO: DAVID FREEMAN

Address:
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KLLO 99.1 Colorado Springs 303-634-4896

PO: RICH WALLS

Address:
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93.3FM Fort Collins 303-571-1232

PO: TONY MILLER
 ASST. PO: JOHN HAYES

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98 Rock Honolulu 808-524-7100

PO: BILL HALL
 ASST. PO: BOB WELLS

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KBCO 97.1 Boulder 303-444-5800

PO: DENNIS LAMBERT
 ASST. PO: BRUCE HEDRICK

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106 KBPI Denver 303-938-2313

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 ASST. PO: ALYCE TOLBER

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KLOS 95.1 Los Angeles 213-557-7250

PO: RICH HANDEL
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KFMG 97.1 Albuquerque 505-265-8811

PO: JOHN FLORES
 ASST. PO: TONY HANDEL

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 LOVERBOY (Capitol)
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WOL
KRAT 94.7 Los Angeles
 213-464-8638

Hosts: [List of names]

Programs: [List of programs]

link
Portland
 503-778-8000

Hosts: [List of names]

Programs: [List of programs]

KGB-FM 101.5 San Diego
 714-292-1380

Hosts: [List of names]

Programs: [List of programs]

San Rafael
 415-468-1510

Hosts: [List of names]

Programs: [List of programs]

Rock Seattle
 206-824-4306

Hosts: [List of names]

Programs: [List of programs]

Los Angeles
 213-469-1212

Hosts: [List of names]

Programs: [List of programs]

Reno
 702-329-9261

Hosts: [List of names]

Programs: [List of programs]

San Diego
 714-565-6006

Hosts: [List of names]

Programs: [List of programs]

Santa Barbara
 805-963-1976

Hosts: [List of names]

Programs: [List of programs]

Seattle
 206-464-1540

Hosts: [List of names]

Programs: [List of programs]

Missoula
 408-728-5000

Hosts: [List of names]

Programs: [List of programs]

Sacramento
 916-446-4965

Hosts: [List of names]

Programs: [List of programs]

San Diego
 714-236-9872

Hosts: [List of names]

Programs: [List of programs]

Santa Barbara
 805-963-1601

Hosts: [List of names]

Programs: [List of programs]

Seattle
 206-223-3911

Hosts: [List of names]

Programs: [List of programs]

Pasadena
 213-578-0830

Hosts: [List of names]

Programs: [List of programs]

Sacramento
 916-446-7548

Hosts: [List of names]

Programs: [List of programs]

San Jose
 408-246-6811

Hosts: [List of names]

Programs: [List of programs]

Santa Barbara
 805-963-1601

Hosts: [List of names]

Programs: [List of programs]

Spokane
 509-448-2000

Hosts: [List of names]

Programs: [List of programs]

Phoenix
 602-838-3082

Hosts: [List of names]

Programs: [List of programs]

Sacramento
 916-925-3700

Hosts: [List of names]

Programs: [List of programs]

San Jose
 408-288-5400

Hosts: [List of names]

Programs: [List of programs]

Santa Maria
 805-922-2156

Hosts: [List of names]

Programs: [List of programs]

Tucson
 602-624-5588

Hosts: [List of names]

Programs: [List of programs]

Phoenix
 602-838-3082

Hosts: [List of names]

Programs: [List of programs]

Salt Lake City
 801-972-3030

Hosts: [List of names]

Programs: [List of programs]

San Jose
 408-288-5400

Hosts: [List of names]

Programs: [List of programs]

Santa Rosa
 707-544-5873

Hosts: [List of names]

Programs: [List of programs]

Tucson
 602-622-6711

Hosts: [List of names]

Programs: [List of programs]

Portland
 503-655-9181

Hosts: [List of names]

Programs: [List of programs]

San Bernardino
 714-825-5020

Hosts: [List of names]

Programs: [List of programs]

San Luis Obispo
 805-544-5093

Hosts: [List of names]

Programs: [List of programs]

Santa Rosa
 707-544-5873

Hosts: [List of names]

Programs: [List of programs]

Vancouver
 604-684-7221

Hosts: [List of names]

Programs: [List of programs]



**Carolyn
Parks**

Country

THREE BROADCASTERS TALK PROS & CONS

Small Market Radio — Security Vs. Stagnation?

I'd venture to say that a great many of today's successful broadcasters came up through the small market ranks, possibly starting out at a small 250-watt daytimer where they pulled a six-hour airshift which included running their own board and reading their own newscasts, followed by several hours of meter readings, production work, and local sales, before cleaning up and turning out the lights for the night. While some made the gradual climb upward towards fame and fortune, others found their own little niche along the way and settled down in towns many of you would find hard to place.

I talked with three of these latter gentlemen this week in an attempt to discover some of the advantages and disadvantages of running a small-market operation and found myself increasingly impressed with the amount of physical effort and mental creativity it takes to maintain success in their respective markets. From KWMT/Ft. Dodge, IA Operations Director Dale Eichor to KVOC/Casper, WY VP/GM Fred Hildebrand to WJEM/Valdosta, GA VP/GM Vernon Arnold, all are bona fide "jacks of all trades" who wear two or three executive hats each day and still find it a challenge promoting their stations with little or no promotional budget.

My first taste of small-market radio came when I called Dale Eichor and he answered his own phone, explaining that he couldn't afford a receptionist! Using that as my segue, we talked about some of the other problems he faces.

Finding Qualified People

"It's hard to find good, qualified people on the salary that I can pay them. Not that it's that bad really...it's probably comparable to Des Moines or Omaha, but if someone has the choice of going there or to Ft. Dodge, they're generally going to go to Des Moines or Omaha. It's an exasperating job. However, one of the little pleasures of life working in this size market is seeing somebody to whom you might have given their first job go on to a really good job in radio.



Dale Eichor

"Sometimes the advantages and disadvantages seem to work both ways. We don't have an Arbitron and, therefore, we don't have the pressures that I guess you would have in Kansas City. On the other hand, as a programmer I find it rather frustrating because you never really know for sure where you stand. I would almost prefer to have some sort of regular local survey.

"As far as a promotion budget, I have none! That's one thing that's always bugged me because we don't get to do some things I'd like to do. We do a lot of small things like ticket giveaways for public service type events in the community, and we do a limited number of tradeouts during the year with such places as Worlds Of Fun in Kansas City, Adventureland in Des Moines, or with the Ice Capades when they come to town."

Dale and his wife are Iowa natives, although he's worked in other markets, including Peoria, IL (WXCL) and San Antonio (KBUC). However, the lure of the homeland proved too much, and in 1972 he moved back to DJ and do the music for KWMT. Since then he's also acquired the positions of PD and finally Operations Director. Even with this multiplicity of jobs, Dale still feels that "working your way up is the greatest training there is. My first job in radio was through engineering. That's how I got my foot in the door, although what I

really wanted to do was be on the air. I used engineering to get in, but you do everything...sales, copywriting, news, sweep up the place and lock the door when you leave. Being in a small station and actually having to do all the jobs, on-the-job training, is the best way. I'll have people come in from community college stations who don't know what a legal station break is. They don't realize what supports the station, what pays the bills, which is paid advertising."

One thing that this 5000-watt daytimer does know is how to pay the bills. With only three other stations in the market, none of which play country music, competition is at a minimum, which accounts for the station's 18-22 minute per hour commercial load. Obviously, then, selling the station without an ARB has not been a problem. Dale explains.

Selling Without An ARB

"In a small market, the advertisers know who you are and what you're doing, and they really don't pay that much attention to local ratings. Certainly we have plenty of commercials. We have quite a bit of national and regional business that is farm or agri-business oriented. In fact, I would say this probably represents about 60-70% of our business. We have a full-time Farm Director who does nothing but farm programs. I think being in a market small enough so that the people in the community know you personally helps in good will towards the station and probably in generating advertising too. The one statistic in which we excel here that does not show up in an ARB is making money!"

Obtaining good record service is often a problem in non-metropolitan areas. Dale feels it doesn't have to be if you take the time to develop a relationship with record company representatives. "It's something you don't do overnight...you've got to have the dialogue, make the phone calls, and write the letters. We get excellent cooperation both regionally and nationally. I suspect that maybe some of these people who complain about poor record service sometimes don't take the time and make the effort to know the reps and let them get to know your station...what you're doing and who you reach."

Fred Hildebrand entered broadcasting in 1964, starting out as an engineer and announcer at a small daytimer in Douglas, WY, and has been a resident of the state ever since. When he came back to KVOC for the second time eight years ago it was as part-owner and VP/GM for the station. He explains what attracted him.

Controlling Your Own Business

"In a small market you have a lot more control of your own business. 90% or better of your sales are local instead of agency, so you're much more involved directly with clients. You have a close contact with the community. You're well-known and are able to, therefore, participate more in the community. I really can't think of any drawbacks. I've had a lot of contact with larger markets, having been very active in the Country Radio Seminar, past president of the Rocky Mountain Broadcasters, and currently District 14 representative for the NRBA, but I feel very comfortable here."

Casper is on the cusp between being a small and medium market and is rated by Arbitron once per year. Fred notes, however, that the book has never been used for sales purposes! He explains why:

"Being an Arbitron-rated market actually hurts us in local sales because there's too much confusion with the book. Unlike an agency, which is pretty sharp about what goes on with the numbers, most merchants aren't, and the confusion factor ends up in noncredibility.

"It's not a large market, but it's a high dollar

market. It's a very good radio market for two reasons. One is that we have no incoming signals. Cable penetration is very high, but the actual radio listening on cable is not that great. Two is that the operators here over the years have been very good, which has been good for radio as a whole."

As might be expected, KVOC is also prone to the small-market syndrome of announcer turnover, with length of employment averaging two years. Fred notes that "it's frustrating at times, but we are continually in a training position both in sales and programming. People will come here and work for two, three, or four years, hone their skills, and sometimes move on. You can't be in any small or medium-sized market without people going through, but as far as anyone actually using us to get ahead, they probably wouldn't be noticed here. However, we've had several people who have been promoted from here. We just had a salesperson who left to become a station manager, and my former PD is now a general manager."

Advantages Of Diversity

Fred has found from personal experience that there are distinct advantages to being a "jack of all trades" in a small market situation. "One is that you get a chance to learn other areas of the business if you're interested. The other thing, I think, is that you're much happier doing a lot of different things. What I found was that when people get too specialized, they begin to get unhappy. They start finding things to complain about. We used to have two people in the production department alone, but now the announcers are doing all the production and copy and, frankly, they're a lot happier because they get involved in more creativity. There's more of a workload on them, but they seem a lot happier doing that. For myself, I'm not really great at anything, but I'm good at a lot of things!"

Vernon Arnold, who has been at WJEM since 1967, feels that small market radio offers you two choices... "either you try to get to where you can go to a large market and make more dollars or you work on the security end of it." Vernon chose the latter and now owns one-quarter of the station. Not only is he VP of Lowndes County Broadcasting, he's also GM of the station and does a daily two-hour radio program "mostly to keep in touch with the folks."

Vernon explains his philosophy on wearing several different hats. "I think this helps give someone more of an idea of the overall situation. We're a bit different than most stations in that all of our on-air people also do sales. For example, our MD, Gary Williams, also does sales, an air shift, and news. With that in mind, we have an open-door policy where we want the sales/announcer people to know what we're doing. They know how much we gross, how many dollars per month, etc. I think that having announcers who also do sales gives them an opportunity to make more dollars and also gives them more security. Let's say you've got an announcer who's been with you three to five years and he has a sales list. Needless to say, you don't want to change him. That, in itself, is security.

"We're a daytimer and employ about nine people in all. The normal day is pulling a three-hour airshift, then about three hours of news, and the rest of the time is spent in sales and production...you're talking about a good ten-hour day.

When Are You Working And When Are You Not?

"Another thing that's interesting about a small market is public relations. When are you working and

Continued on Page 54



Fred Hildebrand



Vernon Arnold



BREAKERS

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

MICKEY GILLEY

Lonely Nights (Epic)

On 68% of reporting stations. National Summary: Up 8, Same 23, Down 0, Debuts 17, Adds 28. A Most Added record. R&R Chart: Debut 46.

DOTTIE WEST

It's High Time (EMI/Liberty)

On 63% of reporting stations. National Summary: Up 11, Same 24, Down 0, Debuts 15, Adds 20. A Most Added record. R&R Chart: Debut 47.

Most Added:

- KENNY ROGERS
Blaze Of Glory (EMI/Liberty)
- LEON EVERETTE
Midnight Rodeo (RCA)
- JOHN ANDERSON
I Just Came Home To Count... (WB)
- RONNIE McDOWELL
Watchin' Girls Go By (Epic)
- REEVES & CLINE
Have You Ever Been Lonely (RCA)

Hottest:

- OAK RIDGE BOYS
Fancy Free (MCA)
- HANK WILLIAMS JR.
All My Rowdy Friends... (Elektra/Curb)
- BARBARA MANDRELL
Wish You Were Here (MCA)
- ALABAMA
Love In The First Degree (RCA)
- MERLE HAGGARD
My Favorite Memory (Epic)
- KENNY ROGERS
Share Your Love With Me (EMI/Liberty)

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. Indicated one of this week's "most added" new songs.

- REEVES & CLINE "Have You Ever Been Lonely" (RCA) 65/30
National Summary: Up 3, Same 18, Down 0, Debuts 14, Adds 30 including WSEN, WPOR, KOKE-FM, WGTO, WQIK-FM, WSM, WIRK-FM, WUBE-FM, KFGO, KFEQ, KVOO, KLZ, KEED, KLAC, KCKC, KSON-AM-FM. R&R Chart: Debut 50.
- RODNEY CROWELL "Stars On The Water" (WB) 58/3
National Summary: Up 28, Same 14, Down 0, Debuts 13, Adds 3, WFMS-FM, KSON-AM-FM, WSEN, WIRE d-30, WBCS-FM d-27, WXCL 24-18, KFDI-AM 46-33, KWJJ 31-26, KCKC 10-7, WCAW 43-37, KLVI 24-18, WQIK-FM 49-36, WLWI-FM 14-10, WSUN d-30.
- ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 47/3
National Summary: Up 23, Same 13, Down 1, Debuts 7, Adds 3, WOKQ, WPOR, WNRS, KOKE-FM 36-30, WSIX-FM d-20, WQYK-FM 34-30, KWMT 33-29, KFEQ 22-17, KVOO 49-32, KFDI-AM 49-40, KUZZ 23-17, KGA 36-30.
- STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 45/2
National Summary: Up 31, Same 8, Down 0, Debuts 4, Adds 2, WHK, WTHI, KBUF d-28, WKCO-FM 34-29, KFDI-AM 40-35, KWJJ 40-35, KTOM 33-27, KGA 31-26, WBGW-FM 46-39, KHEY 32-27, WESC-AM-FM 34-29, WQIK-FM 46-33.
- KENNY ROGERS "Blaze Of Glory" (EMI/Liberty) 41/39
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 39 including KCKC, KMPS-AM-FM, KGA, KCUB, WSEN, WMZO-FM, KOKE-FM, WMC-AM, KRMD-AM-FM, WSLR, WSAI-AM-FM, KSO, WFMS-FM, KEBC-FM.
- CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 41/5
National Summary: Up 21, Same 10, Down 1, Debuts 4, Adds 5, WNRS, KWMT, WKKN, WKCO-FM, KLZ, WMNI 37-31, KVOO 24-21, KGA 34-29, KHEY 31-26, KNOE 48-42, WSIX-FM d-22, KKYX 40-33.
- KIPPI BRANNON "Slowly" (MCA) 40/2
National Summary: Up 21, Same 12, Down 0, Debuts 5, Adds 2, WMZO-FM, WHK, WYII 46-40, KOKE-FM 32-29, KKYX 30-24, KRMD-AM-FM 14-11, WSAI-AM-FM 37-33, WUBE-FM 18-14, WAXX 26-20, KFDI-AM 37-34, KWJJ 42-38, KMPS-AM-FM 26-22.
- LEON EVERETTE "Midnight Rodeo" (RCA) 37/34
National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 34 including KEED, KMAK, KSOP, KEEN, KGA, WIXY, WNYR, WQIK-FM, WSM, WSUN, WIRK-FM, WMNI, WCXI, KFGO, KFH.
- KIERAN KANE "It's Who You Love" (Elektra) 38/19
National Summary: Up 1, Same 13, Down 0, Debuts 3, Adds 19 including WYDE, KHEY, WESC-AM-FM, KRMD-AM-FM, WQYK-FM, WSAI-AM-FM, WCXI, WAXX, WXCL, KVOO, KRZY, KAL, KSOP, KCKC 32-28.
- JOHN ANDERSON "I Just Came Home To Count..." (WB) 33/32

Radio & Records NATIONAL AIRPLAY/50

November 6, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
5	3	2	1	BARBARA MANDRELL/Wish You Were Here (MCA)
2	1	1	2	OAK RIDGE BOYS/Fancy Free (MCA)
12	9	5	3	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
9	5	4	4	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
18	12	9	5	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
13	10	7	6	JOHN CONLEE/Miss Emily's Picture (MCA)
8	7	6	7	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
20	16	11	8	MERLE HAGGARD/My Favorite Memory (Epic)
18	14	10	9	MEL TILLIS/One-Night Fever (Elektra)
28	21	16	10	JOHNNY LEE/Bat Your Heart On Me (Full Moon/Asylum)
4	4	3	11	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
22	17	14	12	SYLVIA/Heart On The Mend (RCA)
24	19	15	13	ANNE MURRAY/It's All I Can Do (Capitol)
29	25	19	14	GEORGE JONES/Still Doin' Time (Epic)
27	24	17	15	RICKY SKAGGS/You May See Me Walkin' (Epic)
31	27	22	16	LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
35	28	23	17	STEVE WARINER/All Roads Lead To You (RCA)
37	30	24	18	CRYSTAL GAYLE/The Woman In Me (Columbia)
15	15	13	18	TAMMY WYNETTE/Crying In The Rain (Epic)
41	31	26	19	BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
1	2	8	21	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
25	23	20	22	CON HUNLEY/She's Steppin' Out (WB)
43	33	29	23	GENE WATSON/Fourteen Carat Mind (MCA)
32	29	27	24	GEORGE STRAIT/Down And Out (MCA)
38	32	28	25	TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
39	36	31	26	ALABAMA/Love In The First Degree (RCA)
6	6	12	27	GAIL DAVIES/Grandma's Song (WB)
11	8	18	28	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
47	39	34	29	JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
14	13	21	30	FRED KNOBLOCK/Memphis (Scotti Bros./CBS)
-	43	41	31	MOE BANDY/Rodeo Romeo (Columbia)
50	45	37	32	WILLIE NELSON/Mountain Dew (RCA)
-	44	40	33	GARY MORRIS/Headed For A Heartache (WB)
46	35	32	34	DON KING/The Closer You Get (Epic)
49	40	38	35	DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
-	-	39	36	RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
-	-	48	37	JERRY REED/Patches (RCA)
-	49	42	38	STATLER BROTHERS/Years Ago (Mercury/PolyGram)
-	47	43	39	EARL THOMAS CONLEY/Tell Me Why (RCA)
7	11	25	40	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
-	-	44	41	MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
-	-	45	42	CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
-	-	49	43	JUICE NEWTON/The Sweetest Thing I've Ever Known (Capitol)
-	-	47	44	EDDY RAVEN/Who Do You Know In California (Elektra)
-	-	50	45	BILLY "CRASH" CRADDOCK/Now That The Feeling's Gone (Capitol)
-	-	44	46	MICKEY GILLEY/Lonely Nights (Epic)
-	-	47	47	DOTTIE WEST/It's High Time (EMI/Liberty)
19	22	30	48	DOLLY PARTON/The House Of The Rising Sun (RCA)
-	50	46	49	TERRI GIBBS/I Wanna Be Around (MCA)
-	-	44	50	REEVES & CLINE/Have You Ever Been Lonely (RCA)

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.

- National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 32 including KSO, WCXI, KEBC-FM, KRZY, KRDR, KMPS-AM-FM, KGA, WGNA-FM, WBGW-FM, KRRV, KIKK-FM, WSIX-FM, WSM, WIRK-FM.
- JOHNNY DUNCAN "All Night Long" (Columbia) 33/9
National Summary: Up 6, Same 14, Down 1, Debuts 3, Adds 9, KOKE-FM, KNOE, WNRS, WAXX, WKMF, WBCS-FM, WHBF, WPOR, WNYR, KRMD-AM-FM 49-39, KLAC 49-44, KNIX-FM d-37, WBGW-FM 46-41.
- MUNDO EARWOOD "I'll Still Be Loving You" (Excelior) 33/7
National Summary: Up 14, Same 7, Down 0, Debuts 5, Adds 7, WNRS, WAXX, KWMT, WHBF, KICD-FM, KWJJ, WWOD, WSLR 20-17, KVOO 46-40, KUZZ 38-32, KGA 40-34, KOKE-FM 42-36, KKYX 37-31.
- RONNIE McDOWELL "Watchin' Girls Go By" (Epic) 32/31
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 31 including KNIX-FM, KSOP, KEEN, KMPS-AM-FM, WNYR, WGTO, WBAP, WMC-AM, WSM, KRMD-AM-FM, WIRK-FM, WMAQ, WSAI-AM-FM, WFMS-FM, KEBC-FM.

Others Getting Significant Action

- BOBBY BARE "Dropping Out Of Sight" (Columbia) 31/13
National Summary: Up 5, Same 10, Down 0, Debuts 3, Adds 13, KRRV, WESC-AM-FM, WQIK-FM, WLWI-FM, KRMD-AM-FM, WIRK-FM, WTQR-FM, WSLR, WKKN, KUZZ, KTRB, KWJJ, WWCS-FM.
- BRENDA LEE "Only When I Laugh" (MCA) 30/4
National Summary: Up 8, Same 16, Down 0, Debuts 2, Adds 4, KIXZ, KOKE-FM, WLWI-FM, KYXX, WQIK-FM 48-36, WSIX-FM d-26, WIRK-FM 29-19, WNRS 38-32, WIXL-FM 30-20. On: KRSY.
- MEL McDANIEL "Preaching Up A Storm" (Capitol) 29/20
National Summary: Up 0, Same 7, Down 0, Debuts 2, Adds 20 including WSEN, WBGW-FM, KOKE-FM, WQIK-FM, WSM, WSLR, KVOO, KAL, KNIX-FM, KSOP.
- LEE GREENWOOD "It Turns Me Inside Out" (MCA) 29/8
National Summary: Up 14, Same 4, Down 0, Debuts 3, Adds 8, WAXX, WITL-FM, WIL-AM-FM, KGA, WPOR, KOKE-FM, KIKK-FM, WTQR-FM, KRRV 24-18, WLWI-FM 40-32, WQYK-FM 12-9.
- SUE POWELL "(There's No Me) Without You" (RCA) 28/5
National Summary: Up 6, Same 15, Down 0, Debuts 2, Adds 5, KRZY, KOKE-FM, KHEY, WSAI-AM-FM, KSO, KSOP 30-26, WYDE 36-30, WGTO 48-38, KRMD-AM-FM 50-40, WTSO 38-31.
- WILLIE NELSON "Heartaches Of A Fool" (Columbia) 27/23
National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 23 including WBGW-FM, WIXL-FM, KLVI, KNOE, KRMD-AM-FM, WSAI-AM-FM, KEBC-FM, KNIX-FM, KCKC, KEEN.
- WRIGHT BROTHERS "Family Man" (WB) 27/3
National Summary: Up 7, Same 12, Down 0, Debuts 5, Adds 3, WKMF, KICD-FM, WTHI, WIRE 28-24, WKXA 29-26, WYDE 38-31, WLWI-FM d-39. On: WMAQ, WSAI-AM-FM.
- BOBBY GOLDSBORO "The Round-Up Saloon" (Curb/CBS) 26/13
National Summary: Up 2, Same 8, Down 0, Debuts 3, Adds 13, WGTO, WKSJ-FM, WLWI-FM, WSIX-FM, WSAI-AM-FM, WFMS-FM, WKKN, KICD-FM, KVOO, KFDI-AM, KEED, KEEN, KGA.
- GARY STEWART "She's Got A Drinking Problem" (RCA) 26/7
National Summary: Up 6, Same 9, Down 0, Debuts 4, Adds 7, WWOD, WNRS, WAXX, KEBC-FM, KWJJ, WSEN, WYII, WIRK-FM d-39, KSOP 47-40, WIXL-FM 44-31.

- CALAMITY JANE "Send Me Somebody To Love" (Columbia) 23/7
National Summary: Up 5, Same 8, Down 0, Debuts 3, Adds 7, WMNI, KWMT, WHBF, KICD-FM, KEED, KGA, WGTO, WTSO 39-34, WBCS-FM 12-7, WSIX-FM d-24.
- JOHN DENVER "The Cowboy And The Lady" (RCA) 22/17
National Summary: Up 1, Same 2, Down 0, Debuts 2, Adds 17 including KLZ, KMAK, KNIX-FM, KMPS-AM-FM, WNYR, WMZO-FM, WHOO, KKYX, WMAQ, KEBC-FM.
- RAY PRICE "Diamonds In The Stars" (Dimension) 20/18
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 18 including WSLR, WMAQ, KEBC-FM, KVOO, KTOM, KEEN, WCAW, WIXL-FM, WCOS-FM, WLWI-FM.
- MARTY ROBBINS "Teardrops In My Heart" (Columbia) 19/5
National Summary: Up 3, Same 9, Down 0, Debuts 2, Adds 5, WWCS-FM, KRRV, KLRA, KRMD-AM-FM, KEED, WIXL-FM 47-37, KFGO d-40, KCKC 27-17. On: KEEN, KMPS-AM-FM.
- REX ALLEN JR. "Arizona" (WB) 16/7
National Summary: Up 0, Same 5, Down 0, Debuts 3, Adds 7, KLRA, KRMD-AM-FM, KBMR, KSO, KFEQ, KVOO, KNIX-FM, WIXY d-31, WIXL-FM d-45. On: KMPS-AM-FM.
- MICHAEL BALLEW "Your Daddy Don't Live In Heaven" (EMI/Liberty) 13/4
National Summary: Up 4, Same 5, Down 0, Debuts 0, Adds 4, KSO, WKMF, KVOO, KKYX, KBMR 48-42, KWMT 40-37. On: KRDR.
- TOM CARLILE "Catch Me If You Can" (Doorknob) 13/3
National Summary: Up 6, Same 3, Down 0, Debuts 1, Adds 3, KMAK, WYDE, WGTO, KEED 42-34, WQIK-FM d-50, KVOO 41-38, KFDI-AM 44-39.
- PEGGY FORMAN "I Wish You Could Have Turned..." (Dimension) 12/8
National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 6, KIXZ, WESC-AM-FM, KLRA, KWKH, WHBF, KICD-FM. On: KFDI-AM.
- MEL STREET & SANDY POWELL "Slip Away" (Sunbird) 12/3
National Summary: Up 4, Same 2, Down 0, Debuts 3, Adds 3, WKKN, KOKE-FM, WOKK, WIXL-FM 18-10, KRRV 34-30, KHEY 47-42, WLWI-FM d-40. On: KGA.

The Country's In For Some HIGH TIMES. LT-51114

Dottie West has a new single: "It's High Time." A-1436



Country
BREAKERS.

in 2 Weeks. Debut #47
Billboard #44, Cash Box #47, Record World #48
From the new Album "High Times."

Produced by Brent Maher and Randy Goodrum.
Direction: Michael Brokaw/Kragen & Co.



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Country Pictures



AN ELEKTRA-FYING SHINDIG: Elektra Records hosted a gathering of their artists and radio friends at the Stockyards during CMA week in Nashville. Pictured enjoying the festivities are (l-r) WBEU AM/Beaufort, SC PD Mark Robertson, WSAI AM & FM/Cincinnati MD John Marks, E/A artist Sonny Curtis, WQHK AM/Ft. Wayne MD Gina Preston, Nashville Director of Marketing Nick Hunter, and E/A artist Kieran Kane.



GENERATIONS SPANNED BY MUSIC: Two different generations came together recently when veteran songwriter Ernest Tubb visited with WSEN/Baldwinsville, NY's air personality Jack Daniels during a tour stopover.



WWQM HOSTS CONLEY CONFAB: Earl Thomas Conley made a stop by the WWQM/Madison, WI studios while in town for an evening concert. While there he did live interviews with station PD Mark Winston (upper right) and afternoon, Jock Dave Preston (lower right).

Small Market Radio —

Continued from Page 51

when are you not? Let's say you go out to eat with the family and some clients walk by the table. Are you working or not? It can get bothersome sometimes!

"We work very heavily on being a community-oriented station. Deer season started here last week so we had the game warden on with tips on hunting and safety. A union vote is going to be taken in one of the plants here, so we'll have a story on the vote that's coming up and how the factions are split, showing both sides. We have reports from the Boys' Club everyday giving the activity they had the night before and giving those little boys' names. We put as many local names on as we can."

This personalization spills over into the station's advertising policy, as Vernon explains. "Usually the person who does the sales work is there with the advertiser. He comes in and prepares the copy and records it, and can just naturally do a better job for that advertiser. We try to put some feeling into it. The same thing if we're doing a news story. In a market this size you've almost got to live it."

Gauging Effectiveness

Although Valdosta is not in an Arbitron-rated market, the station does have ways of gauging its effectiveness within the community. "The way we get a feel for how many people are listening to us is by the activity when we do advertising for clients. If you run with us and it works, we'll know we're getting somewhere. If it doesn't work, you'd better try something else. It puts the burden on us to deliver."

"For example, we did a live remote last Saturday (we average two or three a week). When we got ready to leave, I went and talked to the manager, and he said it was the best traffic he had had on a Saturday in six to eight months. He thought it was because we were there and, of course, I agreed! But the basic thing is that you've got to produce. If you get results, you go back. If you don't, you've got a problem and you've got to work on it."

"We run 16-18 minutes of commercials per hour and have gone up as high as 20. We're a commercial station and want it to sound that way. If you're a businessman, wouldn't you tune us in? As far as our listeners go, remember the type of demographics we're going after. A person who wants to know the news, the local activity, what's going on. If there's a local sale, they want to know it. It's a different type of attitude. In the 60's and 70's everyone was saying 'We play more music.' We didn't go with that theory. We went with the theory of 'keeping you informed.' If it's going on and you listen to us, you'll know about it."

In a small market, promotions tend to be sales-oriented. Vernon gives some examples: "We have a Rubik's Cube tournament coming up in conjunction with a local department store where we'll give away trophies and prizes to whomever can solve it in the least amount of time. Every Saturday instead of carrying live football, we carry the scores of all of them. To go with this grid report, we have 1000 posters we put out with Coca-Cola as one of the sponsors. If you can guess the score, you get a souvenir Coca-Cola bottle."

Even record service problems are solved by some creative bartering. "I'd say we get fair to good record service, but if there's some record we don't get, we make a deal with a local record store to barter airtime for the records with the idea that he's not going to be selling many if we're not playing it!"

Small market radio is certainly beset with its share of problems, but it also offers several benefits not found in large markets. Some were covered here, although Vernon came up with probably the most universal of all. I'll let him tell it:

"The way I understand it, if you're doing a show in a large market and your ratings slip a little bit, you can just wave goodbye... you're gone. In a small market, you're not faced with that. You just relate to your audience and try to build."



Biff Collie

Inside Nashville

FACTS: Kenny Rogers's \$44 million suit against Capitol/EMI-A/Liberty Records to affect his future with the label? ... Loretta Lynn has the highest female "TVQ" in America (a higher degree of TV audience recognition than any other female) ... Bobby Bare, back from a 35-day European tour, talking about shows he played near Rhein Main

AFB just days after German terrorist bomb-planting, said "German terrorists aren't so bad. (Hell, we've played Gilley's on a Saturday night!)" ... Willie Nelson's "Tough As Leather" will feature eight originals by Willie (he hasn't done that in sometime) and is a concept album along the lines of his classic "Red-Headed Stranger" LP, he says ... First week reports on "Nashville Palace" ratings were not good. It's something new for the world; remember when Country stations used to promote write-in campaigns to support country-oriented network TV? If this show is to survive, it would certainly help for Country radio to get behind the format ... Nick Tosches's book "Hellfire" is a life (up till now) story of Jerry Lee Lewis. A chapter from that book, as well as an excerpt from Hank Jr.'s "Living Proof: An Autobiography," are both included in the latest edition of the Country Music Foundation Press's "Journal Of Country Music"

Larry Gatlin is Chairman of the annual Cystic Fibrosis Bowlathon, the biggest fundraiser for the Tennessee Chapter of the Cystic Fibrosis Foundation ... Happy Birthday Stonewall Jackson, Barbara Fairchild, Donna Fargo, and Roy Rogers (70!) ... Belated congratulations to Shorty Lavendar, named National Association of Talent Directors "Man of the Year - 1981"

... The Crystal Gayle/Eddie Rabbitt concert tour this month involves some intricate conjunctive promotion and marketing techniques to enhance their in-person impact and current album sales thrust on Crystal's "Hollywood, Tennessee" and Rabbitt's "Step By Step" ... It's a "first" for two record companies doing tandem promotion/marketing ... Any challengers to Hank Williams's current album chart occupancy? Jr.'s got seven albums on at the same time!

DJ AIRLINES: "What is a Tom T. Hall?" That was columnist Don Bates's first interview question. "Well," Tom explained, "first let me tell you what I'm not. I'm not champagne, sunglasses, and yachts. I guess that means that I am: Jack Daniels, blue jeans, and pickup trucks." (Tell 'em about your chauffeur, Tom.) ... Seems like all the stars have clothing lines these days, but Emmylou Harris is probably the first to have a coal mine named in her honor! Curtis B. "Bogge" Sloan, a coal mine owner in Elkhorn City, KY, is such an Emmylou fan he named one of his most productive mines after her. Shame it wasn't gold, like her albums ... Country stars

have been crossing over onto the pop charts more and more, but guess who's come over to our side? None other than the other Elvis, rock and roll star Elvis Costello (he ain't Country!). He just released his first country album (produced by Billy Sherrill) containing tunes written by some of country's greatest songwriters, including Hank Williams, Merle Haggard, George Jones, Charlie Rich, and Gram Parsons. You'll remember that Elvis and George Jones teamed up last year for that live HBO concert recorded in Los Angeles ... IT'S A COUNTRY FACT: Terri Gibbs, who is blind, and was educated in public schools, was given a standing ovation at her high school graduation ... Ricky Skaggs headed for superstardom, started at 16 with Ralph Stanley after his partner Carter died. At 31, Ricky is a 15-year veteran in music ... FLASHBACK, 1978: When June Carter scolded her husband Johnny Cash for "peeking" when, on the CMA awards show, Dolly Parton said she'd "busted" something, Cash said: "Where would you look if Dolly said she'd 'busted' something?" ... Barbara Mandrell and Andy Williams to do a duet album? ... DIDJA KNOW? Late Country Music Hall of Famer Red Foley (Debby Boone's grandfather) hosted the first network television Country variety show ("Ozark Jubilee" in the mid-50's), but he also co-starred in a weekly situation comedy series? He played "Uncle Cooter," and Fess ("Davy Crockett") Parker starred in 1963's ABC series "Mr. Smith Goes To Washington" ... Jerry Lee Lewis booked for a solo concert at the Grand Ole Opry House here December 3 ... Jerry Reed already filming scenes for a new movie called "Megaforce" and has a tentative agreement to star in "Roper And Goodie," a comedy filming next spring.

CALLING NAMES: WJRB/Nashville promoted the live audience taping of the Statler Brothers's first TV special ... WSM Inc.'s Tom Griscom and Westinghouse Broadcasting pursuing negotiations to launch a Nashville-based cable television network ... Ray Stevens, Chet Atkins, Jerry Reed, and game show host Art James entertained at a \$500 per ticket fundraiser for their friend Tennessee Governor Lamar Alexander and raised more than \$500,000 ... A Wrayton Jennings-starring series (this time with his face showing)? ... Barbara Mandrell, while the normal TV taping set-change time dragged on, stepped out centerstage and visited with the studio audience for 15 refreshing minutes until taping time, then stepped backwards onto her set and sang her song ... Larry and Gayle Scott told us about the 9000 present for the second annual Johnnie High Country Music Revue - Susie Slaughter Banquet and Awards Show in Ft. Worth. (Larry MC's that weekly hit show, commuting each week from his all-night show/hosting duties at KLAC/Los Angeles.)

... The Crystal Gayle/Eddie Rabbitt concert tour this month involves some intricate conjunctive promotion and marketing techniques to enhance their in-person impact and current album sales thrust on Crystal's "Hollywood, Tennessee" and Rabbitt's "Step By Step" ... It's a "first" for two record companies doing tandem promotion/marketing ... Any challengers to Hank Williams's current album chart occupancy? Jr.'s got seven albums on at the same time!

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—GOLDLINE (ASCAP) MUSIC

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Producer:
RON CHANCEY

Recorded at:
WOODLAND SOUND STUDIOS

Engineer:
LES LADD

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On The Flip Side



"You're warped...but I like you."

Gary Stewart

"She's Got A Drinking Problem"

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BB*65

CB*66

RW*76

Leon Everette

"Midnight Rodeo"

PB 12355

BB*67

CB*65

RW*74

Jim Reeves & Patsy Cline

"Have You Ever Been Lonely"

PB 12346

BB**50

CB*53

RW*51

RCA
Records





Jeff
Green

Adult/Contemporary

5 STATIONS FIGHT FOR DETROIT A/C CROWN

WCZY Drops Schulke 2 — Goes Live

WCZY-FM/Detroit has discontinued using the Schulke II format and is now presenting a full service Adult/Contemporary approach, joining the fight for 25-49 demographics with A/C challengers WJR, WOMC, WNIC and WMJC.

In describing the transition, VP/Operations Dave Shafer said, "The previous format started off very well but had taken a nosedive since the first of the year.

The A/C Breaker/Charting System

You may have noticed that often a new record reaches the A/C National Airplay/30 list before it qualifies as a *Breaker*. Since this seldom occurs on the CHR chart, an explanation is warranted to understand this A/C phenomenon.

Because the majority of A/C stations use other programming elements besides music in their format makeup, it follows that A/C stations by nature carry shorter current music playlists. The average CHR station reports about thirty singles plus extras, while the average A/C playlist measures around 25 records total. Since the A/C Back Page chart contains 30 songs, it can be seen how some records without a majority of national A/C radio support might chart.

Breaker status requires a commitment of approximately 60% of our reporters playing a song at any one time. Points are awarded based on the song's rotation position and the Parallel status of the station playing it. It is important to understand that a song's progress is measured *qualitatively* as well as *quantitatively* once it reaches the chart. Therefore, if a song is in *heavy rotation* at a large number of *major market* stations, it is conceivable that song could reach the Top 30 without penetrating the 60% *Breaker* range. This achievement is based upon the high accumulation of airplay the song is receiving.

Because CHR stations play more music, the competition to reach the chart is stiffer, and it usually *does* take about 60% station support to earn a CHR chart position. Hence the typically simultaneous *Breaker/chart* debut. However, a record with the right amount of key supporting A/C stations has charted with as low as 39% support. Nonetheless, that song will not be classified a *Breaker* until it reaches the 60% zone.

To prevent songs from "drifting" along until they acquire 60% support, it should be noted that a record which has been on the chart *three weeks* without qualifying for *Breaker* status is no longer evaluated for *Breaker* consideration.

From a positioning angle, we definitely see an opening for full service A/C on FM. We feel the timing for this move is right. In fact, some 70% of radios tuned to the Detroit metro area are on FM already."

Shafer, who joined WCZY in July after programming WOMC during his six years there, pointed out that "Cozy" will continue to stress music. "We're playing at least an average of 12 records per hour, along with our services and our personalities. More attention will be paid to the people's tastes, requests, and other needs. In short, I'm playing a cross-section of music for *variety's* sake, without trying to be all things to all people."

Dave has already built up the station's news commitment. "There's hourly news now," he continued. "We're combining our own stories with the Gannett, AP, UPI and other news services. We've also added a weather service. In addition, we're covering sports. I know research shows that sports don't mean very much, but I also know that if you're going to win men in the morning, you need it. You need to have someone they respect. We won't be doing any play-by-play, however."

Explaining his outside promotion efforts, Dave commented, "We're going to stress our newspaper advertising until the first of the year, when we'll include TV, billboards — you name it, we'll try it."

The current lineup is made up from all Detroit area staffers: 6-9 Bob Charlton (from WOMC), 9-noon Tom

Dean (WOMC), noon-3 Dave Prince (WXYZ), 3-7 Marc Avery (WOMC), 7-midnight Paul Brian (WCZY) and Mark Owens overnights (Ann Arbor).

Summarizing his strategy, Dave said, "Our main goal for this year is to be the best we can be. What we're shooting for is to become one of the top five stations in the market. (Currently, WCZY ranks 12th 12+.) We can't ask for anything more than that to begin with.

"We see ourselves as being different because of our personalities," Dave concluded. "Everyone else seems to be locked into using one-liners, liner cards, 'Much More Music'-type slogans, and five or six consecutive records. We're playing a lot of music also, but we're emphasizing the personality aspects — the *people touch*. It's not what we're playing, but rather what the audience is *hearing* that counts. That's what we're paying attention to."

To get an idea just how tight the 25-49 ratings derby is, here are each of the A/C stations' spring '81 ratings:

25-49 Arbitron

Mon-Sun, 6am-midnight

WJR	6.7
WOMC	6.5
WNIC	5.8
WMJC	5.7
WCZY	4.2

Progress

Programming

John W. Marquis has been appointed Operations Manager at KGGF/Coffeyville, KS... John Frawley is the new Program Director at WKBR/Manchester, NH. He was formerly PD at WCFR/Springfield, VT... Craig McCullough, former Operations Manager at WSTV/Steubenville, OH, has been named Program Director at WKWK/Wheeling, WV... Steve Armstrong has taken the Program Director's post at WITY/Danville, IL, moving east from his Production/middays slot at KTAC/Tacoma, WA... Dave Kay has been promoted to Music Director from the 7pm-midnight shift at WWSA/Savannah. The afternoon and evening air positions are still available... KVSF/Santa Fe, NM has appointed Jay Jaramillo to the Music Director's duties, and he is requesting service. (505) 982-4455.

News

Ellen Beth Levitt and Erik Smallwood have joined the news staff at WCBM/Baltimore... Tom Larson is the new Sports Director at WHDH/Boston. He continues his sports work at TV-38/Boston... Randy Rowland has been appointed sports reporter at KING/Seattle. He had

been a weekend personality since last year... Jane Singleton has been named News Assignment Manager for WMAL/Washington, D.C. She joined the station as a general assignment reporter in 1977... Kevin Roberts has joined the news department of WBAL/Baltimore as an announcer. He formerly was News/Program Director at WAMD/Aberdeen, MD... Ilene Cashman is the new News Director at KWAV/Monterey, CA... Alveta Williams, formerly of WWDE-X-15/Norfolk and Regina Willey, most recently of WNOR/Norfolk, have both moved across town to join the news staff at WTAR... Jim Colony has left his Sports Director post at WCFR/Springfield, VT to manage the sports department at WKBR/Manchester...

Baby Talk

Kimo and Ellen Akane (KKUA/Honolulu) gave birth to their second girl, named Suzette Kananiomahina... Keith and Kathy Moore (WISN/Milwaukee) have a new baby boy Aaron... Courtney Pauline was born to Jay and Debbie Meyers (WCTC/New Brunswick, NJ)... John & Susan Phillips (55KRC/Cincinnati) announce their new daughter Elizabeth. Congratulations to all!



WALKING ON WATER? — Tubbing on water is more appropriate as KNBR/San Francisco personality Ron Lyons rests in his tub on board his official entry in the 8th Annual KNBR Bath Tub Regatta. More than 175 tubs competed for honors in the nautical insanity which drew more than 30,000 spectators and raised more than \$9000 for Children's Hospital Medical Center of Northern California.



CLOTHES ENCOUNTERS — KMAC/San Antonio Music Director Guy Devis received a strip-a-gram for his birthday while on the air. We understand Guy was too excited to do a play-by-play of the action, as shown here by his reaction.

IT'S A LONG WAY FROM 'BENNY WHO' TO THE BACK PAGE

In The R&R World, It's Survival Of The Fittest And Only Winners Endure And Radio Is Proving That

BENNY HESTER'S "NOBODY KNOWS ME LIKE YOU"

Is A Winner!

He may only be a skinny kid from Vegas on an obscure label, but he gets audience response and new adds.

And that's a testimony to radio.

THIS WEEK'S ADDS:

**KULF
WWYZ**

**KCSW
WHLY**

**WPTF
WKBN**

**KBOI
WKZE
WCHV**

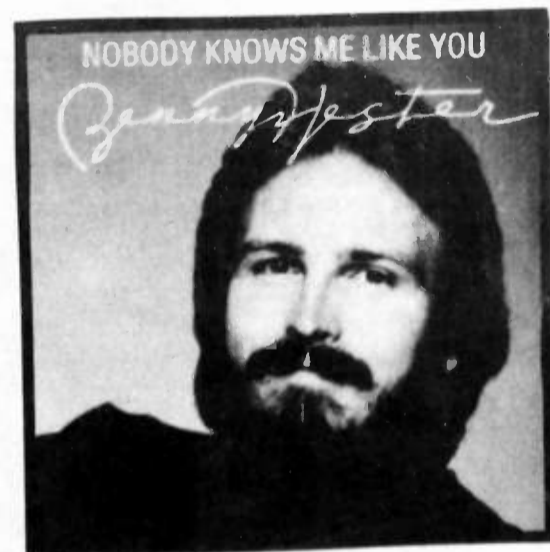
PLUS ACTION AT THESE STATIONS:

**WJMD
WLTA
WSB
WRRM
KMBZ
KEX
WELI**

**WGAC
WDEF
WMAZ
WHBY
WHIO
WQUA
KKRD**

**KOB
KAFY
KSL
KCEE
WLVA
WORG
WWSA**

**WJBC
KFOR
WJON
KFOD
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KOLO
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Hal Martin
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BEACH BOYS
EDDIE RABBITT
RONNIE MILSAP
Hotteat:
COMMODORES
HARRY MANILOW
FOUR TOPS
DIANA ROSS

WROR/Boston
Mike Addams
none
Hotteat:
FOUR TOPS
AL JARREAU
AIR SUPPLY
KENNY ROGERS
CHRIS CROSS

WBEN/Buffalo
Roger Christian
ROYAL PHILHARMONI
HALL & OATES
KENNY ROGERS
Hotteat:
CHRIS CROSS
FOREIGNER
BARRY MANILOW
DIANA ROSS
QUINCY JONES

GRSS/Buffalo
Jerry Rao
LINDSEY BUCKINGHA
JUICE NEWTON
Hotteat:
DAN FOGELBERG
HALL & OATES
QUINCY JONES
BARRY MANILOW
MIKE POST

WTFM/New York
Frank Kelly
NEIL DIAMOND
BEE GEES
Hotteat:
FOREIGNER
BILLY JOEL
FOUR TOPS
DAN FOGELBERG
MIKE POST

WIP/Philadelphia
Bob Russo
none
Hotteat:
QUINCY JONES
BARRY MANILOW
GEORGE BENSON
ONJ
DOMINGO & DENVER

WTAE/Pittsburgh
Don Berns
BARBARA STREISAND
BOBBY VINTON
BEE GEES
Hotteat:
MICHAEL STANLEY B
MIKE POST
FOREIGNER
AIR SUPPLY
QUINCY JONES

WWBW (3WS)/Pittsburgh
Herb Crowe
NEIL DIAMOND
DON MCLEAN
ANNE MURRAY
Hotteat:
CHRIS CROSS
BARRY MANILOW
COMMODORES
SHEENA EASTON
FOREIGNER

KDKA/Pittsburgh
Jim Harrington
none
Hotteat:
BOB SEGER
KENNY ROGERS
FOUR TOPS
BILLY JOEL
ONJ

WPRO/Providence
Gary Berkowitz
C. CHRISTIAN
JUICE NEWTON
NEIL DIAMOND
Hotteat:
QUINCY JONES
AIR SUPPLY
BARRY MANILOW
KENNY ROGERS
MIKE POST

W.MD/Washington, D.C.
Gary Selesan
PAUL FAVIS
SNEAKER
JUICE NEWTON
ROYAL PHILHARMONI
LINDSEY BUCKINGHA
MOODY BLUES
Hotteat:
MIKE POST
DIANA ROSS
KENNY ROGERS
FOREIGNER
AIR SUPPLY

WASH/Washington, D.C.
Bob Duckinan
ARLAN DAY
ONJ
Hotteat:
DAN FOGELBERG
COMMODORES
FOREIGNER
HALL & OATES
DON MCLEAN

KEX/Portland
John Stonis
BALANCE
EDDIE RABBITT
BARBARA STREISAND
RUPERT HOLMES
Hotteat:
AIR SUPPLY
COMMODORES
STEVIE WOODS
FOREIGNER
BURTON CUMMINGS

WNAB/Bridgeport
Russ Garnett
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

Parallel Two
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

WEST Parallel One

WHE/Erie
Ted Abbott
PAUL DAVIS
NEIL DIAMOND
STEVIE MILLER BAND
OAK RIDGE BOYS
PABLO CRUISE
Hotteat:
FOREIGNER
MIKE POST
DAN FOGELBERG
QUINCY JONES
DIANA ROSS

WFRB/Harrisburg
Bob Pate
BARBARA STREISAND
KENNY ROGERS
Hotteat:
DAN FOGELBERG
AIR SUPPLY
BARRY MANILOW
DIANA ROSS
NEIL DIAMOND

WTC/Hartford
Ginny Jackson
BARBARA STREISAND
Hotteat:
DAN FOGELBERG
BARRY MANILOW
AL JARREAU
MARTY BALIN
DIANA ROSS

WVYZ/Hartford
Popovich/Colligan
ROMNIE MILSAP
BARBARA STREISAND
SNEAKER
RUPERT HOLMES
BENNY HESTER
Hotteat:
DAN FOGELBERG
BILLY JOEL
QUINCY JONES
BARRY MANILOW
ARS

WCTC/New Brunswick, NJ
Jay Meyers
CRYSTAL GAYLE
JUICE NEWTON
GEORGE BENSON
Hotteat:
DAN FOGELBERG
FOUR TOPS
AIR SUPPLY
NEIL DIAMOND

WELL/New Haven
War Pinto
BARBARA STREISAND
RONNIE MILSAP
PAUL DAVIS
Hotteat:
ROYAL PHILHARMONI
COMMODORES
BARRY MANILOW
AIR SUPPLY
STEVIE WOODS

WHAM/Rochester, NY
Dave Laird
NEIL DIAMOND
JUICE NEWTON
Hotteat:
AIR SUPPLY
QUINCY JONES
BARRY MANILOW
COMMODORES
MIKE POST

WQY/Connecticut
Walter Fritz
BONNIE MILSAP
Hotteat:
MIKE POST
JUICE NEWTON
BARRY MANILOW
COMMODORES
NEIL DIAMOND

Parallel Two
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

KNOW/Denver
Leigh Starnes
DIANA ROSS
BARRY MANILOW
PURTON CUMMINGS
Hotteat:
RONNIE MILSAP
RCSR/RICHIE
JOURNEY
LULU
MIKE POST

KPPL/Denver
Rick Brady
STEVIE WOODS
Hotteat:
DAN FOGELBERG
AIR SUPPLY
MIKE POST
COMMODORES
FOREIGNER

KOY/Phoenix
Don Armstrong
VANGELIS
JUICE NEWTON
DON MCLEAN
FOREIGNER
BARBARA STREISAND
Hotteat:
OAK RIDGE BOYS
ANNY MURRAY
CHARLEY PRIDE
BARBARA HANDELL
C. CHRISTIAN

KEX/Portland
John Stonis
BALANCE
EDDIE RABBITT
BARBARA STREISAND
RUPERT HOLMES
Hotteat:
AIR SUPPLY
COMMODORES
STEVIE WOODS
FOREIGNER
BURTON CUMMINGS

Parallel Three
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

Parallel Three
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

MIDWEST Parallel One

WYRN/Springfield, MA
Mary Ferraro
DON MCLEAN
LULU
RONNIE MILSAP
GEORGE BENSON
Hotteat:
NARRY MANILOW
FOUR TOPS
MIKE POST
AIR SUPPLY
DAN FOGELBERG

WJON/Chicago
Jack Kelly
BARBARA STREISAND
NEIL DIAMOND
Hotteat:
SHEENA EASTON
FOREIGNER
MIKE POST
AL JARREAU
HALL & OATES

WJON/Chicago
Jack Kelly
BARBARA STREISAND
NEIL DIAMOND
Hotteat:
SHEENA EASTON
FOREIGNER
MIKE POST
AL JARREAU
HALL & OATES

55KRC/Cincinnati
Michael/Phlips
NEIL DIAMOND
STEVIE WOODS
Hotteat:
DAN FOGELBERG
BARRY MANILOW
MIKE POST
FOUR TOPS
AIR SUPPLY

WRRM/Cincinnati
Walker/Zerhusen
ROMNIE MILSAP
BARBARA STREISAND
PAUL DAVIS
Hotteat:
MARTY BALIN
STEVIE WOODS
COMMODORES
C. CHRISTIAN
MANHATTAN TRANSFE

WQAC/Cleveland
Chuck Collier
LUTHER VANDROSS
JUICE NEWTON
NICKS & HENLEY
LINDSEY BUCKINGHA
C. CHRISTIAN
Hotteat:
MIKE POST
CHRIS CROSS
HALL & OATES
FOUR TOPS
FOREIGNER
SHEENA EASTON

WVVE/Cleveland
Kim Scott
GEORGE BENSON
JOY SCARBURY
RONNIE MILSAP
PAUL DAVIS
Hotteat:
DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY MANILOW
COMMODORES

WOMC/Detroit
Bill Garcia
GEORGE BENSON
BARBARA STREISAND
ROYAL PHILHARMONI
Hotteat:
DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY MANILOW
FOREIGNER

WHEU/Wheeling, WV
Amos/Fox
NEIL DIAMOND
NICKS & HENLEY
RONNIE MILSAP
PAUL DAVIS
Hotteat:
none

KYXY/San Diego
Richards/Paul
DIANA ROSS
BARBARA STREISAND
ALABAMA
Hotteat:
CARPENTERS
MIKE POST
AIR SUPPLY
BARRY MANILOW
ROYAL PHILHARMONI

KFMB/San Diego
Larson/Anthony
PAUL DAVIS
BARBARA STREISAND
RONNIE MILSAP
SNEAKER
Hotteat:
MIKE POST
ANNE MURRAY
COMMODORES
BARRY MANILOW

KNER/San Francisco
Larry Finkel
RONNIE MILSAP
NEIL DIAMOND
GEORGE BENSON
NICKS & HENLEY
DON MCLEAN
Hotteat:
MIKE POST
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BARRY MANILOW

KING/Seattle
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Hotteat:
DIANA ROSS
CHRIS CROSS
MOODY BLUES
MIKE POST
FOREIGNER
DIANA ROSS

KAFY/Bakersfield
Joseph King
BARBARA STREISAND
EDDIE RABBITT
KIM CARNES
SNEAKER
DIANA ROSS
PIERCE
BEACH BOYS
HALL & OATES
PRETENDERS
ALAN PARSONS
Hotteat:
ONJ
AL JARREAU
FOREIGNER
ROD STEWART
HALL & OATES

Parallel Two
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

Parallel Three
NEIL DIAMOND
RUPERT HOLMES
DOMINGO & DENVER
PAUL DAVIS
Hotteat:
FOUR TOPS
DON MCLEAN
AIR SUPPLY
OAK RIDGE BOYS

SOUTH Parallel One

WYRN/Chicago
John Wetherbee
NICKS & HENLEY
GEORGE BENSON
Hotteat:
HALL & OATES
DAN FOGELBERG
QUINCY JONES
FOREIGNER
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WJON/Chicago
Jack Kelly
BARBARA STREISAND
NEIL DIAMOND
Hotteat:
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FOREIGNER
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55KRC/Cincinnati
Michael/Phlips
NEIL DIAMOND
STEVIE WOODS
Hotteat:
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WRRM/Cincinnati
Walker/Zerhusen
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MANHATTAN TRANSFE

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WVVE/Cleveland
Kim Scott
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Artistry With Momentum

CRYSTAL GAYLE

"The Woman In Me"



WLTA	WNAB	WOKV	KLTE	WLVA
WSB	WRIE	WVLK	WQUA	WORG
KULF	WCTC	KAAY	KKRD	WWSA
97AIA	WELI	WMAZ	WKBN	WJBC
WRRM	WHAM	WRVR	KOB	WDAY
WWWE	WHYN	WTAR	KBOI	KFOR
KMBZ	WSBA	WHLY	KYNO	WSGW
WCCO	WGAC	WPTF	KSL	WJON
KOY	KOLE	WSJS	KREM	KFQD
KEX	WERC	WHBY	WKZE	KBOZ
KYXY	WDEF	WHBC	WGIR	KMED
KING	WIS	WHIO	WNEU	KOLO
KPLZ	WSLI	KRNT	WLEQ	KRKK
		WIBA		

From the Columbia Album "Hollywood/Tennessee"
 Arranged by Charles Cochran (FC37438)
 Produced by Allen Reynolds

PLACIDO DOMINGO

With
 JOHN DENVER

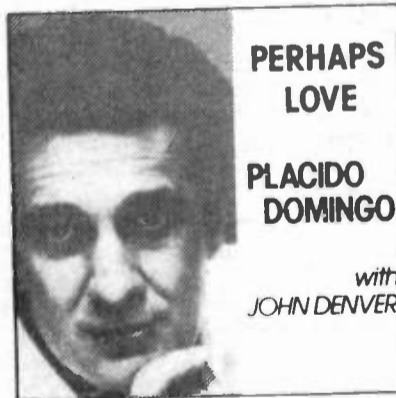
"Perhaps Love"

GUARANTEED PHONES

A MOST REQUESTED RECORD
 WHEREVER PLAYED

GUARANTEED SALES

OUT OF THE BOX SELL-OUT
 AT MANY MAJOR ACCOUNTS



KIQQ	WQUA
WHBQ	WJBC
WIP	WDAY
WASH	WSGW
WLTA	KOLO
97AIA	WMGK
WOMC	WSFM
WCCO	WMGK
KPLZ	WBEN
CKLW	WMAL
WNAB	WFTL
WELI	WJR
WSBA	WTMJ
WRVR	WGN
WHBC	KSFO
WHIO	KSL
WFMK	KOMO
	KEZX
	WJW
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John Denver Courtesy of RCA Records



The Class Acts Are On Columbia Records



ATTRACTING YOUNGER DEMOS

KSDO: A Contemporary Approach To News/Talk

The News/Talk format and its musical counterparts share more than meets the ear — especially when it comes to the hotly debated issue of demographics. In this era of look young, be young, and stay young (or a reasonable facsimile thereof), it's difficult to ignore this ongoing search for the fountain of youth. Which raises the obvious questions: Should News and News/Talk stations dismiss the hoopla and keep their traditional, yet successful, hold on the older demos? Or can these stations aim for a reasonably younger audience without alienating their bread and butter listeners?

One station working on its own solution to the latter question is KSDO Newsradio in San Diego. I recently spoke with John Mainelli, the News and Program Director. During his 1 1/4-year hitch at KSDO, he hasn't kept his attempts to "sound more bright, contemporary and human" a secret. And he couldn't if he tried. The station moved up a share to a 6.4 in the summer Arbitron. John shares his insights below.

R&R: Many News and News/Talk stations average 50% or more of their listenership in the 55+ demo alone. How do you account for achieving a more even balance across the board?

JM: We are heavy with sounders that are very upbeat and contemporary. For instance, when we did a series on taxes we used the Beatles' song "Taxman." We never expect a rock fan to make us their only station. We just want to make it compatible so that if they tune in for a news update, they won't feel like they're in a strange land. Another thing we did was institute a host/newsman format with the host in essence being a disc jockey of news. He doesn't do news; he just does one liners, introduces the segments, makes observations. Then the newsman comes in and does a no-nonsense approach to the news. It's human, yet authoritative; a very fast pace and a high story count. We're heavy with all the serious news you need, but we throw in contemporary stories as well: rock news, TV ratings, etc.



John Mainelli

R&R: How would you describe the San Diego market?

JM: I always thought it was full of Republicans, sailors, golf courses and old people. In one ratings report it was noted that there's more men than women, which is unique. You have an incredibly large group from say 18-34, then you take a hiatus and you build up again with older people. The town is full of rock stations and in the past year they have begun to get serious about news. One music station directly attacked us, thinking we were too flaky and light. They thought if they got serious, everybody who wanted news would go over to them. Fortunately, it hasn't happened. We don't ever expect people to stop listening to those stations, but we want to get them in the habit of tuning to us for news and going back to the others for their music.

R&R: Describe your approach in regards to your talk and sports programming.

JM: We have a live audience talk show in the morning hosted by Laurence Gross. It's done from a restaurant and averages 50-100 people. We've done sing-alongs with Mitch Miller, interviewed visiting celebrities, had local rock station PD's come on and discuss how they program music. We've had Bill Ballance as a guest. We talk seriously about rape, incest and drug abuse. It runs the gamut.

In the afternoon we have a gentleman named Dave Dawson. When he started, he got the typical older calls you get on a talk show, but we don't screen for him and automatically the callers have become younger and younger. He's brightly-paced, contemporary, very feisty, very controversial. If you listen for one hour you'd think we hired the world's greatest redneck. But as you listen it unravels. He allows people to discuss absolutely anything from the clampdown on security at the recent Rolling Stones concert to the President and social security. Dave has a knack of drawing gems out of those you might think would be the most boring people in

the world.

We have a nice mix of sports and, depending on what sport it is and how the teams are doing, that gives us a whole higher cume and new exposure from soccer fans who tend to be very young and Chargers football which attracts most everybody. But we don't want to limit it to just the sports fans. Our guys will write creatively, do quips and do personalities in sports, yet they'll get out all the scores and sports news you need. So if you don't like sports, at least you can enjoy Billy Martin's latest hassle. The same with weather and business reports — you're not turned off, but you're still interested.

R&R: So what you're saying is you try to cater to everyone?

JM: Well, we don't forget the bread and butter which is the news-hungry audience. A year ago when we started to lighten up, we did it slowly and cautiously, never getting too off-the-wall or too informal. KNX/Los Angeles booms in here as powerful as any local station. Whenever we do something people don't like, they threaten to listen to KNX. Lest they do that or some other local station comes along to challenge us, we've kept the basic authority and credibility.

R&R: When you first came aboard, was there a decision to actively pursue younger demos?

JM: We had all the older folks and the mainstream males 25+ sewed up. We knew we'd never be a teenybopper station. We don't even think about the 18-24's. But we could have been heavier in 25-34 than we were. Secondly, we thought if we are going to break out of that rut, we've got to get a lot of women listening. So it was a conscious decision to make it more contemporary, while at the same time not letting older people feel we were doing flaky things. Basically, we went after the women and in the process it became more compatible with a younger group. It worked both ways.

R&R: How closely do you work with your sales staff?

JM: We work very closely. A lot of times they bring in clients with hard sell pitches: "You'll probably die tonight if you don't get this burglar alarm." Since we are trying to be warm and bright we won't allow that. Our people make the circuit like rock DJ's do. They are forever making appearances, doing groundbreakings, ribbon-cuttings. They go out on the sales calls and I encourage that. When we made the changes some of the clients said, "Wait a minute, we're buying the News station. What is this happiness, these crazy people?" So at first I went out a couple of times a week to help sales sell the station. And we didn't lose any accounts. I'm enough of a realist to know that this is an expensive format and unless you have top dollar coming in there's not a whole lot you can do. It's to our advantage to work with sales so sales can get a little extra dollar here and there. I still go out once a week on the average.

R&R: Do you think you've compromised the "dignified" stature generally associated with News/Talk stations with this contemporary, brighter sound?

JM: No, I got accused of that. Some people who have gone after my job have written to our corporate offices and specified that. As much as we have a good time when everything's copacetic, you've never seen a station that gets more involved with pouncing on the big brush fire or the attempted assassination. We throw out the talk, the commercials, the fun and games, and sink our teeth into it. Likewise, the point of the host/newsman situation is that when nothing is happening we can at least wake you up and give you a smile in the morning. If something's happening, humor goes out the door. It's a balance we constantly have to watch. To my mind, frankly a lot of News/Talk stations are a little stuffy. You can be very stuffy and supposedly credible. But if nobody is listening, what good does it do?

R&R: What advice would you give other News and News/Talk stations who want to attract more reasonably younger demos?

JM: First, know your city. I'm forever asking sales what they hear on the streets. Because the type of

News/Talk



Gail Mitchell

people they talk to are our bread and butter; they're businessmen and women, executive types, movers and shakers. If they like what we're doing, there's a good chance others will too, or at least not be turned off by it. Listen to the older people. As much as we'll automatically have them, they are very finicky. So long as we've got them, we feel it's kind of like they are blessing what we are doing. Whatever you do to change, do it slowly and subtly; don't force it. Listen to the responses you get after you start. If you get several letters or phone calls against something, there's a good chance it's not working. It's a gut feel — is it still class, still authoritative or is it getting silly and puffy? If you're challenged, can you survive only because you're the only game in town or will you die in a minute because people will have an alternative? Know when to be light and when not to be. Get personalities who can relate to the people so it's not a closed club. Be ready to do battle with your manager and sales, and if you have a corporation that owns you, be ready for corporate heat. We've tried some things that just didn't work. We acknowledged that. But you've got to be ready to go two or three books without some kind of proof of what you're doing. Talk moves slowly in the ratings — I've had a battle for the past year sticking to it. Thank God the numbers now back us up.

News/Talk Personalities

ON THE MOVE: WAVI/Dayton's afternoon talker, Mike Scinto, took a detour via the news department and now serves as assistant News Director. Replacing him is Doug Carrick, who hails from WGBS/Miami. John Scheuer moves from Sunday mornings to weekday afternoons at WMCA/New York. John's show deals primarily with personal and family financial advice. In other station-related activity, noted psychologist Dr. Elyse Goldstein joins the on-air staff, offering advice on day-to-day living and relationships. WXYZ/Detroit announces two additions to its family. Newscaster/talk host Sue Carter travels crosstown from WWJ to handle the Saturday evening program. This marks a return home for the well-known personality — she was hired as WXYZ's first woman news anchor in 1975. And Detroit native Jerry Whitman jumps aboard as host of "Weekend Newstalk." Most recently emcee of "Whitman's Sampler" at neighboring WJR, Jerry plans to blend news, weather, traffic, telephone talk and interviews into a lively, total information package. Steven Pierce migrates from KXRK/San Jose to KCBS/San Francisco. After that "long" trek, the former PD/morning anchor has settled into his new job as anchor/reporter. Also at KCBS, Teri Cox now helps Bay Area residents steer clear of traffic snarls since becoming PM traffic reporter. Prior to this, she worked in a similar capacity at K101 in the same city. In addition to major changes last week (R&R 10-30), WRC/Washington has hired Adele Abrams as administrator of program promotion/commercial production as well as press/public information liaison. She was most recently with the Washington Star. In the newly-created position of sales promotion administrator, the station welcomes Kelly Williams, a former reporter and advertising representative.

LATE DEVELOPMENTS: Edward Pyle has been appointed News Director of KFWB/Los Angeles, moving in-house from a Senior Editor post. At WRC, Tina Gulland upped to News Manager while still maintaining responsibilities as coanchor of the "Morning News." KABC/Los Angeles adds two weekend personalities: Dr. Adele Scheele, a nationally known career coach/strategist, will discuss how to make your job work for you, while Dr. Susan Forward will explore the varied facets of relationship therapy with the help of in-studio couples and listener call-ins.

AGE	KSDO-AM IN
12-17	1 5X
18-24	8 0X
25-34	7 3X
35-44	12 4X
45-54	29 2X
55+	41 0X
12+ TOTAL 13,700	
Mins/Day Listened: 67	
Turnover: 16.2	



Walt Love

Black Radio

The Black Radio National Airplay/30 Arrives

This week is a very special week in my life, because it's my pleasure to unveil and introduce the all-new Black Radio National Airplay/30 chart. A dream of all of us at R&R has finally come true, giving us a stronger commitment to more comprehensive information for all of

Black radio. Thanks to all of my 56 reporting stations (PD's, MD's, Assistants, and in some cases GM's) for faithfully supplying the pertinent music information weekly - without you we could not have put the chart together so quickly.

Format Change In Black Music Section

Before coming to R&R, I made a commitment to myself to totally modernize the Black Radio section to be consistent with the other R&R music sections. To make this a reality it meant doing a number of things. For example: getting to know the existing reporters, adding new credible reporters, getting the Black Music section computerized, etc. Now that all this has been accomplished we will have a black music chart in the format of R&R's famed Back Page for CHR and A/C. If you know how to decipher that information, you'll have no problems with our new chart. Here's a rundown on the information you'll be receiving.

NEW & ACTIVE

Following Breakers on our Black chart is the New & Active section, which you may think of as an extension of the National Airplay/30. The first five to ten records listed under New & Active could easily be numbered 31-40 on an extended chart because they are in fact the "next in line" in overall national activity. Those records listed in New & Active are recent releases with airplay reported by at least 20 of our reporting stations; they are listed in order of their airplay activity. The two numbers following the artist/title/label designation (example: 56/25) indicate how many of our reporters are on the record this week (56) and of those 56, how many added it this week (25).

less overall activity than the New & Active category. The airplay activity following the "numbers" for all songs in New & Active and others is a representation of overall national activity. We select stations with rotations to show you a concise overview of that record's activity. If you were to see all upward rotational conversions, it would indicate that a majority of our reporters are moving the song up. The selected airplay activity shown is an accurate representation of all reports on the record, so that you may make your judgment based on a concise capsule of information presented. You should also know that the Black music-formatted stations report by rotations (Heavy, Medium, Light, & Adds). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and of those, how many added it into that same rotation.

SIGNIFICANT ACTION

Beneath New & Active are the songs in Significant Action, which is simply a listing of those selections with

That's it, the new Black Radio National Airplay/30 - something we can all be proud of.

Radio Records				NATIONAL AIRPLAY/30	
November 6, 1981					
Rank	Weeks on Chart	Artist	Title	Label	Notes
3	1	1	1	1	1
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
10	10	10	10	10	10
11	11	11	11	11	11
12	12	12	12	12	12
13	13	13	13	13	13
14	14	14	14	14	14
15	15	15	15	15	15
16	16	16	16	16	16
17	17	17	17	17	17
18	18	18	18	18	18
19	19	19	19	19	19
20	20	20	20	20	20
21	21	21	21	21	21
22	22	22	22	22	22

The National Airplay/30 is exactly what the title implies: a compilation of airplay as reported by our 56 Black Radio reporters. This chart reflects the playlists of all reporting stations and therefore is a function of many different types of music research. Stations using callouts, sales, requests, focus groups, and any other applicable tools, as well as combinations of all these music research systems, are included in R&R's weekly Black Radio input.

All reporting stations are divided into two categories, Major and Minor. Majors are stations, mostly in large population centers, which have shown format dominance. Minors are located in small to medium markets. The chart itself reflects only airplay as reported by these stations. In the computation of the chart the minor stations are weighted less than the major stations. All regions of the country are equalized so that the chart cannot be controlled by any one area of the country or only by airplay in large markets. We show a four-week trend on the chart to help you see at a glance the history of any record on the 30. The black circled numbers (call them bullets if you wish) indicate a majority of our reporters are moving the record up significantly. What we're looking for before we give a song the extra added "plus" of a bullet is that the song is indeed making positive upward movement at a majority of our reporters. If you are wondering how we have a three week trend with our first week chart, its because we ran a "test" chart for several weeks to be sure of the accuracy.

BREAKERS

Breakers are "those newer records that have the greatest level of station activity on any given week." What that means is simply this: to become a Breaker a song must be on approximately 60% of our reporters with some sort of positive activity shown. That positive activity can take the form of jumps on their charts (as explained above) or debuts, and of course, station adds. In almost all cases Breakers will have been added at several stations in the week they achieve Breaker status, as well as a week or two prior to becoming a Breaker.

Action

- Mike E. Taylor, formerly of WTMP/Tampa, is the new Operations Manager of WKIE/Richmond. If you would like to contact Mike, call (804) 264-1540.
- 93FM (WZAK)/Cleveland has added two new air personalities to their staff. Eric Faison is the new mid-day personality and Joy LaChant will now be the evening personality from 7-12mid. Both Eric and Joy came to 93FM via WKLR in Toledo.
- WJMO/Cleveland had some creative programs going on during the month of October. First it featured live, at the "Family Day Bazaar," Matthew Saad Muhammad, light heavyweight boxing champion. WJMO broadcast live from the Masonic Auditorium, where local community and political leaders were also present to mingle with the public. Also during October the station featured famed black authoress, poet, and performer Maya Angelou.
- The National Black Network (NBN), America's first black-owned and controlled radio network, moved to new enlarged headquarters at 10 Columbus Circle in Manhattan. Eugene D. Jackson, NBN President, said the expansion move was necessitated by NBN's steady growth in recent years, to a point where it now has nearly 100 affiliates across the nation, as well as the introduction of a major new programming venture that will premiere later this month. "NBN Night Talk" is the name of the new program, a five hour "call-in" program that will spotlight a wide range of topical issues affecting black Americans.
- As we all continue to notice the migration of Americans to the "Sunbelt," we must also remember that the word "Americans" includes blacks. I received a letter from John J. Aragon, Program Director at KANW-FM/Albuquerque, informing me that "KANW-FM 89 is the only black music station in the Albuquerque area. Albuquerque has a population of 400,000 persons, of which approximately 12% are black." Another new frontier for us as broadcasters, and if you in the record industry would like to tap this new source for possible sales, Black radio is alive in Albuquerque. If you would like to service KANW-FM, write to P.O. Box 25704, Albuquerque, NM 87125, or call (205) 242-7163.
- WDMT/Cleveland announced the promotion of Jeff Kelly, Program Director, to Operations Manager and the new appointment of Bobby Magic, formerly a KUTE 102/Los Angeles air personality, to WDMT Program Director. Freddie James continues as Music Director.

- WGIV/Charlotte, NC, has some changes in personnel - Jo Ann Graham is no longer with the organization and at present her plans are open. The new Program Director will be Chris Turner, formerly of WAIR/Winston-Salem. Mr. Turner became Program Director as of November 1.
- WVEE/Atlanta announced the total raised for the Atlanta Sickle Cell Foundation - \$8,059.00 was donated by V-103. Being community minded, Operations Manager Scotty Andrews told us WVEE sponsored a "Halloween Costume Ball" Halloween night in Atlanta to benefit the United Negro College Fund. Performing that night was Jean Carn and judging the costumes were Rene & Angela. Also we would like to congratulate V-103 on their fifth anniversary which the station is presently celebrating.
- KJLH/Los Angeles announced the appointment of morning air personality, Levi "Who Loves You" Booker as its new Music Director. Incidentally, last week when baseball's L.A. Dodgers beat the New York Yankees, Levi had to broadcast live from the roof of KJLH - Levi bet the Yanks!!
- The Young Black Programmers Coalition (YBPC) is off and running with another year of positive action. New officers were elected at the YBPC's most recent meeting last month. Congratulations to the new officers: President: Randy Sterling, KGBC/Galveston; Vice President: Brute Balley, WYLD-AM & FM/New Orleans; Secretary: Tommy Marshall, WKXI/Jackson, MS; Treasurer: Tommy Armstrong, KISU/Houston; Sergeant-At-Arms: "The Mad Hatter," WGOK/Mobile. Barbara A. Marsalls, CBS's Local Promotion Manager/Black Music Marketing, has been appointed as Chairperson of the organization's Publicity Committee. Barbara covers the Memphis and New Orleans area for CBS.



BEWARE OF BARRY: Barry White, (right) enjoys a laugh with (left) KJLH/Los Angeles Music Director Levi Booker, and Alonzo Miller, MD at KACE/Los Angeles.

Black Radio

BREAKERS

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

SHALAMAR

Sweeter As The Days Go By (Solar/RCA)

81% of our reporters on it. Rotations: Heavy 6/0, Medium 15/0, Light 8/0, Extra Adds 5, Total Adds 5, WWIN, WXYV, WAOK, WKND, WTOY. Debuts on chart at number 20.

PEABO BRYSON

Let The Feeling Flow (Capitol)

81% of our reporters on it. Rotations: Heavy 2/0, Medium 13/0, Light 13/1, Extra Adds 8, Total Adds 7, WWIN, KMJQ, WAIL-FM, WSSJ, WKND, WTOY, WTLC. Debuts on chart at number 23.

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 immediately 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. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

- BAR-KAYS "Hit And Run" (Mercury/PolyGram) 30/10**
Rotations: Heavy 3/0, Medium 11/0, Light 8/2, Extra Adds 8, Total Adds 10, WCIN, WDMT, KSOL, WKND, WENN, WOIC, WJMI, WLOU, WTOY, WDAO. Heavy: WVEE, V103, WDLA. Medium: WWIN, WAOK, WGCI, KDKO, WGIV, WKXI, WPDQ, WBLX, WVOL.
- PHYLIS HYMAN "Tonight You And Me" (Arista) 30/4**
Rotations: Heavy 0/0, Medium 15/0, Light 13/2, Extra Adds 2, Total Adds 4, WAMO, KDAY, WJAX, KUKQ. Medium: WXYV, WILD, WDAS, WHUR, WAOK, WVEE, V103, WBMX, WGCI, WJLB, KDKO, WGIV, WOIC, WJMI, WDAO.
- RUFUS & CHAKA KHAN "Sharing The Love" (MCA) 28/6**
Rotations: Heavy 4/0, Medium 12/0, Light 8/2, Extra Adds 4, Total Adds 8, WYLD-FM, WDMT, WKND, WJAX, WTOY, WKWM, Heavy: WXYV, WAMO, WAOK, WWRL. Medium: WWIN, WDAS, WOOK, WHUR, V103, WAIL-FM, KDAY, KSOL, WSSJ, WGIV, KAEZ, KJLH. Debuts on chart at number 27.
- JERMAINE JACKSON "I'm Just Too Shy" (Motown) 28/6**
Rotations: Heavy 1/0, Medium 15/0, Light 9/3, Extra Adds 3, Total Adds 6, WJLB, KDKO, KDAY, WLOU, WTOY, WTLC. Heavy: WJMI. Medium: WXYV, WDAS, WHUR, WAOK, WVEE, V103, WAIL-FM, WYLD-FM, WWRL, WENN, WGIV, KOKY, WBLX, KACE, KDIA.
- TIERRA "La La Means I Love You" (Boardwalk) 28/4**
Rotations: Heavy 1/0, Medium 15/0, Light 7/0, Extra Adds 4, Total Adds 4, WAMO, V103, WAIL-FM, WKND. Heavy: WAOK, Medium: WXYV, WDAS, WYLD-FM, WGCI, KDKO, KDAY, KSOL, WSSJ, WWRL, WGIV, WJMI, WKXI, KOKY, KACE, KJLH, KUKQ.
- CENTRAL LINE "Walking Into Sunshine" (Mercury/PolyGram) 26/6**
Rotations: Heavy 8/0, Medium 9/1, Light 7/1, Extra Adds 4, Total Adds 6, WAMO, WOOK, V103, KSOL, WGIV, WVOL. Heavy: WWIN, WILD, WDAS, WVEE, WSSJ, WWRL. Medium: WXYV, WAOK, WBMX, WCIN, WJMO, WJLB, KDAY, WJMI. Debuts on chart at number 24.
- SPINNERS "You Go Your Way (I'll Go Mine)" (Atlantic) 26/4**
Rotations: Heavy 0/0, Medium 10/0, Light 13/1, Extra Adds 3, Total Adds 4, WKND, WLOU, WTOY, WDAO. Medium: WWIN, WXYV, WAOK, V103, WDLA, WBMX, WVON, WOIC, WKXI, KOKY.
- GWEN McCRAE "Funky Sensation" (Atlantic) 26/3**
Rotations: Heavy 1/0, Medium 9/0, Light 4/0, Extra Adds 3, Total Adds 3, WGCI, WATV, KUKQ. Heavy: WWIN, WXYV, WDAS, WHUR, WEDR, WDMT, WKND, WWRL, WJMI, KAEZ. Medium: WILD, WOOK, V103, WCIN, WJMO, WENN, WLOU, WANT, WTOY. Debuts on chart at number 22.
- RENE & ANGELA "Wall To Wall" (Capitol) 26/4**
Rotations: Heavy 4/0, Medium 11/0, Light 9/3, Extra Adds 1, Total Adds 4, WCIN, WSSJ, WVOL, WKWM. Heavy: WDAS, WOOK, WJLB, KJLH. Medium: WXYV, WAMO, WHUR, WAOK, WVEE, WDLA, WVON, WJMO, KDKO, KDAY, WDAO.
- NATALIE COLE "Nothing But A Fool" (Capitol) 25/1**
Rotations: Heavy 2/0, Medium 15/0, Light 8/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WEDR, WJLB. Medium: WXYV, WILD, WVEE, V103, WYLD-FM, WBMX, WGCI, WVON, WCIN, WJMO, WWRL, KOKY, WLOU, WANT, KAEZ.
- L.T.D. "Kickin' Back" (A&M) 23/13**
Rotations: Heavy 0/0, Medium 8/1, Light 6/1, Extra Adds 11, Total Adds 13, WILD, WDAS, WOOK, WAOK, WEDR, WDMT, KDKO, WKXI, WJJS, WDAO, WKWM, KACE, KJLH. Medium: WWIN, WXYV, WVEE, V103, WAIL-FM.
- EVELYN KING "Don't Hide Our Love" (RCA) 22/8**
Rotations: Heavy 1/0, Medium 10/0, Light 5/2, Extra Adds 6, Total Adds 8, WXYV, WYLD-FM, WWRL, WJAX, WVOL, WANT, WTOY, WDAO. Heavy: WGIV. Medium: WWIN, WILD, WDAS, WAOK, WVEE, KDKO, KDAY, KSOL, WSSJ, KOKY.
- DONALD BYRD & 125TH STREET, N.Y.C. "Love Has Come Around" (Elektra) 22/1**
Rotations: Heavy 3/0, Medium 10/0, Light 3/1, Extra Adds 0, Total Adds 1, WJAX. Heavy: WYLD-FM, WOOK, WHUR, WEDR, WJMO, WBLX, WOWI, KJLH, KUKQ. Medium: WWIN, KMJQ, WAIL-FM, WCIN, WJMI, KOKY, WANT, WWWW, KACE, KDIA.
- GLADYS KNIGHT & THE PIPS "I Will Fight" (Columbia) 20/8**
Rotations: Heavy 0/0, Medium 11/0, Light 3/0, Extra Adds 6, Total Adds 6, WXYV, WOOK, WDMT, WSSJ, WKND, WTOY, Medium: WILD, WDAS, WHUR, V103, WVON, WATV, WGIV, WJMI, WDAO, WTLC, KJLH.
- TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 20/5**
Rotations: Heavy 0/0, Medium 11/0, Light 5/1, Extra Adds 4, Total Adds 5, WJMO, WKND, WTOY, WKWM, KJLH. Medium: WILD, WVEE, WBMX, WGCI, WDMT, KDKO, WSSJ, WWRL, WKXI, WLOU, WTLC.
- BOOKER T. "I Want You" (A&M) 20/3**
Rotations: Heavy 1/0, Medium 10/0, Light 7/1, Extra Adds 2, Total Adds 3, WCIN, WTOY, WDAO. Heavy: KJLH. Medium: WAOK, WBMX, WVON, WJLB, KDKO, WENN, WGIV, WVOL, WKWM, KACE.

SIGNIFICANT ACTION

- SKYY "Call Me" (Salsoul/RCA) 18/7**
Rotations: Heavy 1/0, Medium 3/0, Light 10/3, Extra Adds 4, Total Adds 7, WAMO, KDKO, WKND, WGIV, WKXI, WKWM, KDIA. Heavy: WWIN, Medium: WXYV, WHUR, KSOL.
- RAFAEL CAMERON "Boogie's Gonna Get Ya" (Salsoul/RCA) 18/4**
Rotations: Heavy 0/0, Medium 8/0, Light 8/0, Extra Adds 4, Total Adds 4, WAMO, WAOK, WJMO, WTOY. Medium: WVEE, KMJQ, KDKO, KDAY, WOIC, WJMI.
- TEENA MARIE "It Must Be Magic" (Gordy/Motown) 18/2**
Rotations: Heavy 1/0, Medium 10/0, Light 5/0, Extra Adds 2, Total Adds 2, WSSJ, WTOY. Heavy: WAOK. Medium: WILD, V103, WAIL-FM, WYLD-FM, WJLB, KDKO, WKND, KOKY, WDAO, WKWM.
- POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 18/1**
Rotations: Heavy 1/0, Medium 10/0, Light 8/0, Extra Adds 1, Total Adds 1, WENN. Heavy: WVON. Medium: WWIN, WOOK, WAOK, WYLD-FM, WJLB, KSOL, WSSJ, WWRL, WBLX, WDAO.
- STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 16/3**
Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Extra Adds 3, Total Adds 3, WVON, WJMO, WJMI. Heavy: KOKY. Medium: WVEE, V103, WCIN, KDAY, WWRL, WTLC.
- GQ "Shake" (Arista) 15/11**
Rotations: Heavy 0/0, Medium 3/1, Light 2/0, Extra Adds 10, Total Adds 11, WXYV, WILD, V103, WVON, KDKO, WKND, WATV, WJMI, WKXI, WDAO, KAEZ. Medium: WWIN, KSOL.

Radio & Records

NATIONAL AIRPLAY/30

November 6, 1981

Three Weeks	Two Weeks	Last Week		
3	1	1	1	1 KOOL & THE GANG/Take My Heart (De-Lite/PolyGram)
9	2	2	2	2 EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
4	3	3	3	3 SLAVE/Snap Shot (Cotillion/Atco)
8	5	4	4	4 PRINCE/Controversy (WB)
11	11	6	5	5 ISLEY BROTHERS/Inside You (T-Neck/CBS)
5	7	5	6	6 TIME/Get It Up (WB)
16	12	11	7	7 COMMODORES/Oh No (Motown)
6	8	8	8	8 ROGER/Heard It Through The Grapevine (WB)
2	4	9	9	9 LUTHER VANDROSS/Never Too Much (Epic)
22	17	12	10	10 MELBA MOORE/Take My Love (EMI America)
-	29	19	11	11 GEORGE BENSON/Turn Your Love Around (WB)
1	6	7	12	12 FOUR TOPS/When She Was My Girl (Casablanca/PolyGram)
10	10	10	13	13 ONE WAY/Pull Fancy Dancer/Pull (MCA)
18	15	14	14	14 CURTIS MAYFIELD/She Don't Let Nobody (But Me) (Boardwalk)
15	9	13	15	15 WHISPERS/This Kind Of Lovin' (Solar/Elektra)
25	21	17	16	16 EBONEE WEBB/Something About You (Capitol)
-	30	25	17	17 CHOCOLATE MILK/Blue Jeans (RCA)
13	13	15	18	18 RONNIE LAWS/Stay Awake (Liberty)
-	-	26	19	19 DIANA ROSS/Why Do Fools Fall In Love? (RCA)
-	-	-	20	20 SHALAMAR/Sweeter As The Days Go By (Solar/RCA)
21	20	21	21	21 QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
-	-	-	22	22 GWEN McCRAE/Funky Sensation (Atlantic)
-	-	-	23	23 PEABO BRYSON/Let The Feeling Flow (Capitol)
-	-	-	24	24 CENTRAL LINE/Walking Into Sunshine (Mercury/PolyGram)
12	18	16	25	25 TEDDY PENDERGRASS/I Can't Live Without... (Phila. Int'l/CBS)
20	23	20	26	26 PATTI AUSTIN/Do You Love Me? (Qwest/WB)
-	-	-	27	27 RUFUS & CHAKA KHAN/Sharing The Love (MCA)
-	-	29	28	28 RENE & ANGELA/Wall To Wall (Capitol)
14	16	18	29	29 DONALD BYRD & 125TH ST. NYC/Love Has Come... (Elektra)
19	19	24	30	30 AL JARREAU/We're In This Love Together (WB)

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.

MOST ADDED

- L.T.D. (13)
- GQ (11)
- BAR-KAYS (10)
- JONES GIRLS (10)
- ROCKIE ROBBINS (8)
- EVELYN KING (8)

HOTTEST

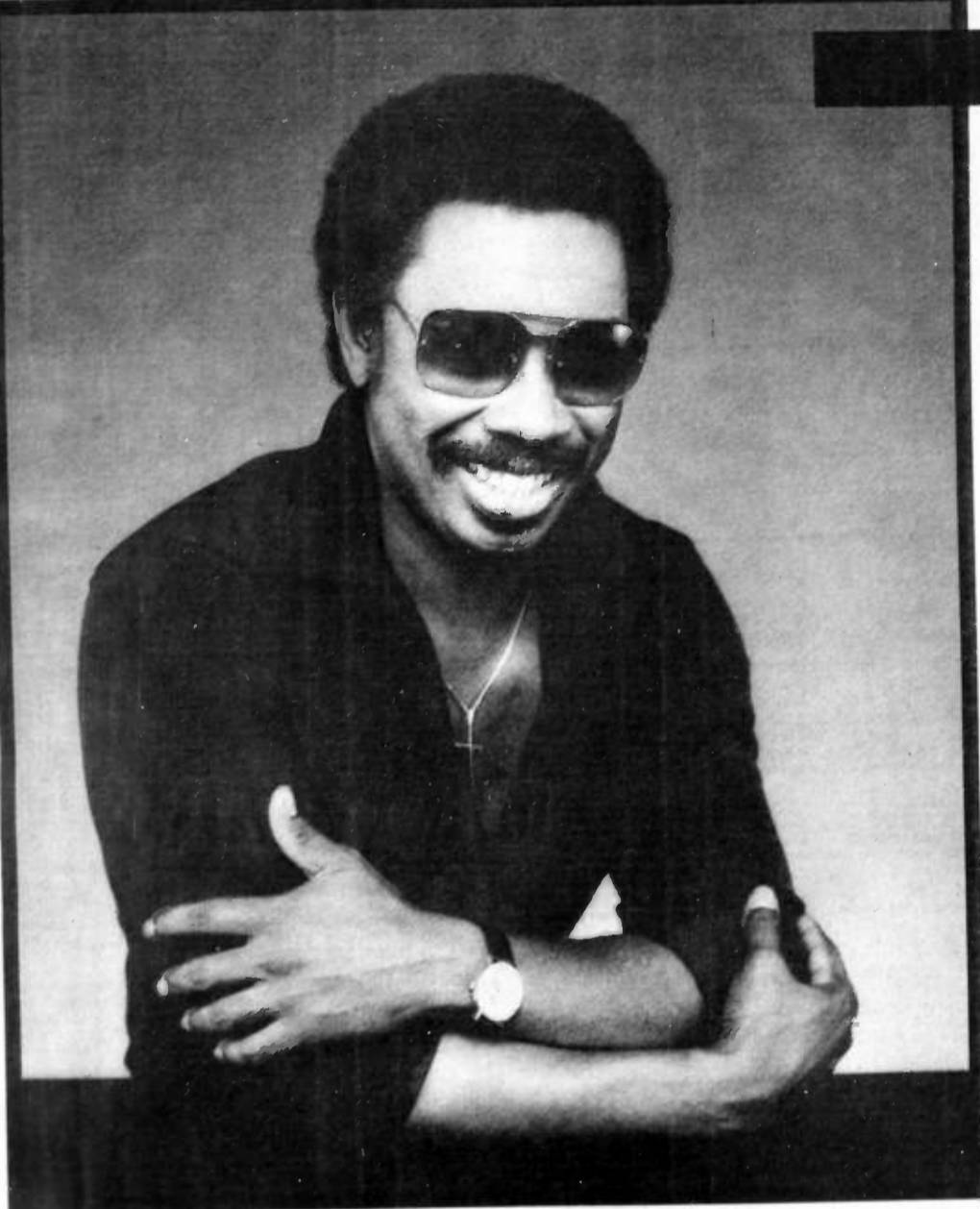
- KOOL & THE GANG (35)
- EARTH, WIND & FIRE (26)
- TIME (19)
- ROGER "Heard" (18)
- PRINCE (15)

- HAROLD MELVIN & THE BLUE NOTES "Hang On In There" (MCA) 15/1**
Rotations: Heavy 3/0, Medium 7/0, Light 4/0, Extra Adds 1, Total Adds 1, WANT. Heavy: WAOK, WVEE, WVON. Medium: WGCI, WSSJ, WWRL, WENN, WGIV, WBLX, KAEZ.
- KRAFTWERK "Numbers" (WB) 15/0**
Rotations: Heavy 7/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WATV, WOIC, WJAX, WBLX, WVOL, WTMP, WWWW. Medium: WWIN, WVEE, WVON, WDMT, KSOL, KDIA.
- DYNASTY "Love In The Fast Lane" (Solar/Elektra) 14/5**
Rotations: Heavy 0/0, Medium 7/0, Light 3/1, Extra Adds 4, Total Adds 5, WBMX, WJLB, KDKO, WSSJ, WDAO. Medium: WWIN, WILD, WDLA, WJMO, KSOL, WJMI, WWWW.
- LENNY WILLIAMS "Freefall (Into Love)" (MCA) 14/1**
Rotations: Heavy 3/0, Medium 7/0, Light 3/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WAOK, WEDR, KJLH. Medium: WJMO, KDAY, WKND, WATV, WENN, WGIV, WTLC.
- LAKESIDE "We Want You (On The Floor)" (Solar/RCA) 13/7**
Rotations: Heavy 1/0, Medium 0/0, Light 7/2, Extra Adds 5, Total Adds 7, V103, KDKO, WENN, WBLX, WDAO, KACE. Heavy: WVEE.
- TAVARES "Love Line" (Capitol) 13/8**
Rotations: Heavy 0/0, Medium 2/0, Light 5/0, Extra Adds 6, Total Adds 6, WILD, WAMO, WBMX, WVON, WKND, WENN. Medium: WKXI, WTOY.
- STARPOINT "Wanting You" (Chocolate City/PolyGram) 13/4**
Rotations: Heavy 0/0, Medium 8/0, Light 3/0, Extra Adds 4, Total Adds 4, WDAS, WOOK, WTLC, KAEZ. Medium: WWIN, WXYV, WHUR, KDKO, WGIV, WLOU.
- BOHANNON "Let's Start II Dance Again" (Phase II/CBS) 13/1**
Rotations: Heavy 3/0, Medium 5/0, Light 4/0, Extra Adds 1, Total Adds 1, WANT. Heavy: WJLB, WENN, WLOU. Medium: WWIN, WAOK, WVEE, WATV, WTLC.
- RAY PARKER JR. & RAYDIO "It's Your Night" (Arista) 13/0**
Rotations: Heavy 1/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WOOK. Medium: WYLD-FM, WJMO, KDAY, KSOL, WSSJ, WENN, WBLX.
- SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 13/0**
Rotations: Heavy 5/0, Medium 3/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WBMX, WGCI, WJLB, WENN, KAEZ. Medium: WILD, WAOK, WYLD-FM.
- ARETHA FRANKLIN "It's My Turn" (Arista) 12/6**
Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 5, Total Adds 6, WXYV, WVON, KDKO, WKND, WWRL, WTLC. Heavy: WVEE. Medium: WWIN, WAOK.
- KWICK "Nightlife" (EMI America) 12/2**
Rotations: Heavy 0/0, Medium 8/0, Light 2/0, Extra Adds 2, Total Adds 2, WDAS, WGIV. Medium: WILD, WOOK, V103, WJLB, KDAY, WKND, WWWW, KJLH.
- ZOOM "Saturday, Saturday Night" (Polydor/PolyGram) 12/1**
Rotations: Heavy 1/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, KDIA. Heavy: KDKO. Medium: WAOK, WVEE, KDAY, WJAX, WLOU.
- SHOCK "Let's Get Crackin'" (Fantasy) 12/0**
Rotations: Heavy 5/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KDKO, KSOL, WVOL, KDIA, KUKQ. Medium: WVEE, WEDR, WTOY, WTLC.
- SEQUENCE "Funky Sound (Tear The Roof Off)" (Sugar Hill) 12/0**
Rotations: Heavy 0/0, Medium 5/0, Light 7/0, Extra Adds 0, Total Adds 0. Medium: WDAS, WJMO, WOWI, WANT, WTMP.
- ROGER "So Ruff, So Tuff" (WB) 12/0**
Rotations: Heavy 9/0, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WHUR, WDLA, WEDR, WATV, WKXI, WJAX, WKWM, KACE. Medium: WVEE, WTMP, KUKQ.

FREDERICK KNIGHT

"The Old Songs"

JU3700S



It's radio's newest hit!

WDAS-FM	WENN
WBOK	WXVI
WAIL-FM	WTQX
V103	WTOG
KOKA	WOKJ
KGFJ	WYBC
WEDR-FM	WNHC
WHAT	WEAL
WNNR	WWCA
WNOV	WTHB
WHUR-FM	WERD
WWIN	WWAB
WSSJ	WBOP
WJIZ	WKXI
WGOV	WBIL
WNOO	WCKG
WATV	KPRS
WJLD	

The first single
from the upcoming
November release

"Knight Time"

JU4000BS

On Juana Records & Tapes



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Black Radio

Hottest

November 6, 1981

EAST	SOUTH	MIDWEST	WEST
Kool & The Gang Earth, Wind & Fire Central Line George Benson Slave	Kool & The Gang Earth, Wind & Fire Time Roger "Heard"	Roger "Heard" Time Earth, Wind & Fire Kool & The Gang	Kool & The Gang Luther Vandross Whispers Roger "Heard" Prince

Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Watts
BOB MARLEY
ROCKIE ROBBINS
CAPTAIN SKY
GO
LATOYA JACKSON
COLORS
SHALAMAR
ARETHA FRANKLIN
EVELYN KING
GLADYS KNIGHT
Hottest:
GEORGE BENSON
EW&F
KOO & THE GANG
GWEN MCCRAE
CENTRAL LINE

WDAS/Philadelphia
Joe Tamburro
STARPOINT
ANGELA BOFILL
TEDDY PENDERGRASS
LTD
COLORS
KWICK
Hottest:
LUTHER VANDROSS
KOO & THE GANG
SLAVE
PW&F
CHOCOLATE MILK
WAMO/Pittsburgh
J.C. Floyd
CENTRAL LINE
PEACHES & HERB
SKYY
PHYLLIS HYMAN
TIERRA
QUICK
TAVARES
JERRY CARR
RAFAEL CAMERON
Hottest:
RUFUS & CHAKA
TOM TOM CLUB
GEORGE BENSON
DIANA ROSS
EW&F

WOOK/Washington
Harry Boomer
GEORGE BENSON
LTD
BRICK
CENTRAL LINE
STARPOINT
GLADYS KNIGHT
SOS BAND
LAKESIDE
SOFT TONES
DREAM MACHINE
FUNK FUSION BAND
Hottest:
RICK JAMES
SLAVE
TIME
DENIECE WILLIAMS

MIDWEST

WVON/Chicago
Pam Wells
TAVARES
STEVIE WOODS
GO
ARETHA FRANKLIN
Hottest:
STYLISTICS
EW&F
SLAVE
PRINCE
KRAFTWERK
WGC/Chicago
Pam Wells
BB&Q
GWEN MCCRAE
JIMMY ROSS
STYLISTICS
GAYLE ADAMS
Hottest:
EW&F
BAR-KAYS
GEORGE BENSON
SYREETA
PHYLLIS HYMAN

WBMX/Chicago
Lee Michaels
MADAGASCAR
LENNY WILLIAMS
TAVARES
FUNN
O.C. SMITH
PATTI LABELLE
JONES GIRLS
ROCKIE ROBBINS
GIL SCOTT-HERON
DYNASTY
Hottest:
KOO & THE GANG
ROGER
PRINCE
SLAVE
ROSS/RICHIE
WCIN/Cincinnati
Everett Cork
FUNN
EMOTIONS
RENE & ANGELA
BAR-KAYS
BOOKER T.
Hottest:
KOO & THE GANG
ISLEY BROS
ONE WAY
TIME
EW&F

WJMO/Cleveland
Erik Stone
BOBBY WOMACK
INVISIBLE MAN'S B
RAFAEL CAMERON
TWENNYNINE/LENNY
STEVIE WOODS
Hottest:
LUTHER VANDROSS
TEDDY PENDERGRASS
WEST STREET MOB
FRANKLIN & BENSON
PRINCE
WDMT/Cleveland
Freddie James
RUFUS & CHAKA
BAR-KAYS
GLADYS KNIGHT
LTD
Hottest:
ROGER
SLAVE
TIME
KOO & THE GANG
EW&F

WDAO/Dayton
Turk Logan
GEORGE BENSON
BRICK
LAKESIDE
LTD
EVELYN KING
GO
BAR-KAYS
SHADOW
BOOKER T.
SPINNERS
DYNASTY
Hottest:
TIME
EW&F
KOO & THE GANG
ROBERTA FLACK
MELBA MOORE
WJLB/Detroit
J. Michael McKey
JERMAINE JACKSON
DYNASTY
RODNEY FRANKLIN
Hottest:
LJ REYNOLDS
ROGER
FOUR TOPS
ONE WAY
TEDDY PENDERGRASS

WKWM/Grand Rapids
Frank Grant
RENE & ANGELA
SKYY
RICK JAMES
FUNN
RUFUS & CHAKA
LTD
TWENNYNINE/LENNY
Hottest:
TIME
ROGER
DENIECE WILLIAMS
ONE WAY
KOO & THE GANG
WTLC/Indianapolis
Jay Johnson
PEABO BRYSON
FUNN
JERMAINE JACKSON
ARETHA FRANKLIN
JERRY CARR
ROSS/RICHIE
STARPOINT
Hottest:
KOO & THE GANG
PRINCE
EW&F
SLAVE
COMMODORES

WEST

KDKO/Denver
Byron Pitts
RICK JAMES
SWITCH
LTD
GO
ARETHA FRANKLIN
MICHAEL HENDERSON
JERMAINE JACKSON
SYREETA
TEENA MARIE
DYNASTY
MIDNIGHT STAR
SKYY
LAKESIDE
Hottest:
KOO & THE GANG
PRINCE
SHALAMAR
SLAVE
ISLEY BROS
KJLH/Los Angeles
Lawrence Tarter
LTD
TWENNYNINE/LENNY
GAYLE ADAMS
Hottest:
LUTHER VANDROSS
RONNIE LAWS
PATTI AUSTIN
DONALD BYRD
BOBBY WOMACK

WWIN/Baltimore
Curtis Anderson
TEENA MARIE
SHALAMAR
PEABO BRYSON
ADVENTURE
PATTI AUSTIN
JONES GIRLS
OZONE
SOS BAND
RANDY CRAWFORD
ALICIA MYERS
LAKESIDE
JIMMY CLIFF
Hottest:
KOO & THE GANG
VAUGHAN MASON
PRINCE
EW&F
TIME

WHUR/Washington
Oscar Fields
JONES GIRLS
ANGELA BOFILL
BARRY WHITE
TEDDY PENDERGRASS
Hottest:
AL JARREAU
PATTI AUSTIN
GEORGE BENSON
KOO & THE GANG
DONALD BYRD

WVON/Chicago
Pam Wells
TAVARES
STEVIE WOODS
GO
ARETHA FRANKLIN
Hottest:
STYLISTICS
EW&F
SLAVE
PRINCE
KRAFTWERK

WJMO/Cleveland
Erik Stone
BOBBY WOMACK
INVISIBLE MAN'S B
RAFAEL CAMERON
TWENNYNINE/LENNY
STEVIE WOODS
Hottest:
LUTHER VANDROSS
TEDDY PENDERGRASS
WEST STREET MOB
FRANKLIN & BENSON
PRINCE

WJMO/Cleveland
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WEST STREET MOB
FRANKLIN & BENSON
PRINCE

WDAO/Dayton
Turk Logan
GEORGE BENSON
BRICK
LAKESIDE
LTD
EVELYN KING
GO
BAR-KAYS
SHADOW
BOOKER T.
SPINNERS
DYNASTY
Hottest:
TIME
EW&F
KOO & THE GANG
ROBERTA FLACK
MELBA MOORE

WKWM/Grand Rapids
Frank Grant
RENE & ANGELA
SKYY
RICK JAMES
FUNN
RUFUS & CHAKA
LTD
TWENNYNINE/LENNY
Hottest:
TIME
ROGER
DENIECE WILLIAMS
ONE WAY
KOO & THE GANG

KDKO/Denver
Byron Pitts
RICK JAMES
SWITCH
LTD
GO
ARETHA FRANKLIN
MICHAEL HENDERSON
JERMAINE JACKSON
SYREETA
TEENA MARIE
DYNASTY
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SHALAMAR
SLAVE
ISLEY BROS

KJLH/Los Angeles
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TWENNYNINE/LENNY
GAYLE ADAMS
Hottest:
LUTHER VANDROSS
RONNIE LAWS
PATTI AUSTIN
DONALD BYRD
BOBBY WOMACK

WILD/Boston
Steve Crumley
STAPLE SINGERS
TEENA MARIE
GO
WEEKS & COMPANY
GENE DUNLAP
LTD
TAVARES
CANDI STATION
Hottest:
SLAVE
LUTHER VANDROSS
KOO & THE GANG
CENTRAL LINE
EW&F

WVON/Chicago
Pam Wells
TAVARES
STEVIE WOODS
GO
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JERMAINE JACKSON
SYREETA
TEENA MARIE
DYNASTY
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SHALAMAR
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DONALD BYRD
BOBBY WOMACK

WVON/Chicago
Pam Wells
TAVARES
STEVIE WOODS
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ARETHA FRANKLIN
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SLAVE
PRINCE
KRAFTWERK

WJMO/Cleveland
Erik Stone
BOBBY WOMACK
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STEVIE WOODS
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WEST STREET MOB
FRANKLIN & BENSON
PRINCE

WDAO/Dayton
Turk Logan
GEORGE BENSON
BRICK
LAKESIDE
LTD
EVELYN KING
GO
BAR-KAYS
SHADOW
BOOKER T.
SPINNERS
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ROBERTA FLACK
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WKWM/Grand Rapids
Frank Grant
RENE & ANGELA
SKYY
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DENIECE WILLIAMS
ONE WAY
KOO & THE GANG

KDKO/Denver
Byron Pitts
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SWITCH
LTD
GO
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MICHAEL HENDERSON
JERMAINE JACKSON
SYREETA
TEENA MARIE
DYNASTY
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SKYY
LAKESIDE
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TWENNYNINE/LENNY
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LUTHER VANDROSS
RONNIE LAWS
PATTI AUSTIN
DONALD BYRD
BOBBY WOMACK

JAZZ RADIO

AL JARREAU
Breakin' Away (WB)
MILES DAVIS
The Man With The Horn (Columbia)
MCCOY TYNER
La Leyenda De La Hora (Columbia)
P. WOODS & L. TABACKIN
Phil Woods & Lew Tabackin (Omni Sound)
SPYRO GYRA
Freetime (MCA)
ROY AYERS
Africa, Center Of The World (Polydor/PG)
CHARLES LLOYD
Autumn In New York (Destiny)

EAST: WYBC/New Haven, CT, Tom Streissguth. SOUTH: WTJZ/Newport News, VA, Larry Hollowell. MIDWEST: WBBY/Columbus, OH, Terry Wilson. WJZZ/Detroit, MI, John Hill. WEST: KADK/Denver, CO, John Rezabeck.

WVON/Chicago
Pam Wells
TAVARES
STEVIE WOODS
GO
ARETHA FRANKLIN
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STYLISTICS
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SLAVE
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Hottest:
LUTHER VANDROSS
TEDDY PENDERGRASS
WEST STREET MOB
FRANKLIN & BENSON
PRINCE

WDAO/Dayton
Turk Logan
GEORGE BENSON
BRICK
LAKESIDE
LTD
EVELYN KING
GO
BAR-KAYS
SHADOW
BOOKER T.
SPINNERS
DYNASTY
Hottest:
TIME
EW&F
KOO & THE GANG
ROBERTA FLACK
MELBA MOORE

WKWM/Grand Rapids
Frank Grant
RENE & ANGELA
SKYY
RICK JAMES
FUNN
RUFUS & CHAKA
LTD
TWENNYNINE/LENNY
Hottest:
TIME
ROGER
DENIECE WILLIAMS
ONE WAY
KOO & THE GANG

KDKO/Denver
Byron Pitts
RICK JAMES
SWITCH
LTD
GO
ARETHA FRANKLIN
MICHAEL HENDERSON
JERMAINE JACKSON
SYREETA
TEENA MARIE
DYNASTY
MIDNIGHT STAR
SKYY
LAKESIDE
Hottest:
KOO & THE GANG
PRINCE
SHALAMAR
SLAVE
ISLEY BROS

KJLH/Los Angeles
Lawrence Tarter
LTD
TWENNYNINE/LENNY
GAYLE ADAMS
Hottest:
LUTHER VANDROSS
RONNIE LAWS
PATTI AUSTIN
DONALD BYRD
BOBBY WOMACK

KJLH/Los Angeles
Lawrence Tarter
LTD
TWENNYNINE/LENNY
GAYLE ADAMS
Hottest:
LUTHER VANDROSS
RONNIE LAWS
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DONALD BYRD
BOBBY WOMACK

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Lawrence Tarter
LTD
TWENNYNINE/LENNY
GAYLE ADAMS
Hottest:
LUTHER VANDROSS
RONNIE LAWS
PATTI AUSTIN
DONALD BYRD
BOBBY WOMACK

Opportunities

Openings

EAST

Part-time personalities needed. Females encouraged! T&R to Bill Anthony, WBBF, 860 Midtown Tower, Rochester, NY 14604. EOE M/F (11-8)

Major market A/C FM needs top notch drive personality. Strong on production & remotes. T&R: Manager, Box 944, Bala Cynwyd, PA 19004. EOE M/F (11-8)

Great PD/morning drive personality needed now. Super money. Medium N.E. market. T&R: Paul Werd, Far West, 1680 Vine St., Hollywood, CA 90028. EOE M/F (11-8)

WBNE/Providence looking for on-air News Director. Must be good manager, have good news judgement. T&R to Peter Makover, 111 Dorrance, Providence, RI 02903. EOE M/F (11-8)

WHEB/Portsmouth CHR looking for nighttime personality. Must use phones to entertain & stimulate interest. T&R: Duncan Dewar, Box 120, Portsmouth, NH 33801. EOE M/F (11-8)

Male and female co-host to do nationwide syndicated C&W radio show for Big Mama Productions & Kames-Grattan Associates. Salary range mid 5 figures. Want unscopd hour long reel or cassette. Send to Kames-Grattan Associates, P.O. Box 3322, Williamsport, PA 17701. (11-27) *

High Profile AM Drive Talent Or Team For Boston

We're staffing WMJX, soon to be our brand-new AM in Boston. For starters, we need a high profile morning drive personality or team. Then the rest of the air staff. Send your tape and resume, but please hold the calls.

Julian H. Breen
Vice-President/Radio Programming
Greater Media, Inc.
197 Highway 18, East Brunswick, NJ 08816



AOR with strong commitment to news wants aggressive reporter/anchor. T&R to Caron Lanouette, WHCN, 1039 Asylum Ave., Hartford, CT 01605. EOE M/F (10-30)

50,000 watt FM, CHR seeks qualified PM drive air personality. Good production necessary. T&R to WKHI, Box 768, Ocean City, MD 21842. EOE M/F (10-30)

Vermont's fastest-growing station full-time jock position open. Call Greg Price, (802) 728-4411 or T&R: WCVR, Box 445, Randolph, VT 05080. EOE M/F (10-30)

50,000 watt AM Country, WPTR/Albany, NY needs full-time & part-time staff immediately. Country experience necessary. Contact Steve Warren, PD, (518) 458-1144. (10-30)

WFBG one of the nation's highest rated CHR stations accepting T&R for future openings. Information to: Tony Booth, WFBG, Box 20050, Altoona, PA 16603. EOE M/F (10-30)

Openings

Looking for the best jocks in U.S. & Canada to appear on promotional aircheck album. Tapes to Talent Bank, Box 19263, Baltimore, MD 21213. EOE M/F (10-30)

Albany, NY area station needs seasoned part-timer with news, DJ & automation experience. Contact Neil Young at WBZA, (518) 792-2151. (10-30)

N.E. Resort Area

Heavy news-oriented station in adult market located in one of the East Coast's most beautiful areas is looking for a mature, experienced talk personality for middays. Must be able to handle a wide variety of guests and topics. Applicant must be willing to get involved in the community, make public appearances, etc. Knowledge of National and World Affairs as well as keeping up with local stories is essential. Very good salary. Send tapes and resumes to Radio & Records, 1930 Century Park West, #282, Los Angeles, CA 90067.

SOUTH

5kw modern Country station expanding news dept. Anchors and reporters needed. T&R to Brad Schulz, ND, WRJZ, Knoxville, TN 37917. (11-8)

Q104 (WQEN-FM) now accepting tapes for possible future openings. Looking for communicators with strong production. Clever "cooker"/team player. Box 108, Gadsden, AL 35902. EOE M/F (11-8)

Small and medium market newscasters. Openings coming soon. This is your big break. T&R to Art Riley, KMGC, 1353 Regal Rowe, Dallas, TX 75247. EOE M/F (11-8)

New Orleans Country 10, WNOE looking for mid-5:30am communicator. 2 years. Minorities encouraged. T&R: Joe Patrick, 529 Blenville, New Orleans, LA 70130. EOE M/F (11-8)

Music correspondents needed from major markets in U.S. for national radio program. AOR experience helpful. Bachelder Lane Productions. (313) 439-8376. EOE M/F (11-8)

FM99/Tallahassee seeks creative 7-12mid jock. T&R to Al Brock, PD, Box 3188, Tallahassee, FL 32303. No calls please. EOE M/F (11-8)

WBUN/Tempe looking for professional, adult evening air talent. No beginners. Send T&R to Bill Gamble, Box 781, St. Petersburg, FL 33731. EOE M/F (11-8)

WWSA/WCHY searching for 7-mid announcer. Experienced adult communicator. T&R to Randy Bush, Box 1247, Savannah, GA 31402. EOE M/F (11-8)

Opening for experienced newscaster. Morning shift on highly rated Florida East Coast AM. CBS affiliate. T&R (salary): T.C. Weberling, Box 1318, Melbourne, FL 32935. EOE M/F (11-8)

#1 station in top 50 markets, now accepting T&R for newly created position. Send to Mark Tudor, Box 3018, Winston-Salem, NC 27102 or call (919) 727-8860. (11-8)

Work in America's 5th fastest growing market. KUFO/KOYL, Odessa/Midland, TX needs News Director. 2 years experience. T&R: Box 6350, Odessa, TX 79762. EOE M/F (11-8)

GF143 The Super AM needs afternoon drive jock for A/C station. T&R: Jerry Webb, Box 1406, Tifton, GA 31794 or call (912) 382-1430. EOE M/F (10-30)

WFTC, A/C, looking for morning person and production person. Send T&R to John Peece, Box 609, Kinston, NC 28501. EOE M/F (10-30)

Openings

Immediate opening available for 6-midnight shift at Odessa-Midlands only AOR. Send T&R: J. Michael Scott, c/o KUFO, Box 6350, Odessa, TX 79762. EOE M/F (10-30)

Huntsville's best Country, WBHP, seeking morning personality. Offer good salary. Require natural warmth, intelligence, adult approach. T&R: Bill Murray, Box 547, Huntsville, AL 35804. EOE M/F (10-30)

WQTI/Fayetteville-Raleigh, NC is accepting applications for future openings. Production/air work/news. T&R to John Braxton, PD, Box 100, Godwin, NC 28344. (10-30)

8100-FM 100,000 watt CHR killer now accepting tapes for current and future openings. T&R: Greg Bunce, PD, WVBS-FM, Box 4700, Wilmington, NC 28403. EOE M/F (10-30)

Central Florida A/C seeks bright, entertaining morning communicator. Best facilities in market. Send T&R to Ross Whelden, Box 827, Lakeland, FL 33802. EOE M/F (10-30)

Guy Gannet Broadcasting, WRKT/AM-FM on Florida's space coast looking for News Director. T&R to Mike Sheperd, Box 3845, Cocoa, FL 32922. EOE M/F (10-30)

WKQQ-FM/Lexington, KY, AOR has part-time weekend openings. Must be able to commute. T&R to Gary Dickson, Box 100, Lexington, KY 40590. (10-30)

WHSY/AM-FM/Hattiesburg, MS has two airshift openings. #1 and #2 rated in 10 station market. Send T&R to Steve Stone, Box 278, Hattiesburg, MS 39401. (10-30)

Barasote-Bradenton market leader anticipates air/production openings. Country and BM. Send T&R to Bob Barnes, WBRD/WDUV Box 240, Bradenton, FL 33508. EOE M/F (10-30)

Production Manager and on-air talent needed for professional small market station. Detail-oriented person can advance. Call Dave Lingefelt, WNNC/Newton, NC, (704) 484-4041. (10-30)

MIDWEST

WOKL/Eau Claire seeks tapes for possible future openings. Top 100 market experience preferred for personality CHR station. T&R to Phil Conrad, 1819 Mitchell St., Eau Claire, WI 54701. EOE M/F (11-8)

KRIB is now accepting T&R for afternoon drive talent/sales position. Sales experience preferred. Box 1568, Mason City, IA 50401 or cell Jay, (515) 424-1490. EOE M/F (11-8)

KQKQ-FM/Omaha CHR accepting T&R for possible future openings. Materials to Mark Evans, PD, Box 31777, Omaha, NB 68131. EOE M/F (11-8)

WZUU-FM/Milwaukee and 13Z/Milwaukee seek strong, professional, creative Production Director. Send T&R to John Driscoll, 520 W. Capitol Dr., Milwaukee, WI 53212. EOE M/F (11-8)

KKXL-FM needs nighttime jock ASAP. T&R to Gery Leigh, Box 997, Grand Forks, ND 58201. EOE M/F (11-8)

Immediate opening, afternoon drive, all music 1340, A/C and future opening for FM94, Country. Rush T&R to Paul Sebastian, Box 1165, Kansas City, KS 66117. EOE M/F (11-8)

Adult communicators and production pros sought for top rated Topeka FM. Tapes, resumes and salary requirements to Dave Waters, KSWT, Box 4407, Topeka, KS 66604. EOE M/F (11-8)

PD wanted for WROV/Roanoke, VA. Contact consultant Mike McVay, (205) 432-5572. (11-8)

Future openings for professional, dedicated radio newscaster. Minimum 2 years experience. T&R to ND, WAXX/WAYY, Box 47, Eau Claire, WI 54702. EOE M/F (11-8)

Country WGEE needs morning or midday personality. Top dollars in 88th ADI. T&R to Duke Wright, 115 S. Jefferson, Green Bay, WI 54301. EOE (11-8)

KFH/Wichita needs Production Director. T&R to Chuck Robson, PD, KFH, 104 S. Emporia, Wichita, KS 67202. EOE M/F (11-8)

WJML needs experienced, mature communicator for future full and part-time positions. T&R to Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (11-8)

Looking for AM drive newscaster. T&R to Jim Beck, KRMG, Box 419, Tulsa, OK 74101. EOE M/F (11-8)

Needed, morning news/talk personality for information oriented program. Minimum two years experience. T&R to Station Manager, WAYY, Box 47, Eau Claire, WI 54702. EOE M/F (11-8)

Afternoon drive reporter/anchor, minimum 2 years on-air commercial experience. Only self-starters need apply. Excellent working conditions, good salary. Send tape, resume, writing samples with letter including three professional references to Dick Forney, ND, WQHK/WMEE, P.O. Box 6000, Ft. Wayne, IN 46896. No calls please. (11-13)

Openings

Experienced announcers needed for an all-female format! Must be aware of women's issues and able to field call-ins. Other capabilities (experience as PD, MD or copywriter) also interest us. Send air check and resume to P.O. Box 3368, Flint, MI 48502. EOE (11-13) *

News anchor reporter with minimum 2 years experience, excellent compensation package. T&R to Jo Herben, K95FM, 1502 S. Boulder, Tulsa, OK 74119. EOE M/F (11-8)

Announcer for sports reporting, production and air shift. Automation experience helpful. T&R to Rick Bears, WCVL, Box 603, Crawfordsville, IN 47933. (10-30)

WJML 100k-FM/10K-AM, Northern MI needs engineer. Live by the bay. Resume, references and salary requirements to Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (10-30)

WSPT-FM has on-air openings. T&R to Brad Fuhr, Box 247, Stevens Point, WI 54481. EOE M/F (10-30)

10,000 watt A/C seeks experienced, enthusiastic talent. Good production required. T&R to Jeff Thomas, WRLO, Box 509, Antigo, WI 54409. EOE M/F (10-30)

One of America's great radio stations, seek professional anchor. Enthusiasm a must. T&R to ND, WGRD, 122 Lyon N.W., Grand Rapids, MI 49503. (10-30)

Experienced CHR & Country communicators needed for future openings. T&R to Keith Mason, WDNL/WDAN, P.O. Box 584, Danville, IL 61832. EOE M/F (10-30)

Station of the year '78-'80. PD leaving due to family illness. Send confidential T&R to G. Scantland, WDIF, Box 10,000, Marion, OH 43302-1330. EOE M/F (10-30)

Award-winning WDIF needs reporter who can excavate news. T&R to Bob Bender, Box 10,000, Marion, OH 43302. (10-30)

KQWB/Fargo, still looking for a talented, mature voiced individual to fill midday shift. Must have exceptional production ability. \$20,000.00 range for the right person. All new state-of-the-art studios and equipment. Send tape and resume to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108. (11-8) *

WEST

Santa Rosa stereo rocker needs production pro. Automation experience helpful. Send production/copy samples to Scott Landers, K93-FM, Box 309, Healdsburg, CA 95448. EOE M/F (11-8)

Southern Oregon's #1 CHR, building talent library for future openings - part and full-time. T&R to Rick St. Clair, KBOY, Box 4310, Medford, OR 97501. EOE (11-8)

Mature voice for news/production at CHR FM 90 miles from L.A. Tape required but phone calls welcome. Call Brad Orchard at KVVQ, (714) 243-4636. EOE (11-8)

KVEG-KFM/Las Vegas has future opening for newscaster. Must have experience. No calls please. Send T&R to Dick Shayne, KVEG, 1555 E. Flamingo Rd., Las Vegas, NV 89114. EOE (11-8)

Southwest Oregon Country station wants aggressive reporter w/good delivery & some experience. Good career move for the right person. Call Brian Bishop, KRWQ, (603) 772-4170. EOE M/F (11-8)

Great opportunity in western Arizona. PM drive personality needed for top AM/FM combo. T&R: Rob Craig, KVOY, Box 228, Yuma, AZ 85364. EOE M/F (11-8)

Sales Manager needed for winning station in great area. Send resumes and salary requirements to Box 1265, Colton, CA 92324. EOE M/F (11-8)

News - morning drive. Send T&R to Gary Waldron, KCPX-AM, 1780 Fremont Dr., Salt Lake City, UT 84104. EOE (11-8)

AOR newscaster. Send T&R to KCPX (99FM), 1780 Fremont Dr., Salt Lake City, UT 84104. EOE (11-8)

Research Director-Music, program and/or sales research experience including organizational background. Send resume to Dave Smity, KFIG, Box 4265, Fresno, CA 93744. (11-8)

AOR oriented KBOB-FM looking for weekend personalities for the Fresno market. T&R to Joe Collins, Box 1101, Tulare, CA 93276. EOE (10-30)

QUICK-95 needs adult communicator with hot production skills. T&R to Tim Rose, 419 Mason St., Vacaville, CA 95988. EOE M/F (10-30)

Afternoon DJ for Country station, KWYO/Sheridan, WY. Good money for small market. Send T&R or call Grant West, Box 727, Sheridan, WY 82801. EOE (10-30)

Chief Engineer for AM/FM. Must have automation experience. Open salary. Great for working and living. Resume to Robert N. Ordonez, KCBN, Box 10630, Reno, NV 89510. EOE M/F (10-30)

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Radio & Records

1930 Century Park West, L.A., CA 90067

Opportunities

Openings

KEZZ/Seattle needs weekend communicator immediately for new MOR format. Automation experience helpful. T&R: Tim Williams, Box 31399, Seattle, WA 98103, (206) 633-6690. EOE (10-30)

Golden Egg producers of nationally syndicated programs "Future File," has openings for Los Angeles-based station clearance personnel. Experienced preferred. Call Dave Price, (213) 476-0817. (10-30)

Looking for experienced Country PD with strong production. Send T&R to 409 Hilltop Circle, Colorado Springs, CO 80906. EOE M/F (10-30)

Bright, energetic morning person needed for **KERN/Bakersfield**. Team-oriented. Start first of the year. T&R: Jeff Young, 1400 Easton Drive, Suite 134, Bakersfield, CA 93303. EOE M/F (10-30)

Wanted: Alive n' Kickin'; creative, musicologist for on-air slot, possibly mornings at free form, adult AOR in Jackson Hole, WY. Creative and musical freedom, a rarity in radio these days. Be yourself! Intelligent, creative production a must. Also, Sports Director needed. Would also perform as an assistant newspaperman and must be willing and able to do board work. Beautiful mountain setting. No calls please! T&R to Jeff Woodruff, Box 927, Jackson Hole, WY 83001. (11-6)

Positions Sought

DANIEL BRUNTY, 13 years experience, primarily AOR/CHR. Former WQDR/Raleigh, PD. Available now for PD or jock in medium/major market. (919) 834-2073. (11-6)

Positions Sought

JACK ARMSTRONG, 16 years experience, PD at 14WK, WAMS, looking for PD or jock gig in medium to major market. Call (717) 687-2261. (11-6)

Looking to move out West. Former middays/Production Director, KPMX/Lubbock, TX. Prefer AOR. Call **BOBBY TRENOR**, (806) 792-4830. (11-6)

DAVE MANN, formerly PD of WDOQ/Daytona Beach, and air talent at WOKY, Q106 and Y103, is looking for an air shift in FL. Call (904) 252-2866. (11-6)

Major market air talent seeks either programming or air shift. For T&R phone (806) 484-3760 after 6pm and ask for CHRIS. (11-6)

BILL (BJ) JOHNSON, morning pro, looking for major or medium market in Southeast. (301) 790-2936. (11-6)

PD's slender throat forced me to walk, CHR, AOR, Oldies. 6 years medium market experience. **DAVE ST. GERMAIN**, (414) 233-8371. Call yesterday. (11-6)

DWAYNE BONDS, formerly of Q106, WAPE, WCIR, WRDQ, etc., is available for programming position or exceptional airshift. Call (813) 971-4270 or (813) 977-4571. (11-6)

Disc jockey, presently working Country format, willing to relocate. **KEVIN McATEER**, 110 Whitford St., Warwick, RI 02886, or (401) 739-6626. (11-6)

Country stations or CHR stations in the Northeast. Former Providence personality **BOB CHASE** is looking. (401) 943-4003. (11-6)

Talented sports reporter, 6 years experience, excellent P-B-P and sports talk. Ready immediately any market. Call **JIM**, (614) 436-6133. (11-6)

13 years experience, desires sales/announcing position with major market station. Prefer West or South. **TONY REEDER**, (304) 464-4638. (11-6)

Positions Sought

LOOK! Radio journalist with excellent credentials looking for move up. 9 years experience. Currently in CA, but willing to relocate for good career opportunity. (408) 449-6386. (11-6)

Salesman/announcer, 16 years experience, 1st ticket. Worked C&W and other formats. Prefer FL or another state in Southeast. GA or AL. **BILL SMITHSON**, (306) 448-1260. (11-6)

Derral Thomas isn't as good a utility person as I. Sports, news, airshift, traffic/continuity for your Western small market station. **LIZ**, (416) 941-2209. (11-6)

Need help right now. Former Pittsburgher who's handled the big city is ready. Formerly at WYDD. (216) 478-1206. (11-6)

Voice of Contra Costa College football and XKDON/Salinas air talent seeks on-air work. Call **FRANK BUTERA** at (415) 223-1634. (11-6)

"Professional, capable, impartial, fair, bright, articulate, dedicated, thorough, objective, excellent, an asset to any organization." All assessments of my News abilities. Call **JERRY**, (617) 764-8544. (11-6)

LEE HOGAN, lovable human rock 'n' roller. Good numbers. 8 years experience. Seeks medium market in East or South. Call (304) 296-8087 between 8-12am. (11-6)

Creative production and salesman looking to move up. 16 voices to choose from and good copywriting skills. Call (301) 733-4500, ask for **BUD**. (11-6)

Everything you've wanted in a morning team and more. Working in Los Angeles, duo ready to blow before station does. Call (213) 439-3544 after 12PCT. (11-6)

Happy Harrigan wants to pay his dues! 1 year experience so far. Hard-working, half breed. West or Southwest preferred. After 6pm PST, (213) 288-6672. (11-6)

Positions Sought

Large market jock available to program your small or medium market station in Southeast. Help me escape and I will help you. **JOHN**, (303) 393-1676. (11-6)

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.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

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* Must run consecutive weeks.

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Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

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Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

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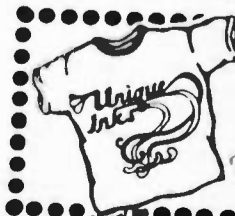
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Honolulu, Hawaii 96826 (808) 395-9600

Opportunities

Positions Sought

MITCH McCracken, 12 years experience as PD, MD and Research Director in Top 50 markets. Looking for work immediately. Will relocate. (213) 703-7042. (11-6)

Woman jock with nice big pipes (no more Dolly jokes please). Wants to work for your Country station. Call now (701) 852-4523. DAWN. (11-6)

Experienced, hard-working, dependable announcer willing to relocate to medium market AOR or A/C. Call Tim, at (913) 841-4140 or (913) 843-9200. (11-6)

1st phone air personality looking in South or Southwest CHR or AOR formats. Available now. Good production. For T&R call PATRICK, (601) 638-3318. (11-6)

CHRIS JARRETT, currently at WAYS the medium market station of the year, now ready for move to major or solid medium market. Call (704) 525-8427. (10-30)

Looking through the trades again? Solution: GARY MACK, WNAP/Indy, looking for Top 15 market. Good pipes. Challenge seeker. (317) 297-1180 or (901) 989-5886. (10-30)

Psychic available for open line for radio and television. Call (213) 277-8044 answering service or (213) 278-3263, home. CANDY WINKLER. (10-30)

Morning man from Top 10 market looking for major or medium market on-air or PD position. Call GLEN, (703) 836-3381. (10-30)

Florida space coast News Director, 5 years news experience wants to move up. Will relocate in Florida or Midwest. GARRETT, (305) 254-8090, 5am-12:30pm. (10-30)

Morning team available! Humor, news, features, we do it all. Medium and large markets. Call (305) 484-8481. (10-30)

RON FOLKS, currently assistant PD, good production, very tight board. 6 1/2 years experience, looking for PD/MD position. No less than \$385/week. Call (803) 798-5584. (10-30)

MD, PM drive. Dependable, dedicated, works cheap, community minded, excellent music knowledge, seeking CHR, AOR or A/C. JIM KING, (502) 422-3961, after 6pm EST. (10-30)

Bay goodbye to Hollywood. I must. Family requires return to Detroit. Interested in AOR, A/C and CHR. Call FOSTER, (313) 582-1217. (10-30)

Broadcasting since 1958, radio pro seeking long term OM/PD slot in Country major/medium market. (517) 465-6340. DICK GILES, "Have Pipes Will Travel." (10-30)

Positions Sought

Los Angeles county/city broadcaster seeks air/production, news or sales/copy. Will consider anywhere. (213) 277-7789, (213) 622-3444 (service). Ask for BILL. (10-30)

Morning man formerly WGBT, WSPD, now WQOK. Available January 1. Bits, characters, controversial. Prefer large markets. Call DAVE, (803) 248-4668, after 3pm. (10-30)

7 year pro PD/MD seeks medium market country gig. Call BART, (501) 247-2972. (10-30)

I've got a way with words. I'm a copywriter/producer interested in employment and willing to relocate. Give me a call. DREW JACOBS, (516) 798-3050. (10-30)

Country music personality and MD with 7 years experience. If you live and love country music, call BRUCE at (716) 864-7038 evenings. (10-30)

DON ALLEN, KMNS, is looking for a new challenge in the West or Midwest, 5 year CHR veteran. All offers considered. Call (712) 258-0628. (10-30)

Looking for a PD position. Programming experience. If you have an AOR station on the West Coast, I'd like to talk to you. J.D. (215) 855-8990. (10-30)

7 years professional air talent. Worked Las Vegas, Waco, TX and Florida markets. College, 1st phone. THOM DAVIS, (904) 629-3172. (10-30)

Experienced personality seeks market change. 11 years experience in Top 40 and CHR. MD, production, 1st phone. Contact JAY RICHARDS, (512) 340-0094. (10-30)

WBT WHAM WNDE
POP PERSONALITY
Professional, creative, good citizen
and gentleman. For tape and
resume call **TOM McMURRAY**
(319) 372-8169

Currently employed mornings in major market. Looking for programming/on air job A/C or Country. 8 years experience. Call (602) 998-7047 anytime. (10-30)

Great sportscaster with ten years experience. Can do it all, play-by-play, interview/talk, daily sports shows, the works. Call MARC or JUDY, (904) 389-8282. (10-30)

NEWS WOMAN experienced, college grad, strong air delivery, good reporting skills seeking news opportunity in Houston. Professional, reliable, authoritative news voice. NANCY, (812) 426-1381 after 6pm. (10-30)

Positions Sought

Experienced morning man, PD, copywriter, news, production. Stable, married, family man. Seeking immediate opening; Northeast medium or better market. LARRY KAY, (717) 853-2500 after 3pm. (10-30)

Bright, intelligent copywriter looking for new horizons in Midwest. I can produce creative copy that will sell. Call (816) 233-2486. (10-30)

WANTED - full-time air shift. Small or medium market. Country & A/C experience. Prefer West Coast or Midwest area but will travel anywhere! Contact DAVE HUDSON, (603) 236-1638. (10-30)

PD with 5 years in majors. Has killer CHR format. Currently employed. Medium to large markets only. (207) 773-8155. (10-30)

Experienced Country PD/MD/announcer with strong production seeks position with responsibility and a future. Now in WI but willing to relocate for right offer. R.J. (414) 845-1850. (10-30)

Experienced Central New York family man, who is acting PD, MD, & Promotion Director, looking to better myself. In charge of station research. TIM, (315) 448-1515. (10-30)

C.C. McCARTNEY, former PD of 8100/San Diego, KTLK and 86KX/Denver, actively seeking a large or major market programming position. (303) 364-4917. (10-30)

7 year AOR & A/C vet. Have worked with great folks. Interested in major markets. Superstars experience. Great pipes & production. (606) 744-0134 BOB HENSLEY. (10-30)

JONATHAN KEYES, former PD of KC102/Ft. Lauderdale & WGN/Knoxville, looking for similar position. Call (301) 764-2919. (10-30)

Morning personality A/C or CHR major market experience. characters information entertainment, fun. Top 50 markets only. Free T&R with 1st call, (804) 272-5439. (10-30)

Changes

RADIO

Lisa Giles joins KPRI/San Diego, CA for all-nights.

Jon Rand named Local Sales Manager for KPLZ-FM/Seattle, WA.

Bill Shepard promoted to News Director of WMMM-WDJF/Westport, CT.

Larry Rouse appointed General Sales Manager of WMC/Memphis, TN, formerly with KCNR-KPAM/Portland, OR.

Changes

Louise Crawford has been named Local Sales Manager at KBPI/Denver, CO.

RECORDS

Darryl Minger joins Elektra/Asylum as Tour Press Manager.

Jarvis Shelton promoted to Field Merchandiser, R&B Marketplace, with WEA Atlanta Marketteam.

Rachelle Fields appointed West Coast Professional Manager for Chrysalis Records.

Chris Heim will handle Promotion for the Eastern U.S. for Flying Fish Records.

Rick Swenson will handle Promotion for the Western U.S. for Flying Fish Records.

INDUSTRY

Susan Laronge appointed Account Executive for Bernard Howard & Company's Los Angeles branch.

Bert Russick, Jr. appointed Director of A&R, Special Markets Division, for Sound Investments, Inc.

Miscellaneous

WTSV would like to receive any and all Country music from all labels. Send to Ken Silva, MD, 221 Weahington St., Claremont, NH 03743 or (603) 542-7735. (11-6)

WANTED: Various Comedy Material, in the forms of tapes/records, for production of weekly comedy show. Andy Jay, WCSM, Box 492, Cullina, OH 45822. (11-6)

The National Vietnam Veterans Review is now in operation as the only Nam Vet Newspaper. If you have veterans news, write: NVVR, P.O. Box 35812, Fayetteville, NC 28303. (11-6)

WNBY AM/FM, upper Michigan's best music, requests expanded A/C and AOR record service. Contact Jeff Payne, OD, (906) 293-3221 or Box 1, Newberry, MI 49868. (10-30)

WJML/Petoskey, MI needs jazz service from all labels. Mike Benson, Box 99, Petoskey, MI 49770. (10-30)

KZOK-AM is in need of A/C singles product from all labels. 1426 5th Ave., Seattle, WA 98101. (10-30)

WWKY/Winchester, KY needs Country oldies. Contact Tim Smith, 17 1/2 W. Broadway, Winchester, KY 40391 or call (606) 744-2864. (10-30)

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for more information.

New & Active Continued from Back Page

- BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 60/59
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 59 Including WABC, WFI, B104, JB106, WPGC, Q106, CKLW, KHS-FM, KIQQ, KYYX, KZZP, KX104, WNCI, 96XIL, WGLF.
- KIM CARNES "Mistaken Identity" (EMI America) 59/5
Moves: Up 16, Debuts 3, Same 36, Down 1, Adds 5, CKQM, KBEQ, WZYP, KOFM, KKLS, WFI on, KFI on, KIQQ 36-28, KZZP 28-23, WCAO on, WPHD on, WKEE 39-36, KYNO-FM 39-30, KCPX 32-29, KILE 34-28.

SIGNIFICANT ACTION

- SURVIVOR "Poor Man's Son" (Scotti Bros./CBS) 49/8
Moves: Up 8, Debuts 8, Same 26, Down 0, Adds 8, WKEE, KBFM, KZ93, KSFX, KRQ, WFBQ, WGLF, KENI, WFI 27-24, WLS-FM d-34, WKTI on, 3WT 40-34, WJXQ 23-20, WIKS 22-19, WJBO 23-16.
- JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 45/4
Moves: Up 11, Debuts 7, Same 23, Down 0, Adds 4, KINT, KIOA, KOFM, KCBN, 94Q on, WOKY 20-17, KEZR 26-26, WHFM 26-26, KBFM on, WSGN 18-14, WAKY 14-13, WNAM on, WGLF 33-31, KELO 33-28, KKRC 29-27.
- MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 44/13
Moves: Up 6, Debuts 4, Same 21, Down 0, Adds 13, WFBR, WKEE, WSKZ, WBCY, KIKK, KIOA, 96XIL, 96SGF, WFOX, KKQV, KQWB, WCIL-FM, KRNA, CFTR 25-18, Q104 28-24.
- ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 42/21
Moves: Up 8, Debuts 4, Same 8, Down 1, Adds 21 Including WKBW, WFI, WPGC, 94Q, WZZP, KRLA, KFI, KIQQ, KEZR, WCKX d-17, WFBR 27-23, KFMC 10-6, WAYS 20-11, WVIC on, KHYT 12-10.
- BEE GEES "Living Eyes" (RSO/PolyGram) 41/19
Moves: Up 2, Debuts 6, Same 16, Down 0, Adds 19 Including WZUU, WKTI, KIQQ, KYYX, WLAN-FM, WKEE, WSGN, KNBQ, KZZX, WIGY, 13FEA, WISE, KVOL, KENI, KSLY.
- STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 40/8
Moves: Up 18, Debuts 4, Same 11, Down 2, Adds 8, WKX8-FM, KSLQ, WGLC, WZUU, KC101, WLAM, Q101, WTRU, KIQQ 16-9, WJDX 28-23, WAKY 17-15, WZZR 19-16, KSTT 26-20, KIOA 21-19, KSKD 36-29.
- EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 39/39
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 Including 96KX, B104, Z93, 94Q, KBEQ, KYYX, KOPA, KHFI, WZYP, WCSC, WKDQ, KLUC, WFLB, KFYR, KOZE.
- TRIUMPH "Magic Power" (RCA) 37/2
Moves: Up 13, Debuts 2, Same 20, Down 0, Adds 2, KXX106, KIKK, CFTR 27-23, CHUM 7-6, WLS 33-28, K104 9-9, WSSX 22-19, KJ100 17-15, WJXQ 9-8, WIKS 17-12, KRQ 77-26, WIGY on, WCGQ on.
- DONNIE IRIS "Sweet Marilee" (MCA) 34/10
Moves: Up 6, Debuts 1, Same 18, Down 0, Adds 10, KBEQ, KIQQ, WRCK, 3WT, WKRZ-FM, BJ106, WDJX, WZYQ, WSPT, 96KX 24-20, CK101 40-36, WSSX 29-27, Z104 30-28, KKQV on.
- LOVERBOY "Working For The Weekend" (Columbia) 30/18
Moves: Up 0, Debuts 3, Same 9, Down 0, Adds 18 Including WBEN-FM, 96KX, WKTI, WRCK, 3WT, WPST, WBCY, WJXQ, KSKD, WACZ, Q104, WCGQ, WGLF, KFMZ.
- DON McLEAN "Castles In The Air" (Millennium/RCA) 30/12
Moves: Up 6, Debuts 5, Same 6, Down 1, Adds 12, B104, WPGC, WZUU, WBBF, WHFM, 92FLY, KEEL, WAAV, BJ106, WMAK-FM, WFLB, KVOL, WCAO 26-21, WGH 19-13, WZZR 28-25.
- KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 30/5
Moves: Up 0, Debuts 4, Same 20, Down 1, Adds 6, WKXS-FM, WGLC, KXX106, WQUY, KKQV, KEGL on, KFI on, KYYX on, WPHD on, WOKI on, KJ100 on, WVIC on, KNBQ on, KSEL-FM on, KATI on.
- PABLO CRUISE "Slip Away" (A&M) 27/0
Moves: Up 7, Debuts 2, Same 18, Down 0, Adds 0, WZUU on, WHFM on, KINT on, WAAV on, KCPX 31-30, K96 29-27, WJBO 37-34, 96SGF on, WCGQ on, WFLB 27-25, KVOL on, KFVR on, KQWB on, KKRC on, KDZA on.
- ALAN PARSONS PROJECT "Snake Eyes" (Arista) 26/0
Moves: Up 6, Debuts 2, Same 18, Down 1, Adds 0, 96KX on, KIQQ on, KYYX on, KHFI on, WTX 32-30, KQ94 on, WSSX 30-28, KJ100 28-26, WJXQ d-27, WIKS on, KNBQ on, KBBK on, WIGY on, KRNA 26-23.
- SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 24/12
Moves: Up 0, Debuts 2, Same 10, Down 0, Adds 12, KFI, WKRZ-FM, KINT, KQ94, WJXQ, KOFM, KGGI, WJBO, WFBQ, WISE, KSEL-FM, WRKR, B104 on, KEGL on, KIQQ on.
- TIERRA "La La Means I Love You" (Boardwalk) 23/1
Moves: Up 11, Debuts 4, Same 7, Down 0, Adds 1, KHS-FM, WKXS-FM d-29, Y100 29-26, WCKX on, KEARTH 23-18, KRLA 23-21, KFI 17-16, KIQQ 32-26, Q106 on, KZFM 26-24, KSET-FM 10-5, KLAZ on, KYNO-FM 13-10, KHYT 4-3, KILE 36-31.
- JERMAINE JACKSON "I'm Just Too Shy" (Motown) 20/4
Moves: Up 4, Debuts 3, Same 8, Down 1, Adds 4, KFI, KFRC, KQ94, WANS-FM, WKXS-FM 30-28, Y100, WCKX 36-32, KRLA on, KR0K on, BJ106 on, WAYS 19-17, WSEZ d-31, KHYT on, 96SGF 30-27, WFLB on.
- GREG LAKE "Let Me Love You Once" (Chrysalis) 17/16
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 16, JB106, 94Q, WICC, WPST, WKRZ-FM, KBFM, WCSC, WVIC, WJXQ, KNBQ, Q104, WGLF, KSEL-FM, KENI, KSLY, KDZA.
- BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 17/4
Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 4, WGH, KCPX, WCGQ, WFLB, 94Q on, WAEB on, KXX106 on, WAAV 18-15, BJ106 on, WDOQ d-29, WBBQ d-30, WCSC on, WANS-FM on, Q104 on, KVOL on.
- JOHN ENTWISTLE "Too Late The Hero" (Atco) 16/1
Moves: Up 4, Debuts 1, Same 10, Down 0, Adds 1, 3WT, KBEQ 29-27, KEZR on, WPHD on, WPST 36-31, KXX106 on, WAAV on, WZYP 30-28, KX104 on, WOKI on, WSSX d-29, WISE on-dp, WXLK on, WSPT on-dp, KFMZ on.
- ARLAN DAY "I Surrender" (Pasha/CBS) 16/0
Moves: Up 5, Debuts 1, Same 10, Down 0, Adds 0, KIQQ on, KJR d-9, KYYX 26-24, WPHD on, WHFM 28-27, WANS-FM on, WVIC 30-28, KOFM on, KNBQ 21-19, WFOX on, WISE on-dp, KILE 19-14, KKRC on, KRNA on.
- KINKS "Destroyer" (Arista) 16/0
Moves: Up 7, Debuts 1, Same 8, Down 0, Adds 0, CHUM 22-14, KEGL 12-8, WRCK d-29, WPST 36-32, WKRZ-FM 20-17, K104 37-34, WJXQ 16-13, KKXX on, KSFX on, FM103, on, WGUU on, WZYQ on, KSEL on, WSPT on-dp, WCIL-FM 16-11.
- BEACH BOYS "Come Go With Me" (Caribou/CBS) 14/12
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, 3WT, WICC, WKRZ-FM, WTX, KLAZ, WDOQ, WSEZ, WCSC, KHYT, WZYQ, WGLF, KFVR, WSGN on, WFOX on-dp.
- LULU "If I Were You" (A&M) 13/8
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 8, WGLC, KIQQ, WPHD, KSET-FM, KINT, WGH, WVIC, WQUY, WICC on, WMAK-FM on, KNBQ on, KCPX on, KOZE on.
- BALANCE "Falling In Love" (Portrait/CBS) 12/5
Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 5, KYYX, KC101, KHFI, WGUU, KILE, 92FLY on, WKRZ-FM on, K104 on, WOMP-FM on, 96XIL on, WGLF 40-39, KQDI on.
- JOHN DENVER "The Cowboy & The Lady" (RCA) 12/3
Moves: Up 2, Debuts 0, Same 6, Down 1, Adds 3, WGLC, WKTI, BJ106, WOKY 18-16, KFI on, KYYX on, WTX 26-17, KQ94 on, WVIC on, KOFM on, 96XIL on.
- ROLLING STONES "Waiting On A Friend" (Rolling Stones/Atco) 11/8
Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 8, KJR, WPHD, WZYP, WBCY, WIKS, KRQ, KSEL-FM, KRNA, KXX d-27, Z102 33-28, WFOX on-dp.
- SAVOY BROWN "Run To Me" (Accord/Townhouse) 11/0
Moves: Up 4, Debuts 1, Same 5, Down 1, Adds 0, KIQQ on, KFRC on, WPHD 29-28, KBFM on, WTX 31-29, KQ94 36-31, KJ100 on, KCPX 36-37, WJBO d-32, KVOL on, WCIL-FM 30-19.
- ANNE MURRAY "It's All I Can Do" (Capitol) 10/0
Moves: Up 5, Debuts 1, Same 4, Down 0, Adds 0, WNBC 30-29, KRBE 13-13, WZUU d-28, WYBF 25-23, WJDX 27-25, WMAK-FM 19-19, KIOA 28-26, KOFM on, 13FEA on, WFLB 21-18.
- RONNIE LAWS "Stay Awake" (Liberty) 10/0
Moves: Up 3, Debuts 0, Same 5, Down 2, Adds 0, Q106 26-26, WDRQ 21-21, KLAZ on, WSGN 22-20, WAAV on, WHHY-FM 26-29, WMAK-FM 21-16, WJBO on, WGUU 13-12.

SIGNIFICANT ACTION

- KIM CARNES "Mistaken Identity" (EMI America) 24/9
Rotations: Heavy 1/0, Medium 8/3, Light 12/3, Extra Adds 3, Total Adds 9, KCSW, WAFB, KOLE, WBT, WTAR, WHBY, KRMG, KAFY, WJON, Heavy: WCCO, Medium: WBEN, KULF, WQY, WIS, WSKY.
- RUPERT HOLMES "Loved By The One You Love" (Elektra) 24/8
Rotations: Heavy 2/0, Medium 8/1, Light 13/8, Extra Adds 1, Total Adds 8, KEX, WNAB, WMYZ, WIS, WRVR, WSM-FM, WHIO, WGIH, Heavy: WCCO, WSKY, Medium: WJMD, KULF, KOY, WELI, WHYN, WGAC, KKUA.
- PABLO CRUISE "Slip Away" (A&M) 22/2
Rotations: Heavy 0/0, Medium 16/1, Light 7/1, Extra Adds 0, Total Adds 2, KULF, WRIE, Medium: 97AIA, WRRM, KEX, KCSW, WSM-FM, WHLY, KBOI, KUGN, KWAV, WNEU, WSKY, WCHV, WJON, KFQD.
- JOEY SCARBURY "When She Dances" (Elektra) 22/1
Rotations: Heavy 1/0, Medium 10/0, Light 11/1, Extra Adds 0, Total Adds 1, WWWE, Heavy: KOB, Medium: WJMD, KULF, KEX, KCSW, KKRD, KAFY, WNEU, WDAY, WJON, KFQD.
- QUARTERFLASH "Harden My Heart" (Geffen/WB) 21/4
Rotations: Heavy 1/0, Medium 8/0, Light 8/0, Extra Adds 2, Total Adds 4, WHEN, KOLE, WMAZ, WKZE, Heavy: WSKY, Medium: KEX, KPLZ, WGAC, WSM-FM, KAFY, KUGN, WCHV, WORG.
- NICOLETTE LARSON "Fool Me Again" (WB) 19/7
Rotations: Heavy 2/0, Medium 8/2, Light 11/5, Extra Adds 0, Total Adds 7, KCSW, WMAZ, WSM-FM, WHLY, WHIO, WQUA, WORG, Heavy: WLTA, WDEF, Medium: WCCO, WGAC, KSL, WSKY.
- PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 19/5
Rotations: Heavy 1/0, Medium 8/0, Light 10/5, Extra Adds 0, Total Adds 6, WNAB, WRVR, WHIO, WFMK, WSGW, Heavy: WSBA, Medium: WIP, 97AIA, WOMC, KPLZ, WELI, WHBC, WQUA, WJBC.
- LULU "If I Were You" (A&M) 18/8
Rotations: Heavy 2/0, Medium 8/3, Light 10/5, Extra Adds 0, Total Adds 8, WSB, WCCO, WHYN, WBT, WMAZ, WHIO, WFIR, KMED, Heavy: WJMD, KKRD, Medium: WVLK, WQUA, WJON.
- JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 18/4
Rotations: Heavy 2/0, Medium 11/1, Light 3/1, Extra Adds 2, Total Adds 4, KOLE, WDEF, WIS, KRNT, Heavy: WCCO, KSL, Medium: WLTA, KMBZ, WNAB, WRIE, WERC, WMAZ, KAFY, KBOI, WDAY, WJON.
- ROD STEWART "Young Turks" (WB) 18/1
Rotations: Heavy 3/0, Medium 10/0, Light 5/1, Extra Adds 0, Total Adds 1, WHLY, Heavy: WTFM, WSM-FM, KSEL, Medium: KCSW, KOLE, WBT, WQUE, KAFY, KWAV, WKZE, WCHV, WORG, KADE.
- ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 17/4
Rotations: Heavy 1/0, Medium 5/0, Light 9/2, Extra Adds 2, Total Adds 4, WDEF, WKBN, KKUA, WCHV, Heavy: KOLO, Medium: KULF, WGAC, WHBY, KFQD, KRKK.
- JOHN DENVER "The Cowboy & The Lady" (RCA) 14/4
Rotations: Heavy 1/0, Medium 8/0, Light 4/3, Extra Adds 1, Total Adds 4, WHB, KYNO, KFQD, KMED, Heavy: WLTA, Medium: KOY, KEX, KCSW, WDEF, WHBC, KLTE, KAFY, KKUA.
- BARBARA MANDRELL "Wish You Were Here" (MCA) 12/3
Rotations: Heavy 3/0, Medium 4/0, Light 4/2, Extra Adds 1, Total Adds 3, KCSW, KAAV, WQUA, Heavy: KMBZ, KOY, KSL, Medium: WCCO, WSBA, KRNT, KLTE.
- STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 12/3
Rotations: Heavy 0/0, Medium 8/1, Light 6/2, Extra Adds 0, Total Adds 3, KULF, WRIE, WORG, Medium: WTFM, WWYZ, KCSW, KAFY, WCHV.
- SPYRO GYRA "Summer Strut" (MCA) 12/3
Rotations: Heavy 0/0, Medium 5/1, Light 7/2, Extra Adds 0, Total Adds 3, KING, KBOI, KMED, Medium: 97AIA, KEX, WMAZ, KSL.
- EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 11/11
Rotations: Heavy 0/0, Medium 3/3, Light 4/4, Extra Adds 4, Total Adds 11, WCBM, KMBZ, KEX, WQUE, KAFY, KBOI, WKZE, WORG, WJON, KADE, KBOZ.
- BALANCE "Falling In Love" (Portrait/CBS) 10/9
Rotations: Heavy 0/0, Medium 2/1, Light 8/6, Extra Adds 2, Total Adds 9, 97AIA, KEX, KING, KPLZ, WGAC, WHBY, WHBC, WSKY, KFQD.
- DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 10/8
Rotations: Heavy 0/0, Medium 4/3, Light 5/4, Extra Adds 1, Total Adds 8, WBEN, WSM-FM, WQUE, KAFY, WSKY, WSGW, KADE, KBOZ, Medium: KWAV.
- MICHAEL LLOYD "I Go To Pieces" (Arista) 10/3
Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Extra Adds 0, Total Adds 3, KCSW, WRVR, WHBC, Medium: WDEF.
- GENESIS "No Reply At All" (Atlantic) 10/1
Rotations: Heavy 0/0, Medium 6/1, Light 4/0, Extra Adds 0, Total Adds 1, WHEN, Medium: WGAR, WRIE, WSM-FM, KWAV, WSKY.
- POLICE "Every Little Thing She Does Is Magic" (A&M) 10/0
Rotations: Heavy 1/0, Medium 7/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WSM-FM, Medium: WASH, WRIE, WQUE, WOWO, KWAV, WBOW, KADE.
- MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 9/3
Rotations: Heavy 0/0, Medium 4/1, Light 5/2, Extra Adds 0, Total Adds 3, WJMD, KMBZ, WDAY, Medium: WRRM, WGAC, KCSW.
- JERMAINE JACKSON "I'm Just Too Shy" (Motown) 9/1
Rotations: Heavy 0/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WCCO, Medium: WJMD, KAFY, KWAV, WSKY, WLEQ.
- VIC ASHER "What Am I Gonna Do" (Velsi) 9/0
Rotations: Heavy 1/0, Medium 3/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WDEF, Medium: WGAC, WVLK, KFQD.
- KENNY ROGERS "Blaze Of Glory" (Liberty) 8/8
Rotations: Heavy 0/0, Medium 4/4, Light 3/3, Extra Adds 1, Total Adds 8, WBEN, KMBZ, WSM-FM, WOKV, WAKR, WWSA, WDAY, KBOZ.
- BEE GEES "Living Eyes" (RSO/PolyGram) 8/4
Rotations: Heavy 1/0, Medium 2/1, Light 5/3, Extra Adds 0, Total Adds 4, WTAE, KCSW, WSLI, KWAV, Heavy: WTFM, Medium: KKRD.
- ALABAMA "Love In The First Degree" (RCA) 8/2
Rotations: Heavy 0/0, Medium 4/0, Light 3/1, Extra Adds 1, Total Adds 2, KYXY, WDEF, Medium: WBT, WIS, WRVR, WORG.
- LUTHER VANDROSS "Never Too Much" (Epic) 8/2
Rotations: Heavy 0/0, Medium 7/2, Light 1/0, Extra Adds 0, Total Adds 2, WGAR, WSKY, Medium: WSM-FM, WQUE, KAFY, KKUA, WCHV.
- TIERRA "La La Means I Love You" (Boardwalk) 8/1
Rotations: Heavy 2/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, KCSW, Heavy: KULF, KKUA, Medium: WLTA, KOB, KAFY, WLEQ.
- HERB ALPERT "Manhattan Melody" (A&M) 8/0
Rotations: Heavy 0/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WLTA, KUGN, KKUA, KSL, WSKY.
- BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 7/4
Rotations: Heavy 1/0, Medium 2/1, Light 4/3, Extra Adds 0, Total Adds 4, WGAC, WIS, WMAZ, WORG, Heavy: WLTA, Medium: WERC.
- SAILOR "Hat Check Girl" (Caribou/CBS) 7/1
Rotations: Heavy 0/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1, KKUA, Medium: WDEF, WHBC, KBOI.
- RINGO STARR "Wrack My Brain" (Boardwalk) 7/1
Rotations: Heavy 0/0, Medium 3/1, Light 4/0, Extra Adds 0, Total Adds 1, WBT, Medium: WBEN, KAFY.
- DOBIE GRAY "Autumn" (Robox) 7/0
Rotations: Heavy 1/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WLTA, Medium: WRRM, WDEF.
- BEACH BOYS "Come Go With Me" (Caribou/CBS) 6/8
Rotations: Heavy 0/0, Medium 4/4, Light 0/0, Extra Adds 2, Total Adds 2, WCBM, KMBZ, WRVR, KAFY, KSEL, KRRC.
- STEVE CARLISLE "WKRP In Cincinnati (Main Theme)" (Sweet City/MCA) 6/6
Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 1, Total Adds 6, WLTA, WHB, KXOK, WDEF, WHBC, KUGN.

BREAKERS are those newer records judged to have the greatest level of station activity on any given week. NEW & ACTIVE includes songs reported by at least 50 CHR or 30 A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many reporters are on the record this week and, of those, how many added it this week. CHR stations report numbered playlists, and all possible moves are listed for each song (UP, DEBUTS, SAME, DOWNS, ADDS). A/C stations report by rotations (HEAVY, MEDIUM, LIGHT, ADD). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it into that same rotation.

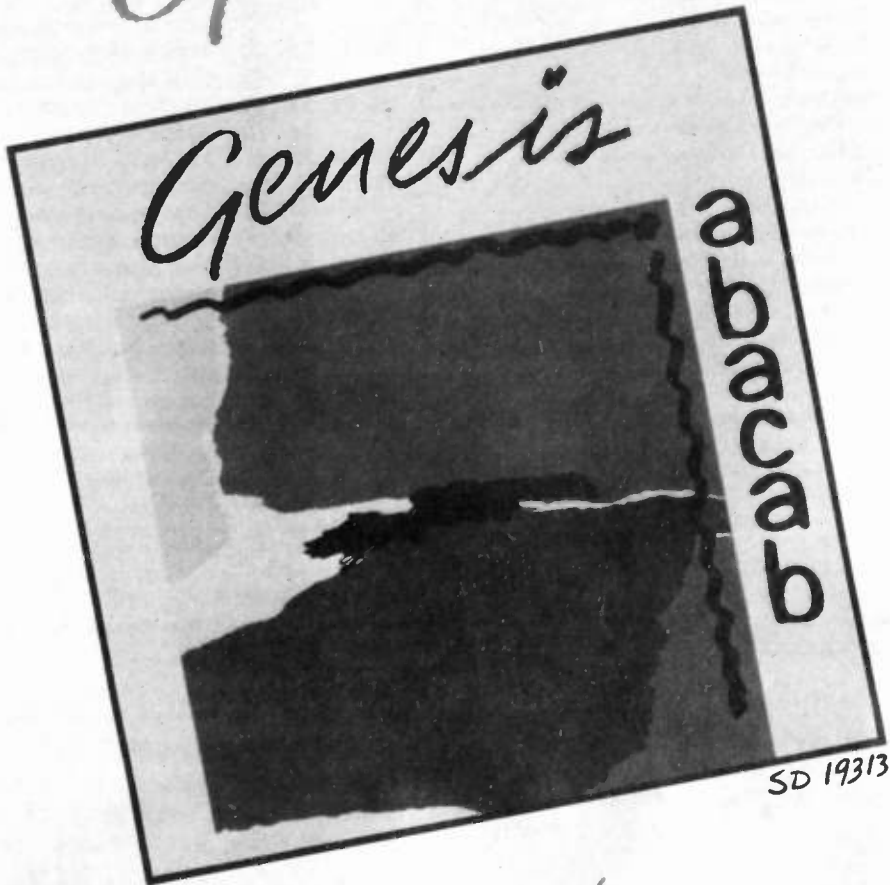
SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. Indicates one of this week's most added new releases. The number in parentheses immediately following the songs listed in the MOST ADDED and HOTTEST sections of the BACK PAGE indicate the total number of all our reporters in either CHR or A/C adding the song this week or noting that the song is among their five hottest.



COMING NEXT WEEK
INSIDE R&R:

Sunbelt Broadcasting's Senior VP/Programming E. Karl discusses research and radio.

abacab
is the new album
from **Genesis**



Contains the single,
NO REPLY AT ALL # 3858
PRODUCED BY GENESIS

on Atlantic Records
and Tapes



GENESIS ON TOUR:

Nov. 12	Dane County Coliseum Madison, Wisc.	Nov. 21	Riverfront Coliseum Cincinnati	Dec. 3-4	The Forum Montreal
Nov. 13	Rosemont Horizon Chicago	Nov. 22	Richfield Coliseum Cleveland	Dec. 5	Civic Center Ottawa
Nov. 16	Milwaukee Arena Milwaukee	Nov. 25-26	The Spectrum Philadelphia	Dec. 6-7	Maple Leaf Gardens Toronto
Nov. 17	Convention Center Notre Dame University South Bend, Indiana	Nov. 29	Nassau Coliseum Long Island, N.Y.	Dec. 8	Buffalo Memorial Auditorium Buffalo, N.Y.
Nov. 18	Cobo Arena Detroit	Nov. 30	Capitol Center Largo, Maryland	Dec. 10	Brendan Byrne Arena E. Rutherford, N.J.
Nov. 19	Civic Arena Pittsburgh	Dec. 2	Hartford Civic Center Hartford, CT.	Dec. 11	The Dome Syracuse, N.Y.

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Table with 4 columns: Rank, Weeks, Artist, Title. Lists top 30 songs including FOREIGNER, DARYL HALL & JOHN OATES, AIR SUPPLY, etc.

Table with 4 columns: Rank, Weeks, Artist, Title. Lists top 30 songs including AIR SUPPLY, BARRY MANILOW, DAN FOGELBERG, etc.

HALL & OATES "I Can't" (75)
J. GEILS BAND (64)
NEIL DIAMOND (59)

BARBRA STREISAND (59)
EDDIE RABBITT (39)
PAUL DAVIS (37)

MOST ADDED

BARBRA STREISAND (49)
PAUL DAVIS (36)
NEIL DIAMOND (35)

RONNIE MILSAP (25)
JUICE NEWTON (17)
S. NICKS & D. HENLEY (16)

FOREIGNER (148)
OLIVIA NEWTON-JOHN (109)
COMMODORES (76)

POLICE (74)
HALL & OATES "Private" (72)
AIR SUPPLY (66)

HOTTEST

AIR SUPPLY (69)
BARRY MANILOW (65)
DAN FOGELBERG (56)

COMMODORES (47)
M. POST f/L. CARLTON (46)
FOREIGNER (41)

BREAKERS

NEIL DIAMOND

Yesterday's Songs (Columbia)

70% of our reporters on it. Moves: Up 20, Debuts 45, Same 27, Down 0, Adds 59 including WKBW, Z93, WZZP, KIIS-FM, 13K, KIMN, Q103, KOPA, V100, KTSA, WZOK, KBBK, WCIR, KKXL, KSLY. See Parallels, charts at number 29.

J. GEILS BAND

Centerfold (EMI America)

59% of our reporters on it. Moves: Up 4, Debuts 31, Same 29, Down 0, Adds 64 including WBEN-FM, Q107, CHUM, CKGM, KEGL, KRLA, KFI, KFRC, KIMN, Q103, KOPA, KZZP, WRCK, G100, FM103, KILE. See Parallels, debuts on CHR chart at number 30.

JUICE NEWTON

The Sweetest Thing (I've Ever Known) (Capitol)

64% of our reporters on it. Rotations: Heavy 8/2, Medium 52/6, Light 18/8, Extra Adds 1, Total Adds 17 including WCBM, GR55, WPRO, WJMD, WGAR, KOY, and 11 more. Moves 29-20 on A/C chart.

RONNIE MILSAP

I Wouldn't Have Missed It For The World (RCA)

58% of our reporters on it. Rotations: Heavy 1/0, Medium 48/9, Light 18/12, Extra Adds 4, Total Adds 25 including WCBM, 97AIA, WRRM, WWWE, WISN, KFMB, KNBR, KIXI, KPLZ, and 16 more. Debuts at number 23 on A/C chart.

12-34

NEW & ACTIVE

- ELO "Twilight" (Jet/CBS) 107/10
QUEEN & DAVID BOWIE "Under Pressure" (Elektra) 89/35
JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 88/8
DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 76/76
RINGO STARR "Wrack My Brain" (Boardwalk) 71/31
LUTHER VANDROSS "Never Too Much" (Epic) 71/7

NEW & ACTIVE

25-49

- GEORGE BENSON "Turn Your Love Around" (WB) 60/14
PAUL DAVIS "Cool Night" (Arista) 54/38
BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 49/49
STEVIE NICKS & DON HENLEY "Leather & Lace" (Modern/Atco) 44/16
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 43/8
LINDSEY BUCKINGHAM "Trouble" (Asylum) 42/12
BENNY HESTER "Nobody Knows Me Like You" (Myrrn) 37/8
DIANA ROSS & LIONEL RICHIE "Dreaming Of You" (PolyGram) 37/0
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 30/13

INSIDE BACK PAGE