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THE INDUSTRY'S NEWSPAPER

FEBRUARY 6, 1981

REYNOLDS TAKES INTERIM CONTROL Kale Resigns As Golden West **Radio President**

Richard Kale has resigned as President of Golden West Broadcasters' Radio Division, a position he has held since late 1978, in order to pursue personal goals. GWB President John Reynolds will administrate the division while a successor is sought.

Kale told R&R, "This is solely a personal decision. I've spent a fourth of my life and half my broadcast career with Golden West. I had a three-year plan when I took this job which I feel I've already essentially accomplished. Now I have a need to stop accepting a paycheck and build something of my own."

Reynolds commented, "Richard Kale officially asked to be relieved of his duties so that he could have the time to seek out new opportunities. He has made an enormous contribution to the development of our Radio Division. We are sorry to see him leave." Kale will work with Reynolds to assure an orderly transition. No date has been set for his actual departure

Supervised **Format Changes**

Kale joined Golden West in 1969 as GSM at KEX/Portland, following a stint at the Katz rep firm, where he helped develop the company's unwired net structure. He became VP/GM of KEX in 1972. and while in Portland also put KQFM on the air, becoming VP/ GM for that station as well in 1977. In 1978 he was appointed VP for the company's Radio Division, and was promoted to President in 1979. He supervised format changes and modernization efforts at most of Golden West's eight radio stations, while under his administra-

Rozzo Named GM At WMZQ

Gil Rozzo, General Manager at WSAI-AM-FM/Cincinnati for the last two years until his recent departure (R&R 1-23) just prior to WSAI-FM's format change to Country last week, has been appointed GM at another Country-formatted FM outlet, WMZQ/Washington. He replaces Michael Cohen in the position.

Rozzo told R&R, "I've always wanted to work in Washington." He takes up his new responsibilities February 9. Before joining WSAI, he was GM at WWSW-WPEZ/ Pittsburgh.



Richard Kale tion the company's rep firm, Major Market Radio Sales, more than doubled its client list, and the division as a whole reached its KALE/See Page 25

KEFM/Omaha Goes Dark

KEFM/Omaha went dark last week (1-28), owing to a complex financial dilemma. Larry Campbell, VP/GM for the outlet, told R&R the decision to go dark was precipitated by the station's owners lacking the capital to repair its tower and antenna, which suf-fered approximately \$90,000 in damages during a windstorm last June

Both KEFM and its AM sister KOIL are owned by Beneficial Broadcasting under interim licenses, following the stations' sale by Star's Don Burden. However. Burden retained ownership of the tower and antenna and when the equipment was damaged, Burden claimed the insurance money. Lacking the necessary capital to make the repairs as well as being unable to move the equipment without substantial loss of signal. Beneficial decided "it was not in the best interests of the company to keep the station operative," according to Campbell.

INDEFINITE OR 10-YEAR LICENSES SOUGHT

The radio deregulation drive in

Congress moved into full swing

last week, as separate deregulation

bills were introduced in both the

House and Senate. Sen. Barry

Goldwater (R-AZ) immediately

scheduled hearings February 26

and 27 in his Communications Sub-

committee on the Radio Deregula-

tion Act of 1981, introduced by Sen.

Harrison Schmitt (R-NM) and six

cosponsors. No hearings have yet

been set on two deregulation bills

entered in the House by Rep.

James Collins (R-TX)

Radio Deregulation Bills

Entered In Senate, House

KEFM PD Scott Alexander termed the FCC-sanctioned decision "one of my biggest disappointments in radio."

RAB's First National Sales Management Conference A Smash

Group W Radio President Dick Harris, Chairman of the Conference Committee, opened the sessions by declaring, "This conference is already an outstanding success. It marks recognition of the new professionalism in radio sales." RAB President Miles David told R&R, "From everyone we've talked to, it seems this session gets a rating of 100. People are already asking when the next one is going to be." RKO President Dwight Case, one of 16 broadcasters who joined Harris on the Conference Committee, told R&R, "The turnout of over 800 is spectacular and shows an interest in more professional sales approaches.

Conference Highlights

Keynoter Sam Cook Digges, just retired as CBS Radio President.



OPENING ADDRESS - RAB Conference Chairman Dick Harris delivering the meeting's welcoming speech

stressed effective communication and pride in radio as keys to sales efforts. David cited increased awareness of radio on the part of the advertising community. RAB Sr. VP Dick Montesano observed that an RAB survey on ratings showed that the gain or loss of a ratings point could "mean as much as \$300,000 one way or an-RAB/See Page 25

The Schmitt bill (S. 270) includes the provisions of the deregulation plan voted by the FCC last month, but goes on to make profound changes in licensing procedures. The measure would:

· Make all future radio station licenses good for an indefinite period of time.

· Allow interested parties to petition the FCC to revoke radio station licenses at any time, based on alleged violations of Section 312 of the Communications Act.

· Authorize the FCC to use a random selection process to choose among qualified applicants for new frequencies.

Schmitt's bill would also eliminate requirements regarding program content, commercial length, ascertainment and program logs, similar to the recently approved (1-14) FCC deregulation rulemaking.

House Measure Aims At 10-Year Licenses

On the House side, Rep. Collins's H.R. 1298 would grant station licenses for a period of ten years and retain the standard of service to the public interest. The FCC would also be barred at license renewal time from considering ownership of other media outlets and owner involvement in daily operations. His other bill, H.R. 1297, would eliminate FCC involvement in programming, commercial length, ascertainment and program log requirements. Both bills were referred to the revamped **Telecommunications** Subcommit-

DEREGULATION/See Page 4

Capital Cities Promotes 3 GM's

Capital Cities Communications has promoted three of its station General Managers, WKBW/ Buffalo's Frank Woodbeck, WJR-AM/Detroit's Ron Pancratz, and WJR-FM's Bob Longwell, to VP/ GM. The promotions were awarded at the company's recent Board of Directors meeting.

Pancratz joined Capital Cities in 1973 at KPOL/Los Angeles, moving to WJR as National Sales Manager in 1975 and becoming GM in 1978. Longwell was General Sales Man-ager at WRIF/Detroit until his GM appointment at WJR-FM in June 1980. Woodbeck was named GM at WKBW in October 1980 following eight years at the station as account exec, Local Sales Manager, and GSM.

The RAB's first large-scale sales/ management conference, held in Dallas January 31-February 3, ex-

ceeded all expectations, doubling original attendance estimates of up to 400. Sessions, speeches, and hospitality suites were packed, and broadcasters' general impressions seemed highly favorable.

The Doobie Brothers Are Still On The Right Track with...



"Keep This Train A-Rollin"

NEW FROM

THE DOOBIE BROTHERS

Produced by Ted Templeman

on Warner Bros. Records

15 YEARS WITH STATIONS

Young Resigns As KILT PD

Bill Young has resigned as Program Director of KILT-AM-FM/Houston after 15 years with the organization. He described the parting as amicable, noting that "I made a lot of friends at KILT." No definite date has been set for his departure yet, we Young told R&R, adding, "I'm completing some jobs that I was involved with at the station, and I'd like to leave the place in order Bill Young for my successor." A new PD for the stations has not yet been selected.



MARR MOVES TO CONSULTANCY Martelle Named KVI PD

Joe Martelle has been appointed PD at Golden West's News/Talk-formatted KVI/Seattle, with present Operations Manager Bruce Marr concentrating on consulting radio stations, including KVI. Martelle was most recently Assistant Operations Manager at ABC's WXYZ/Detroit, having earlier helped put WNIS/Norfolk's News/Talk format on the air as **Operations Manager there**.

KVI VP/GM Jim Johnson told R&R, "I feel we are going to have the best of both worlds. We are going to have Joe, who has a great deal of experience in News/Talk, and we'll have the luxury of access to Bruce Marr, which I think is really going to upgrade our operation here.'

Martelle, who starts February 17, told R&R, "It's an excellent opportunity. I knew Bruce through ABC, and he's pretty well set up the station with News/Talk. It's a good radio station; I'm going to get there and listen for a couple of weeks before I do anything.'

Marr joined KVI in February 1980 after serving as PD at KABC/Los Angeles.

Tanner Becomes Metroplex VP/**Programming**

Bill Tanner has been named Vice President of Programming for Metroplex Communications Inc. Tanner formerly served as National Program Director for Metroplex as well as Program Director for Y-100/Miami, a Metroplex property. In addition to his new position, Tanner will retain his morning airshift at Y-100, a post he has maintained since 1974.

Metroplex President Nor-man Wain said, "This promotion recognizes Bill for a function he is already performing for our company. We look forward to Bill enhancing the growth of our

"I appreciate their (Metroplex owners Norman Wain, Bob Weiss and Dave Ross) confidence in me and the people who work with me. The latter are the true success stories in my career," commented Tanner

De Passe Named President Of Motown Productions

Suzanne de Passe has been appointed President of Motown Productions, marking the first time that the newly-structured entertainment division will have a chief executive with creative autonomy, according to parent company Motown Industries. The division will expand its musical soundtrack activities, in addition to involvement

Suzanne de Passe in theatrical and TV movies, TV production, and Broadway musicals. De PASSE/See Page 25



WIOD Switches To **New Pre-Rock Format** WIOD/Mlami, a longtime Pop/Adult fixture, has

dropped that format in favor of an unusual type of "oldies" format. Al Anderson, PD of WIOD and its P/A FM sister WAIA, cited ratings "inconsistency" and the success of WAIA as reasons for the change. He also explained the basis of the new format

"A lot of stations around the country have had success with a Big Band format, but we don't want to get that old. I think the Big Band era ended in the early 40's and contemporary music basically began in 1955 with the start of rock & roll. There's a big void from about 1945 to 1955, with a heck of a lot of good music, that no one else is WIOD/See Page 25

CKLW's Shannon Segues To WTWR

Tom Shannon, a fixture in Detroit radio for 13 of the past 17 years, most recently as midday per-sonality at CKLW, has joined crosstown rival WTWR as morning man, effective February 9.

In making the announcement, WTWR PD Steve Edwards told R&R: "We were looking for someone with a name in the marketplace who could add to the credibility of not only the radio station but also enhance its current (CHR/Oldies) format. Tom Shannon fits both of these bills very well. He's the Dick Clark of Detroit. It's a natural marriage.

"Obviously I have mixed feelings in leaving a place I had spent a lot of years with (from 1964-69 and again from 1976-81)," Shannon told R&R, "but SHANNON/See Page 25

WNOE-AM Converts **To Country Format**

WNOE-AM/New Orleans joined the growing list of Country converts last week, ending 30 years as a Contemporary station. According to WNOE General Manager Eric Anderson, the decision was in part influenced by WNOE-FM's success in the wake of its conversion to Country last August. WNOE-FM scored a 9.9 in the Oct./Nov. Arbitron, its first book under its new format.

Newly-named WNOE-AM Program Director Joe Patrick expanded on the reasons behind the switch. noting that New Orleans lacked a full-time Country AM outlet (WSHO is a daytimer). Patrick was most recently PD at WQYK-FM/Tampa.

"We're going to be a 25-54 year-old radio station involved in the community," Patrick told R&R. "We're WNOE-AM/See Page 25

"SUPERSTARS 2" TRYOUT **Duncan** Takes **KPRI PD Post**

John Duncan has been appointed Program Director at KPRI-FM/San Diego. Most recently Duncan served as PD at WABX/Detroit, having previously been PD at WAAF/Worcester, a Superstars affiliate.

Jesse Bullet, Southwestern National PD told R&R: "After an extensive and exhaustive search, interviewing some of the greatest talents in the AOR field, we decided on John. His background in AOR speaks for itself."

"I'm real excited to be able to rejoin the Super-stars network," said Duncan. "The opportunity to work for a station with such legendary call letters as KPRI as well as to work with (GM) Dex Allen and Jesse Bullet is one I couldn't pass up.' DUNCAN/See Page 25

Eller Confirmed Head Of CPI Communications

Columbia Pictures Industries has confirmed earlier reports (R&R 1-23) that Karl Eller would head a new communications division for the company. Eller, President of Eller Media Inc. and former Charter Media chief, becomes President of Columbia Pictures Communications, which consists of New York Subways Advertising, the principal asset of Eller Media (now purchased by CPI), and five CPI radio stations: WWVA-WCPI/Wheeling, WYDE/ Birmingham, and KCPX-AM-FM/Salt Lake City



Broad Street's Richard Geismar argues that the law of supply

and demand will bring down inflated price tags.

Page 10 ABBOTT WASHBURN TO LEAVE FCC IN 1982 Eight-year Commissioner will not seek another term. Page 4 HOW MUCH ROCK & ROLL CAN ADULTS STAND? A prominent music director thinks the 25-34 group can tolerate a lot more uptempo rock than most theorists believe. Page 24 COUNTRY COMBINATIONS CLICK Interviews with two successful Country AM-FM combinations on their special techniques for winning. Page 48 THE LAST COMMISSIONER BROWN INTERVIEW On his last day at the FCC, Tyrone Brown discusses his accomplishments, frustrations, and future plans Page 58 **BLENDING OPEN FORUMS AND** SPECIALIZED TALK PROGRAMS WAVI/Dayton's balance of wide-open call-in "people power" and more structured programming is working. Page 36 **RADIO REACTS TO ROTATIONAL SYSTEM** Eight programmers comment on R&R's new Pop/Adult music methodology Page 55 features Washington Report..... 4 What's New ... Brad Messer 8 21 Ratings & Research 14 Media Marketing... 22 Picture Page 23 formats Contemporary Hit Radio . 24 Pop/Adult 55 AOR Black Radio 58 staff Editor & Publisher: BOB WILSON Vice President, Sales & Marketing: DICK KRIZMAN Executive Editors: KEN BARNES, JOHN LEADER Aff Director: RICHARD ZUMWALT Aff Director: RICHARD ZUMWALT Contemporary Hit Radio Editor: JOEL DENVER County Editor: JIM DUNCAN Nashville Editor: BIFF COLLIE AOR Editor: BIFF COLLIE AOR Editor: BIFF COLLIE AOR Editor: BILL SPEED News/Talk Editor: BILL SPEED News/Talk Editor: BILL SPEED News/Talk Editor: CALL MITCHELL Ratings & Research Editor: DON WALLER Associate News Editor: DON WALLER Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES. SANDRA BOBEK, CAROLYN PARKS, SYLVIA SALAZAR Research: JACK TOOTHMAN, CLAUDIA STEWART Creative Consultant: MARK SHIPPER Creative Consultant: MARK SHIPPER Associate Art Director: MARK SHIPPER Associate Art Director: MARIL 'N FRANDSEN Photography: ROGER ZUMWALT Production Directors: LESLIE HALPERN, RICHARD AGATA Typography KENT THOMAS, ELIZABETH WESTON, GARY VAN DER STEUR Weshington Bureau: 1101 Connecticut Ave., NW. Suite 1004 Weshington, DC 20036, (202) 466-4960 Bureau Chief: JONATHAN HALL Nelonal Sales Director: BARRY O'BRIEN Weshington Editor: BARDLEY WOODWARD Office Menager: VIVIAN FUNN Legal Coursel: JASON SHRINSKY Vice President, Business Attens: ROBERT KARDASHIAN Advertising Rep: RICK HAROLD Meritelplace Coordinator: PAM BELLAMY Office Manager: NANCY HOFF Controller: MARGARET BECKWITH Assistant: CAROL TAYLOR Circulation: KRISANN AGLIO

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company in the years to come."

Washington Report

NAB OPPOSITION FIRMED

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Brazilian Meetings Call For Comparative 9 kHz Study

Meetings of the CITEL (International Telecommunications Conference) working group and the Panel of Experts (POE) held recently (January 19-30) in Portaleza, Brazil resulted in a call for a comparative study to be conducted by the POE on 10 kHz spacing (our present system)

vs. 9 kHz reduced spacing, utilizing either the U.S.-favored 4 kHz shift plan or the Canadian-favored 9 kHz shift plan. Wilson La Follette, Chief of the FCC Broadcast Bureau's Technical & International Division, served as head of the U.S. delegation for the meetings, and described them as "productive and informative."

Which Plan Is Best?

La Follette continued, "The study that the POE (consisting of delegates from the U.S., Canada, Mexico, Cuba, Uruguay, Argentina, Brazil, and Peru) will conduct begins April 22, running for eight weeks. This comparative study will be a computer study of interference conditions present under each plan as provided by IFRB (International Frequency Regulatory Board), and will try to resolve the incompatibilities of each plan (economic and technical) and identify potentials for each plan. The report is due August 10.

"If a consensus opinion is reached by all members," he told **R&R**, "then a recommendation will be drafted from the study. If not, then the administrations of each country will be at liberty to study the comparisons and reach their own conclusions for the November 1982 Region 2 Conference in **Rio** de Janeiro."

U.S. Position Remains Positive

La Follette added, "We are still in favor of the 9 kHz reduced spacing plan utilizing the 4 kHz shift. This was stressed at the meetings. We are also open to a reversal of that opinion should it be demonstrated that 9 kHz reduced spacing is not in the best interests of the U.S. Economically, South America does not have the problems involved in converting to 9 kHz reduced spacing. They utilize far fewer directional antennas than Canada, Mexico and the U.S., so this does not present the economic and technical considerations we have to study and take into account."

La Follette concluded, "We did not discuss Cuba's inventory proposals for 100 kw non-directional stations because we have not completed all of our studies associated with their proposals."

Broadcasters Represented By Johnson

Other members of the U.S. delegation taking part in the meetings were Steve Selwyn of the FCC's Office of Science & Technology, Louis Stephens of the Broadcast Bureau, Bill Jahn of the State Department, James Washburn of NTIA, and ABES (American Broadcast Engineering Standards) Executive Director Wally Johnson, who was praised by La Follette: "(Although he) came on recently as a delegate, he was a major contributor to the final conclusions."

NAB Opposes 9 kHz

NAB's Radio Board last week voted to officially oppose 9 kHz reduced spacing. At its winter meeting in Scottsdale, AZ, the board zeroed in on the potential for "increased interference, decreased service area and disadvantages to consumers through disruptions in service and receiver obsolescence, and direct financial costs to the broadcasting industry."

NAB Board Chairman Tom Bolger told R&R, "Until now it was impossible for any organization to oppose it without having enough of its own data to back it up. We spent over \$100,000 in gathering our data and evaluating 9 kHz, and only after we had this economic and technical data did we take this new position."

To meet what it perceives as the continuing threat of reduced spacing, the board voted to extend the life of its Radio Allocations Task Force until January 31, 1982.



EMPTY CHAIR FOR FERRIS — Chairman Charles Ferris's chair was vacant at FCC's January 29 meeting, the first following an announcement last week that Ferris will remain as Chairman through April 10, but take part in no Commission proceedings. The arrangement enables him to serve out a full 25 years in the federal government for pension purposes. The meeting, chaired by senior Commissioner Bob Lee (left), was the last for Commissioner Tyrone Brown, who won a round of applause when he left early to avoid conflict of interest on pending matters he'll handle in his new role as Washington communications attorney. Commissioner James Quello is at right

Deregulation

Continued from Page 1

Sen. Schmitt said, "Statutory deregulation is the most effective way to insure timely deregulation." He added that during extensive hearings in the last Congress "it became clear to me that a general consensus had developed among industry and government representatives that radio broadcasting should be deregulated."

Schmitt's revocation proposal would allow 60 days from the day of an alleged violation of the Communications Act for a party to file a petition with the FCC. The licensee would have 30 days to respond. If no serious dispute on the facts existed, the FCC could act immediately to either revoke the license or throw out the petition. In the case of "a substantial and material question of fact," the FCC would have to schedule a hearing "expeditiously" and issue a decision within 30 days.

The bill would also require the FCC to report to Congress annually on further deregulation efforts and report within three years on what it had done to promote new and diverse sources of radio programming.

NRBA Euphoric, Others More Cautious

NRBA Executive VP Abe Voron is "euphoric" because the Schmitt bill is virtually identical to a measure drafted three years ago by NRBA, greeted at the time, he recalls, as "crazy, visionary and farfetched. The idea of a radio-only deregulation bill – that seemed so far in the distance. Well, here it is."

According to Voron's analysis, the Schmitt bill would virtually eliminate the most frequent causes of license challenges, such as public interest, ascertainment, and employment complaints. He said revocation petitions could only be filed for specific violations of Section 312, such as misstatement of fact and fraud. "They are rarely ever able to make a case on the basis of egregious conduct," said Voron. "This provides that the only reason for revocation would be practically criminal acts."

Jerry Blum, VP/GM at WQXI/ Atlanta, said he would be "more comfortable" with a 10-year license period without the revocation procedure. "God forbid if everyone who thinks they have a gripe out there feels they can get your license. It could be a field day."

WMC/Memphis GM Don Meyers agreed that renewal every three years is too frequent, but he still supports the renewal process. "Personally, I think to be introspective, which is what happens when you renew your license, is not a negative procedure."

However, Jim DeCaro, VP/GM of WFIL & WUSL/Philadelphia, supports indefinite licensing with revocation for cause. "This way when somebody comes in they're filing against a specific issue and you can address yourself to that." NAB's Shaun Sheehan told R&R,

speaking of the Schmitt bill, "We're for it."

Wirth Takes Over Restructured House Telecommunications Subcommittee

Rep. Tim Wirth (D-CO) was elected Chairman of the revamped House Telecommunications, Consumer Protection & Finance Subcommittee last week. Seventeen members were named to the panel, including six newcomers.

The new subcommittee was given its new powers over consumer protection and finance in a successful power play by Energy & Commerce Committee Chairman John Dingell (D-MI) to abolish the issues' previous home so he could create a new energy subcommittee.

Before being elected to Congress in 1974, Wirth served the Arthur D. Little Co. as Rocky Mountain manager (1971-74), was Vice President of Great Western United Corp. (1970-71), and was Deputy Assistant Secretary of Education at HEW (1969-70).

Wirth has been careful to avoid public statements making legislative commitments, and issued only a brief statement making no direct reference to radio. "It is my intention to foster competition in the telecommunications industry, to deregulate where appropriate, and to provide a more technologically productive and freer marketplace for consumers," he said.

Press aide Bill Wiley described Wirth as "a consensus, coalitionbuilding kind of person," and said he fully expects the subcommittee's main efforts to be in the communications area, despite its new jurisdiction over such issues as airbags, highway safety, and the

WILL NOT SEEK ANOTHER TERM



Tim Wirth

Securities & Exchange Commission.

Returning members of the Telecommunications Subcommittee are Thomas Luken (D-OH), Ronald Mottl (D-OH), Edward Markey (D-MA), Al Swift (D-WA), Henry Waxman (D-CA), John Dingell (D-MI), James Collins (R-TX), Carlos Moorhead (R-CA), Marc Marks (R-PA), and James Broyhill (R-NC).

New members of the subcommittee are Cardiss Collins (D-IL), James Scheuer (D-NY), W.J. (Billy) Tauzin (D-LA), Matthew Rinaldo (R-NJ), Thomas Tauke (R-IA), and Thomas Bliley (R-VA).

Commissioner Washburn Will Leave In '82

FCC Commissioner Abbott Washburn has made public his decision not to seek another term when his appointment ends June 30, 1982, after eight years at the FCC. "It is not in my game plan to have another seven years here," he told R&R.

Washburn emphasized the burden of the position of Commissioner: "This is really a very hard job, and because of the Communications Act, we are limited to the amount of staff to help sift through all of this material so that when it comes time for a vote, we know what is being voted on.

"The Commission will be very different by then with a new Chairman and several new faces replacing Lee, Brown, and Ferris. I need a break from the pressure and will spend time listening to music, playing the piano and maybe serving on a couple of boards," Washburn concluded.



Abbott Washburn

IS NO ACCIDENT.

DOUBLEDAY'S WLLZ IS DETROIT'S NUMBER ONE MUSIC STATION IN JUST ONE BOOK!

A couple of years ago when we launched KWK/WWWK in St. Louis, and we became the number one music station in that city in our very first Arbitron, people said "that's great...but let's see them do it again." So, a few months ago when we paid a record price for an FM station in Detroit, there was a lot of discussion. People were wondering if St. Louis was a fluke.

Well, WLLZ, "Detroit's New Wheels," is the number one music station in Detroit. We beat all the competition by becoming #1 in 18 to 49 adults and #1 in teens*...and we did it in less than three months from our start-up. What more do you want? Nobody does that...except Doubleday.

DOUBLEDAY BROADCASTING IS AMERICA'S MOST COMPETENT RADIO GROUP.

WLLZ-FM Detroit

KWK/WWWK** St. Louis KDWB AM/FM** Mpls/St. Paul KHOW AM/FM Denver

DOUBLEDAY BROADCASTING CO. 100 Park Avenue, New York, N.Y. 10017

Represented Nationally by RAR and Eastman Radio (KHOW) *Source: Arbitron Oct/Nov 1980 M-Sun 6am-Mid., AQH subject to limitations stated by Arbitron. **KDWB-FM/Richfield, Mn-WWWK-FM/Granite City/St. Louis.

FCC: At A Glance

WEVD-AM Sale Approved Amid Protest

The FCC last week (1-29) approved the sale of WEVD/New York from the Forward Association, Inc. to Salem Media Corp. after receiving over 1800 letters and objections to the sale and a petition to deny from the Coalition To Save WEVD. Concern arose from the coalition and listeners over the loss of Italian-language and Jewishcontent programming as a result of the sale. The FCC overlooked these objections when Forward, which also owns WEVD-FM/New York, proposed increases in programming for Italian and Jewish programming, which can be found nowhere else in New York.

WMVI On The Air Again

WMVI/Mechanicville, NY has been given permission to begin broadcasting again after being off the air for five years due to financial problems. Mechanicville Broadcasting will have 120 days to put the station on the air as a con-

dition to the FCC decision which was finalized last week (1-29).

40-Year FCC

Veteran Dixon Retires Julian Dixon, Acting Deputy Chief Scientist for Technology, retired last month (1-16) after 40 years of service at the Commission. Joining the FCC in 1940 as a radio inspector, he also worked in FM and TV broadcast divisions and served as chief of the Technical Research Division, now known as the Research and Standards Division.

Washington Report -

Minority AM Approved In Miami

Barring any appeals, the FCC has given New Continental Broadcasting Co. permission to go on the air with a 100% minority-owned station at 990 kHz in Miami. Continental will use the facilities of WFAB/Miami, which was ordered off the air in 1977. The decision denied the applications of four other companies which sought the frequency.

Washington Street Talk

Vote To Move Expected At FCC

FCC Commissioner Bob Lee told R&R, "Look for a vote on one of several options available to us in finding a new home."

Options which were presented to the full Commission this week by Commissioners Lee and Anne Jones included:

• Staying at 1919 M St.

- · Moving to Twin Towers, Rosslyn, VA.
- · Examining several locations in DC that are under construction.

The possibility of staying at 1919 M St. becomes more of a reality, as Lee commented: "We are in the middle of several committees on the Hill. There is talk of trimming the agency, and there might be enough room here for everyone after all." The proposal to move to Twin Towers was FCC Chairman Charles Ferris's original idea, which drew fire from Congress and FCC insiders. The move was deemed necessary because the FCC is spread out among five buildings, with several leases expiring soon.

Controversy Erupts Over \$50,000 NAB Perk

Generating some controversy at NAB's winter board meeting last week in Arizona was a successful effort to create a new \$50,000 expense account for the NAB Joint Board Chairman, on top of personal expenses, which are already covered. The funds will go directly to the Chairman's employer, to make up for any losses created by his or her absence from work.

Among the eleven opponents was. Chairman Tom Bolger, who told R&R, "The Chairman's responsibility should be based on voluntary contribution of his time and energy to that position. Payment of any form other than direct expenses destroys the relationship a Chairman should have with the NAB staff and membership."

The first benefactor will most likely be Eddie Fritts, the current Radio Board chairman and owner of Fritts Broadcasting of Mississippi, who is expected to be elected Joint Board Chairman in June.

TRADE ASSOCIATION NEWS

Mutual's DeVos To Keynote NAB Radio Assembly

Keynote speaker for the radio assembly at NAB's April convention will be Richard DeVos, President of Amway Corp. and Co-Chairman of Mutual Broadcasting System. DeVos is a cofounder of Amway, which owns Mutual.



Richard DeV

Hall Of Fame Nominees

President Ronald Reagan and singer Kate Smith will be inducted into the NAB Radio Hall of Fame at Las Vegas convention in April. Nominations were approved last week at the winter meeting of the Radio Board in Scottsdale, AZ.

IRTS To Honor CBS Radio President

The International Radio & Television Society will present its Gold Medal Award for outstanding achievement to CBS Radio President Sam Cook Digges in New York on March 2.

Local Women's Programming To Be Recognized

March 1 is the deadline for stations to submit 1980 women's programs to American Women in Radlo & Television for Certificates of Commendation, to be awarded at the AWRT May convention in Washington. This is the first time competition has been expanded beyond network programming to include a separate category for local productions.

Support Reaffirmed For Fulltime Service

The NAB Radio Board last week restated its support for allowing all radio stations to broadcast fulltime. The board urged "the conversion of existing daytime stations into unlimited time facilities," advocating that "this national allocations goal be accomplished without significantly diminishing service by other classes of stations."

The board directed its staff to continue discussions with the Canadian Broadcasters Association (CAB) on allowing U.S. daytimers to operate until 6pm, even when sunset occurs earlier. NAB considered it a breakthrough when the CAB agreed in December to consider for the first time post-sunset operation for American daytimers operating on Canada's clear channel frequencies. If agreement is reached, NAB and CAB would have to convince their respective governments to approve the change.

NAB Budget Up 9.4%

For the new fiscal year beginning in April, the NAB Board approved a budget of \$7,940,000 - an increase of 9.4% over the current budget. That would leave an anticipated surplus of only \$30,000. In case of a shortfall, however, NAB's reserves are estimated at approximately \$4 million.

Deregulation: "Business As Usual" For Radio

On January 14 the FCC voted to substantially deregulate non-technical aspects of radio. R&R's Washington legal advisor, Jason Shrinsky, of the Washington communications law firm Shrinsky, Weitzman & Eisen, took a look at deregulation's immediate future and has some advice to broadcasters on how they should plan to cope with public affairs programming, program logs, and ascertainment under deregulation.

My advice to radio broadcasters now, and once deregulation takes effect, is to observe business as usual. First of all, deregulation probably won't be implemented for 60 to 90 days. And since litigation by public interest groups is likely for several years, broadcasters would be well advised to tread lightly and make sure everything they do would be defensible should deregulation be overturned.

Still Awaiting Deregulation Test

The FCC has yet to issue its report and order, which is the official deregulation text. My information is it won't be released for another two or three weeks. Once it appears in the Federal Register, individuals and public interest groups have 30 days to ask either the FCC or the U.S. Court of Appeals in Washington to block deregulation by issuing a stay. In fact, the United Church of Christ has already filed, and I'm sure many other public interest groups will file once the report appears in the Federal Register.

I don't believe any stay will be issued. However, you can be certain the public interest groups will litigate deregulation as far as they can. Those suits could leave a dark cloud hanging over deregulation for several years.

Public Interest Must Still Be Served

Once deregulation is implemented, my advice once again is to observe business as usual. With regard to public interest programming, a station could theoretically broadcast all commercials and no news. But my question is, "What happens at license renewal time?" There is still a mandate that the FCC must grant license renewals based upon service to the public interest. I don't personally believe the "issues/program list" the FCC will require could enable a station to withstand a challenge at the FCC or in the courts unless a great deal of care, attention, and localism is built into it.

Let me stress that keeping the "issues/program list" is no guarantee that your license will be renewed. All the FCC is saying is that if you do this, as a minimum. there is a presumption that runs in your favor.

No Changes In Program Logs

Even though the FCC says you won't have to keep program logs anymore, my question is, "What do you do for the advertiser who needs an affidavit of performance? How do you really know what was or wasn't run on the air?" My recommendation is for stations not to make any changes. Keep the logs exactly as you're doing them because they're your only internal record. No matter what the FCC says, I go back to the old saying: "The big print giveth and the little print taketh away."

Ascertainment: The Fishbowl Is Still There

I think ascertainment is an area where reasonable men will differ.



But until such time as Congress tells the FCC the law is that people don't have to ascertain to know what the needs and prob-

know what the needs and problems are from a public interest standpoint, I ask the question, "How do you defend against someone who says you didn't make a good-faith effort to know what's going on?"

The fishbowl is still there. And as long as you're in the fishbowl you should see to it you have performed enough protective maintenance to keep the bowl sealed so the water doesn't run out.

Only Congress Can Truly Deregulate Radio

The FCC's decision is a worthy first effort, but it is only a start. I don't think broadcasters should be dancing in the streets. Members of the deregulation task force which began this process ten years ago are to be congratulated because their efforts are finally beginning to bear fruit. But I firmly believe that only Congress can truly deregulate radio.

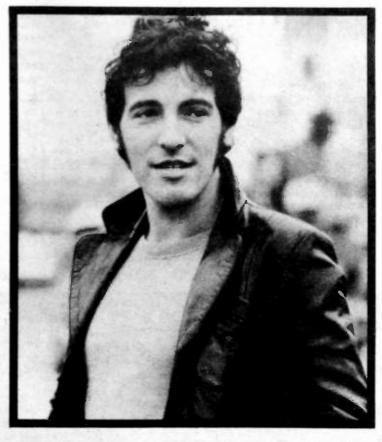
There's a good chance of a bill passing in this new Congress, especially if the diverse factions in the broadcasting community will get together, horsetrade, and come up with a bill they can all live with.

Broadcasters have an obligation to themselves, the public and the industry to make known the dayto-day problems, pitfalls, and needs of radio to their Congressional leaders in the House and Senate. If they don't do it, they shouldn't be heard to complain about lack of legislation or legislation they find to be unsatisfactory.



PRODUCED BY BARRY GIBB, ALBHY GALUTEN, KARL RICHARDSON FOR BARRY GIBB PRODUCTIONS AND KARLBY PRODUCTIONS





PRODUCED BY BRUCE SPRINGSTEEN, JON LANDAU AND STEVE VAN ZANDT

ON COLUMBIA RECORDS WE DON'T JUST MAKE RECORDS: WE BREAK THEM.



"The Harder They Come" Novel Expands Upon Film

he Harder They Come," originally a film by **Perry Henzell** to which **Jimmy Cliff** contributed the title song and starred in the role of Ivan Martin, a Jamaican country boy who becomes Number One on the pop charts and the Number One Most Wanted Criminal simultaneously, has recently been transformed into a novel by Jamaican writer **Michael Thelwell**. The book is based (as was the film) upon the true-life exploits of Rhygin, a legendary Jamaican gunman/self-publicist of the 1950's.

While most "novelizations" are shoddily-constructed affairs consisting of large chunks of description added to the film's dialogue, Thelwell, who

teaches Third World Literature at the University of Massachusetts, has created a work which takes advantage of the strengths of the novel form to expand upon the various historical aspects and cultural nuances that the film (for reason of length, etc.) could only brush upon. Thelwell's research is authoritative and a short glossary of Jamaican slang is thankfully included (the book is written partially in dialect).

Not only is the 395-page book recommended to anyone with an interest in reggae, be they novice or aficionado, but Thelwell's work stands as a textbook example of

the complex relationships between popular music and the culture from which it springs. "The Harder They Come" is available for 7.95 from Grove Press.

Dates Set For World Popular Song Fest

The 12th "World Popular Song Festival" will take place from October 30 to November 1 at Nippon Budokan Hall In Tokyo. The **Yamaha Music** Foundation, which sponsors the event, notes that the festival is open to singers and songwriters worldwide as long as their entries are orlginal, unpublished, and meet the Festival's criteria.

Winners of last year's festival included Grand Prix recipient Mary MacGregor, Americans Christopher Cross and Rupert Holmes, Canadian Dan Hill, England's Kiki Dee, and the Emly Starr Explosion from Belgium. The event was broadcast via television on a same-day basis in Japan, where Its audience was estimated at 5 million households. A live tape spotlighting Festival '80 is being offered to interested radio stations as well.

Prospective entrants to this year's festival should have their applications to the Festival Committee by July 10. The completed entry form should contain a bio sketch of the singer or songwriter, a photo of the artist, a demo tape, score, and lyrics. For further information contact **Shin'ichi Sekimoto**, Secretary-General for the **Festival Committee '81**, at the Yamaha Music Foundation, 3-24-22, Shimomeguro, Meguro-ku, Tokyo, Japan; (phone) Tokyo (03) 719-3101.

'Listener-Controlled' Radio News Service In The Works

Dow Jones & Co. has begun market research on a proposed radio service, "Radio II," which would, in effect, allow subscribers to function as the program director at their own all-News radio station. Basically, the service would consist of business, corporate, financial, and economic news broadcast over private radio frequencies to special radio sets that would enable the listener to select only the items that interest him.

Targeted at business people and other professionals, the service will be commercial-free, with subscribers paying \$25 per month for a desktop receiver located in either their home or office. The advantages of "Radio II," as compared to the Dow Jones financial news ticker, is that the new service provides subscribers with only the information that interests them at considerably less expense. No official word on the system's startup date has been announced as yet.

the ess, omic adio that lect Keep your world of entertainment at your fingertips with this **Stereomote** remote control system. The unit hooks up to your existing radio, turntable, or tape deck to allow you remote operation from up to nine different areas. For further information contact Stereomote inc. at 1845 Utica Ave.

Taft's 3rd Qtr., 9 Months Net Decline

Complete Control

Taft Broadcasting Co. recently reported that net profit for its third quarter slipped 13 percent to \$6.9 million, down from \$7.9 million in the analogous period of last year. Taft's third quarter revenues likewlse plunged 12 percent to \$57.1 million,

albums to their original state with no

loss in sound quality at a reasonable

Record Straight Corp. operates by

mail order, with discounts available to the

record industry. For further information

contact Record Straight at 1109 N. Palm

Canyon Drive, Palm Springs, CA 92262,

been deleted in favor of "continuing

coverage" plaques recognizing news

rooms that stay on top of a develop-

The organization's spot news and in-

vestigative reporting awards remain

unchanged. Deadline for submission

is March 13. For further Information

contact RTNDA at 1735 DeSales St.,

Washington, DC 20036, (202) 737-

ing story until it's locked up.

Brooklyn, NY.

down from \$65.1 million during the third quarter of last year.

Net profit for the nine-month period also dipped three percent to \$26.3 million, down from \$27 million in the equivalent period of last year, despite Taft's nine-month revenue rising two percent to \$194.3 million, up from last year's nine-month revenues of \$191 million. Taft attributed the lower earnings to its broadcast and entertainment groups, with the former's performance said to have borne the brunt of an advertising slowdown which Taft does not foresee abating during the coming quarter.

Rock 'N' Roll Underwear: Funky Butt Chic



If rock 'n' roll music sends shivers down your backbone and you just can't sit down, then New York inventor **David Lloyd** has come up with the ideal product for your particular psychographic — rock 'n' roll underwear. Briefly, the bikini-style garment contains a speaker that can be hooked up to any stereo system to create the funkiest bottom imaginable.

Duo Develop Disc De-Warping Device

price.

(714) 320-6418.

A device capable of straightening warped sound recordings has been developed by Vincent Camodeo and Jan Davis. Camodeo, an audio technician, claims to have spent three years working on a prototype for this machine. Together with Davis, his partner, the two Palm Springs, CA residents have established the Record Straight Corporation which promises to restore warped

RTNDA Announces '81 Award Changes

The Radio Television News Directors Association (RTNDA) has made two changes in its 1981 radio and television news awards. The Edward R. Murrow awards, previously given for the best documentaries, will now be given to those radio and TV stations that have "maintained the most outstanding overall news coverage and presentation over the span of the preceding year" and the annual editorial broadcasting awards have

LIN Posts 4th Qtr., Year-End Increases

8657

LIN Broadcasting Corp. has announced that its year-end net profits Increased 19 percent to \$16 million, up from \$13.5 million in 1979. 1980 revenues for the broadcasting firm rose 11 percent to \$64.5 million, up from \$57.9 million in the year-previous.

LIN's net profits for the fourth quarter of 1980 soared 29 percent to \$5.3 million, up from 4.1 million in the comparable period of 1979, while fourth-quarter revenues climbed 11.5 percent to \$18.6 million, up from \$16.7 million in the year-previous period.



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

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



WLPX 97 fm Wisconsin's best album rock

9540 Washington Blvd., Culver City, CA 90230 - (213) 204-5000 AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS



ROCK and POP with POP and ROCK LOVERBOY"Turn Me Loose"

KCBN add

KQDI add

THE ADDS:

WGCL add WAAY add WHFM add KRBE add WSEZ add WIGY add

THE ACTION:

CFTR 35-30		7104 deb 28	0106 on		
CHUM 16-14					
KUPD 29-25					
KINT 27-24					. 1.4.
KQ94 30-25					
KXX106 29-27					
WVIC 38-36					KDZAon
FM103 29-26	WOKI deb 26	WICC on	KTAC on	WISE on	Produced by Bruce Fairbairn

CHAMPAIGN"How'Bout Us"

The Toast Of The Town on These Stations:

WTIX add Y103 add 92Q add FM99 add KSLQ deb 23 WHEB deb 34

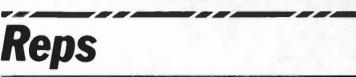
KVOL 29-25 WXKS on 940 on KINT on FM100 on WHBQ on **WRKR** on

Produced by Leo Graham for B-Line Productions



WE DON'T JUST MAKE RECORDS, WE BREAK THEM.







MAJOR MARKET RADIO SALES

KEEN-KBAY/San Jose, KXKS-KKJY/ Albuquerque, and KERN-KMGN/Bakersfield, CA have announced their affiliation with the national sales rep. Dave Frankel has joined the rep's New York sales staff, coming from an account executive position with Mutual Southwest Radio Network's New York office. Frankel previously held sales posts with WBZ/Boston and WPRO/Providence.

Katz Radio

MCGAVREN GUILD RADIO



SIX-PACK PROMOTION — McGavren Guild Radio recently elevated six of its executive committee members to "Executive Vice President posts in recognition of their each having served at least 10 years with the national radio rep firm. Pictured post-promotion are (bottom row, I-r) Les Goldberg, Ellen Hulleberg, and Vincent Bellino; (top row, I-r) Anthony Durpetti, Anthony Maisano, and Richard Sharpe. Company President Ralph Guild is the seventh member of the committee, which is the chief policy-making body for the firm.

Nets

CBS RAD Noted' sportscaster Curt Gowdy will now anchor a weekday evening sports commentary program, "Curt Gowdy On Sports," which began February 2. The newly-created show airs



Alternative Radio Network

WZZX/Louisville becomes the latest affiliate for the "Steve Dahi Breakfast Club" syndicated morning show. The AOR-formatted station will begin airing the satellite-broadcast five-hour program in the first half of February. The net also announces the creation of a toll-free number whereby the Steve Dahi show can be heard live from 6-11 am (EST) at (800) 621-8057.

Creative Factor

"The Love Makers," a three-hour radio special designed to air on Valentine's Day, is currently available from the Creative Factor firm. Hosted by Don Bleu, the program features a number of interviews with artists such as Kenny Rogers, Barbra Streisand, Earth, Wind and Fire, and Rod Stewart as well as number one love songs from the artists. There are 12 minutes of commercial time available per hour.

Monday through Friday at 7:25pm

via the CBS Radio Network's affiliates.

Associated Press

WKRP/Dallas, GA has signed on as

the net's 800th affiliate.

Drake-Chenault

Production has been completed on the firm's "History Of Rock & Roll — Silver Anniversary Edition." This marks the third revision for the program, which initially aired in 1968. **Bob Olive** produced the latest version, which will be available later this year.



R&R/Friday, February 6, 1981

HEART TO HEART — "From Barry, With Love," a two-hour radio special featuring Barry Manilow (left), will be broadcast in stereo by the net via satellite on Valentine's Day weekend (February 14-15). In addition to Manilow's best-known music, the Ron Hummel-produced program includes exclusive interviews with Manilow conducted by RKO Radio's National Music Coordinator Bob Hamilton (right).



"Screen Scenes," the net's film review/interview program, has returned with a new host, KLOS/Los Angeles airstaffer Laura Davis, and an expanded schedule. The show now airs three times per week (Monday, Tuesday, and Wednesday) instead of twice weekly.

I ENTERPRISE RADIO

The Avon, CT-based firm announces the opening of a New York City sales and administrative office, located at 1270 Avenue of the Americas, Suite 1907, New York, NY 10020 (212) 582-8677. Janet Shultz has joined the net as an account exec based in the new location.



ABC Information

The net announces eight new affiliates: WPOC/Baltimore, WAXO/ Lewisburg, TN; WJSA/Jersey Shore, PA; KICX-FM/McCook, NB; KBFI/Bonners Ferry, ID; KAGI/ Grants Pass, OR; KWIV/Douglas, WY; and KHUG/Medford, OR.



"Enfoque Nacional," National Public Radio's weekly Spanish-language news and feature series, celebrated its second anniversary on February 1. The show is produced by NPR member station KPBS-FM/San Diego.



New York

Catherine Saxton has been named to the newly-created Manager of Information Services post at Group W (Westinghouse Broadcasting Co.) Saxton comes to the position following a lengthy background in public relations; most recently with the Rowland firm. Concurrent with Saxton's appointment, Charles Furlong has been promoted to Supervisor of Internal Information Services for the firm, coming from his previous post as an Editor/ Writer in the same department.

FIDELIPAC takes NAB AA cartridge standards seriously.

takes them for

granted.

Running tension. Phase. Overall width. Thickness. Wow and flutter. Fidelipac Master Cart cartridges meet or exceed all current NAB standards. And we can prove it. Something somebody else can't.

We make sure factory loaded Fidelipac Master Cart cartridges meet all NAB standards because they make sense. And they make for a flawless air sound without the mush, swish and gurgle that can make you sound less professional than you really are.

So if somebody tries to tell you their carts meet NAB standards, make them prove it. When they can't, show them the door. And as a parting shot, tell them you use Fidelipac. Because you've got standards too.

See us at NAB Booth 204



Sales

Geismar Foresees Decline In Station Prices

The selling price of radio and TV stations will begin to decrease, with radio station prices levelling out at six to eight times their operating profit, predicted **Richard Geismar**, Chairman of the Board for **Broad Street Communications Corp.**, at a recent "Investing In Broadcast Stations" seminar in Los Angeles.

According to Geismar, price multiples for stations have been "so far out of line" (often topping 15 times operating profit) for the last several years, that the situation may have peaked. Geismar's reasoning is based upon the law of supply and demand; buyers can no longer afford to buy when they are required to pay 20 percent interest rates on the money they borrow.

Gelsmar also cited a "greater fool" theory as a factor in escalating station costs. He explained that no matter how high the price paid for a broadcast property, "a greater fool" would come along to pay even more. The result, said Geismar, was that there were now a number of "thinly financed, overly optimistic" operators in the field who don't know how to make money at the current rate of financing.



Who knows more about tape cartridges than Fidelipac?



Side One Targets College Markets

Side One Creative Marketing has been formed by former Capitol Records college department heads Will Botwin and David Gerber. The Los Angeles-based firm will address the college marketplace, tying in college radio, campus publications, on-campus concerts, and campus-oriented retail accounts in a direct and comprehensive manner

Each client will benefit from a customized promotional and marketing campaign as well as from a 10-member regionalized national staff, headed by Steve Backer in New York. For further information contact Side One at 1420 North Beachwood Drive, Hollywood, CA 90028, (213) 466-8305.

make great gifts, and to aid in giving the gift of music, two separate firms have come up with prepackaged "gift cards." The Recard Co. is offering a series of packages designed to fit 45rpm singles, cassette tapes and gift certificates, while Bowers Music Wrap has introduced a line of packaging that includes wraps for albums and eight-track tapes as well. You simply slip the record or tape into the specially-designed slot and prestol it's giftwrapped.

The Pacific Arts Corporation has

announced its intention to halt manu-

facture of phonograph records in favor

The gift cards' graphics range from sophisticated to whimsical (see example), with the Recard Co. providing customers with the option of



Pacific Arts Drops Records For Videodiscs

Pinning The Wrap On Records

of a total commitment to videodiscs,

effective immediately. The firm will

issue its first videodisc, "An Evening

creating their own personalized wraps. Prices range from 40 cents to \$1. For further information contact the Recard Co. at 1014 Palm St., San Luis Obispo, CA 93401, and Bowers Music Wrap at 5331 N. Tacoma, Indianapolis, IN 46220.

With Sir William Martin," on February 16.

Page 11

Pacific Arts Chairman of the Board Michael Nesmith commented on the strategy: "Everyone in the industry who knows us knows that this change has been coming for a long time. Our activities in the video business have become so large and profitable that we are unable to effectively continue in the audio-only field, since we need all of our workforce in the growing video area.

Radialchoice: "First Video Record Label"

In a related development, Radialchoice, billing itself as "the first video record label," has been launched at MIDEM '81. Headed by Simon Lait. the label is distributed by Virgin Records through CBS in the U.K. and by EMI Electrola in Germany and the Benelux countries.

Initial release for Radialchoice will be Toni Basil's debut LP, "Word Of Mouth," which will be available on VHS and Betamax videocassettes and videodiscs.



Gielbert Upped To VP/Sales & Mktg. At Radio Records

Jimmy Gleibert has been promoted to Vice President of Sales and Marketing at Radio Records. Gielbert most recent ly served as the label's controller for the past year and a half, having previously spent 18 years as Sales Manager for the George Alexander Group.

Jimmy Gielbert

Pro:Motions

Thompson Elevated To A&R GM At E/A

Carol Thompson has been promoted to A&R General Manager for Elektra/Asylum Records Thompson most recently served as E/A's A&R Product Manager, having previously been the label's West Coast A&R representative. Prior to her joining E/A in 1973 as Assistant to the Vice President of A&R, Thompson held public relations posts with Jay Bernstein and Rogers, Cowan & Brenner, served as an assistant to the Byrds and the

Association, and worked at Davon Music and Top 40 Reviewer.

In her new post, Thompson will assist E/A VP/A&R Kenny Buttice by coordinating the label's day-to-day A&R functions. She will be based at E/A's Los Angeles offices.



Hess Named VP/A&R At LAX Label

John Hess has been ao pointed Vice President of A&R for LAX Records. A 10-year veteran of the record industry. Hess most recently served as President of Marketing Ltd., a firm specializing in the production and marketing of audiophile recordings, having previously been Manager of StandarDisc for Audio-Technica and Director of Marketing for **Century Records.**

be responsible for the acquisition of artists and artists relations for the newly-pacted CBS-

Klein Named Financial Dir.; Smith To **Publicity Dir. For Island**

Mel Klein has been appointed Financial Director/Controller and Ellen Smith has been named Publicity Director al Island Records. Klein, who will serve as the label's chief financial officer for its American operations, comes to Island from his previous post as VP/Finance for Polydor Records.

Smith, who will be responsible for all national and tour publicity for Island artists while in the U.S., previously served as an account exec for the Howard Bloom Organization and the Raleigh Group Ltd., as well as a publicist for the Robert Klein Radio Show.



Wilson Named

Exec. Producer At

RCA/Nashville

Norro Wilson has been

named Executive Producer of

Thorward Named Div. VP/Mktg. For RCA

Richard Thorward has been appointed Division Vice President of Marketing for RCA Records Thorward comes to RCA with a background in consumer packaged goods marketing, having most recently served as Group Marketing Director of the Diversified Group for the Chicagobased Consolidated Foods Corporation. Prior to joining Consolidated Foods, Thorward was associated with Swift and Company and with Kraft Inc.



Richard Thorward

Zetland, Wunderlich Upped At Columbia

Tony Zetland has been promoted to the newly-created post of Director of Product Management/New Artists, West Coast at Columbia Records Prior to his joining Columbia Records in 1976. Zetland was associated with CBS Records-U.K. Simultaneously, Rob Wunderlich has been elevated to Associate Director of Product Management, West Coast for Columbia Records (Zetland's previous position).

Ripp Forms Rippchord Records Label

Artie Ripp has announced the formation of Rippchord Records. Ripp, who previously founded Kama Sutra and Buddah Records, will serve as President/Chief Operating Officer for the fledgling firm, with Phyllis Ripp holding down the Executive VP post. U.S. and Canadlan distribution for the newly-formed label will be announced shortly.

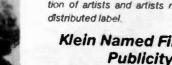
Oakes Upped To Sr. Operating Officer At RSO Films

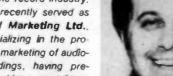
Bill Oakes has been promoted to Senior Operating Officer for RSO Films. A 10-year veteran of RSO, Oakes most recently served as Executive Vice President of RSO Films. Prior to his joining RSO, Oakes was a personal assistant to the Beatles. He will remain based at the RSO Films office In Los Angeles.



In his new post, Hess will distributed label

Carol Thompson





"I said I'd knock him out in the fifth (puff, puff) and I did it!" "In pro hockey, the New York Rangers just took the lead over..." • "As for the *real* reason the franchise is being sold..." "With three minutes, 42 seconds left in the game at the Kingdome, the Seahawks have just scored..." the set of the second

5 minute updates every half hour. Hour after hour. Behind-scenes features. Personalities. All-night talk show. Inside stuff. All via Westar III satellite.

Now you've got a powerful new weapon in the ratings and profits war, a space

Enterprise Radio, The Sports Network.



Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact. And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.



AKRON OH - WHILD-AM ALBANY, NY - WOKO-AM BUFFALO NY - WYSL-AM CLEVELAND, OH - WBBG AM DALLAS, TX - KLIF-AM DETROTT, MI - WNIC-AM HONOLULU, HI - KHYH-AM HOUSTON, TX - KIKK AM /FM INDIANAPOLIS, IN - WNDE AM KANSAS CITY, MO - KBEA-AM KNOXVILLE, TN - WHELAM / MIMZ-FM MEMPHIS, TN - WDIA-AM / WQUD FM MILWAUKEE, WI - WTMJ-AM MONTEREY, CA - KOCN-FM NASHVILLE, TN - WKDA-AM NEW ORLEANS, LA - WGSO-AM NEW YORK, NY - WWRL AM / WKHK-FM NORPOLK, VA - WNIS-AM ROCHESTER NY-WSAY AM SALT LAKE CITY, UT-KWMS-AM SAN FRANCISCO, CA-KDIA-AM TAMPA/ST PETERSBURG/CLEARWATER, FL-WTAN-AM TRENTON/PRINCETON. NJ-WHWH-AM TOLEDO. OH-WOHO-AM TUCSON. AZ-KTUC-AM/KNDE-FM WASHINGTON. DC-WM2Q-FM



esearch "There is no such thing as a bad book."

Building A Successful Sales Story

With the release of the ratings from the 1980 Fall survey, many sales managers are poring, through the Arbitron reports trying to cope with the hand dealt them by Beltsville. Realizing this, one of the panels at the successful RAB Managing Sales Conference in Dallas last weekend dealt with the challenge of building successful sales stories under varying conditions. Co-chaired by the RAB's Dick Montesano and Eastman Radio's Alan Tobkes, the session featured Ms. Sam Paley (of Custom Audience Consultants) dealing with what happens when your 12+ share goes up; Maurie Webster (of the Webster Group) taking on the challenge of coping with a 12+ share that's down; and this writer, who was given the assignment of digging up good news when the share remains stable. An overview of these discussions might be helpful to those of you looking for ways to cope with the fall results.

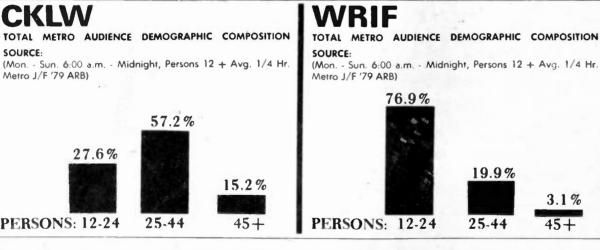
Are The Numbers Real?

There was unanimity among the panel that before stations make any serious sales or programming decisions it is important to examine the diaries in Laurel to see the reality of the survey data. At CKLW/Detroit, for example, a post-survey diary review helped offset a poor showing. In the winter of '78 a blizzard hit the Detroit area during the sweep, disrupting normal listening patterns as people tuned to News-oriented stations to keep up with school, road and general weather information. Remarks were gleaned from the diarykeepers' comments, and a brochure was put together (called the "Blizzard Book") detailing how diarykeepers who normally tuned to CK had altered their patbers are real, but also look into the estimates for your competitor. Often a station will have a great book in a demo not normally a strong one for the format. A diary review can tell whether or not this was due to a few long-listening diarykeepers, and If so a one-sheet can be put out explaining this fact to the ad community.

Positioning Strategy

Once the station is satisfied with the veracity of the numbers, it's time to look for your niche in the report. Hopefully, the panelists stated, your station will have built up a credible sales and research image in the ad community, so that when you present your positioning after a survey the approach will be accepted. Each of us emphasized the importance of knowing and finding your discrete sales/programming target, then breaking out data that shows how you did in your real area of concern. What does it matter if your 12+ share remains stable or drops if in your target demo the book is a healthier one than before?

Some examples below can give you an indication of what positioning can mean. At CKLW I analyzed the results through an audience composition analysis on the Market Buy Market© system, getting an idea of how much of the audience fell into the 25-44 sales target for the station. Then analyses of the other leading stations in the market were run showing their profiles. You'll note that through analysis and positioning we were able to show advertisers - who were aiming for 25-44 adults - how much more efficient their expenditures would be on CK than on other leading Detroit area stations.



Through such positioning pieces we were able to show that other leading Detroit stations were either too heavy 12-24 or 45+, while CK had a balanced and desirable skew. The final touch was a clear overlay of the CKLW profile produced so our salespeople could take the CK figures and compare - by laying the CK numbers directly over the sheet for the competitive station dramatically showing the advertiser or media buyer the difference in audience composition. You may want to dig out this type of information for your market and your competitive situation

Apples And Apples

One item on which the panelists in Dallas agreed was that it's important to compare your numbers not only to the previous Arbitron report but also to the comparable report for the previous

Week In Review

Nielsen : No Go

Confirming speculation previously noted here, A.C. Nielsen has decided not to reenter the radio ratings field. According to VP Bill Stelk, Nielsen "does not feel that we'd be able to commit the resources necessary for a quality radio service."

Arbitron Network Report Available

Arbitron's Nationwide Network Report, based on over 300,000 1980 diaries, is available for network and local advertisers. According to Rick Greenhut of Arbitron, one of the unique features of the Nationwide report is that audience estimates are shown by each ADI, providing a market-by-market breakdown for each network, whether wired or unwired. Besides the printed reports, the nationwide data is available through tape access such as IMS, Telmar, or Marketron.

year. There may be seasonal variations in activity in your market that could affect listening - such as a major football team carried in the fall - and part of building a credible sales approach should include comparing apples to apples. Such a trend may also add validity to the Arbitron numbers, since a multi-book trend may help to ease sample wobbles.

The Competitive Environment

When you are analyzing a ratings book and building a sales story, don't just look at your own shares. What about the competition? If you went down, how did they do? Were they down also, and if so was it as much, or even (hopefully) more? What is the multi-book trend for your station versus the competition? Are you more tightly aligned with your sales target than they are? Do they have bigger 12+ numbers, but with more of those in an undesirable sales demo? Look at these and other competitive factors.

Arbitron Changes

Have the rules of the survey game in your market changed? Did ESF or Quarterly Measurement begin in this past sweep? I brought this up as an item for attention because these techniques when they are first implemented in a metro can have different impacts on differently formatted stations. You may want to review my columns on ESF and QM for more detail. Explaining thesefactors to the ad community can help to position your sales story in the proper light.

Three Major Keys

Each in our various ways expressed to the Dallas audience that the three keys to building a successful sales story are analysis, positioning, and planning for the future (or pre-selling). Digging out the reality of the numbers, looking at them in light of your competitive situation, and preparing the market for your sales approach through credible pre-selling are vital. Remember, as Alan Tobkes put it, there is no such thing as a bad book. While this may be an exaggeration for effect, in most cases it just takes the three steps noted above to lay the foundation for a successful sales story.



PERSONS: 12-24

SOURCE:

terns during the storm period. This effort was helpful in stemming a tide of revenue that might otherwise have flowed away from the station.

Of course, the post-survey diary review can spot Arbitron processing errors that might have had significant impact on your numbers. Although Arbitron does a professional job given the amount of data handled, errors are bound to crop up. Slogan conflicts, facility form problems, edit or key-entry errors can hurt (or help), and station management needs to know the reality of what occurred. An instance discovered last year was a slogan conflict situation where callbacks had not been done. When this was discovered and the callbacks were eventually completed, one station that had been planning a format change - and which had been having sales trouble - received a boost.

Be sure to check not only to see if your num-





DL 107

PRODUCED BY MIKE CHAPMAN

Z97 add WTIX add **KRBE** add **KFI** add WSGA 32-29 WBBO 22-18 **KINT 36-30** WAPE 23-20 **WSPT 30-26 KCPX deb 40 WISE 34-31** Z102 33-30 WHFM WIFI KRLC KFXD WGCL **BJ105** WKEE WOLF WCSC 92Q KWIC Y103 KIOY **WVLK** WOKI WSEZ **WVIC** WLBZ **KNBQ** WDJX **WFBG** KTAC FM103 KENI **95SGF** KOOK **KDZA** WCGQ **KYYA** KQDI

FROM THE ALBUM "ROCK HARD"



DL-1-5006



R&R/Friday, February 6, 1981

October/November '80 Arbitron Shares

Los Angeles

KMET Drops; KRLA Leads CHR's

KABC (T) slipped 7.6-6.9 as Dodgers' season ended. KBIG (BM) was up 4.8-5.1, while KFWB (N) jumped 3.8-5.0. KRLA (R/O) became the leading "active" music station, 3.1-4.1, and KHTZ tightened the CHR battle with a 2.3-3.0 rise. Both top AOR's went down, KMET 5.0-3.6 and KLOS 3.4-2.7, while KROQ (A) moved 1.5-1.8 and KWST (A) gained 1.1-1.7. In the Country arena, KLAC slipped 4.0-3.7, while KZLA-FM debuted with a 1.6. KHJ, which changed format in mid-survey, garnered a 1.3 share 12+.

Here's the list of other L.A. stations with a one share or better this sweep:

KACE (B) .8-1.3, KALI (S) 1.7-2.4, KDAY (B) 1.6-1.9, KFAC-FM (CL) 1.0-1.2, KFI (R) 2.7-3.0, KIIS-FM (R) 3.2-3.3, KIQQ (R) 2.8-3.1, KJLH (B) 1.3-1.4, KJOI (BM) 4.6-4.3, KKGO (J) 1.5-1.2, KLVE (S) 1.2-1.7, KMPC (T) 2.9-2.6, KNX (N) 4.0-4.2, KNX-FM (A) 3.2-2.8, KOST (BM) 3.0-2.5, KRTH (R/O) 3.4-3.2, KTNQ (S) 2.0-1.7, KUTE (R) 1.8-1.7, KWKW (S) 1.4-1.0, and XTRA (R) .9-1.0.

San Francisco (First Quarterly Measurement Survey)

KCBS, KFRC Post Big Gains,

KGO Still Ahead

KGO (N/T) remained strong with a stable 9.4-9.3 showing. KCBS (N) moved up 5.1-7.0 to post the biggest advance, while KFRC (R) showed a healthy 4.0-5.1 rise. KNBR (PA) slipped without baseball 4.8-3.4, and KYUU (PA) went 3.7-2.9. KMEL (A) took advantage of KSAN's move to Country, going 2.6-3.2, while KSAN held 2.0-1.9.

Remaining stations with a score of one share or higher include KABL (BM) 2.9-3.9, KABL-FM (BM) stable at 2.7, KARA (PA) .9-1.1, KBAY (BM) 2.0-1.9, KBLX (M) 2.3-2.6, KCBS-FM (R) .8-1.1, KDIA (B) 2.3-1.7, KEEN (C) 1.0-1.7, KEZR (R) .9-1.4, KFOG (BM) 3.7-3.5, KIBE-KDFC (CL) 2.2-1.4, KIOI (PA) 2.8-2.5, KKHI-AM-FM (CL) 1.6-1.7, KLIV (A) 1.2-1.1, KLOK (PA) stable at 1.5, KMPX (BM) 1.7-1.2, KNEW (C) stable at 3.0, KOIT (BM) stable at 2.3, KOME (A) 2.9-2.5, KSFO (PA) 3.0-3.2, KSFX (R) 2.9-3.1, KSJO (A) 1.3-1.2, KSOL (B) 4.8-5.1, KYA (R) 1.5-1.4, and KYA-FM (R) 1.7-1.3.

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

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



(First Quarterly Measurement Survey)

KYW Remains In Double Digits, WMGK Up Two

KYW (N) continued as Philadelphia's only station in the double digit range 12.1-11.6, but the big story was the rise of WMGK (PA), up again 6.9-9.0 to what GM Larry Wexler believes is the largest share ever recorded in Philadelphia by an FM station. WIP (PA) slipped 7.3-6.6. The Beautiful Music contest saw WEAZ (formerly WDVR) move up 4.5-5.9, while WWSH went 5.5-6.1.

Additional stations with a one share or better were WCAU (N/T) 3.6-4.1, WCAU-FM (B) 3.3-3.6, WDAS (B/T) 2.1-1.4, WDAS-FM (B) 5.9-5.3, WFIL (R) 3.2-3.1, WFLN-AM-FM (CL) 2.4-2.2, WHAT (B) 1.2-1.1, WIFI (R) 1.7-2.7, WIOQ (A) 4.0-3.4, WMMR (A) 5.1-5.3, WPEN (PA) 2.5-3.8, WSNI (PA) 2.3-2.4, WUSL (PA) 3.3-2.7, WWDB (T) 5.2-4.2, and WYSP (A) 3.8-4.1.

San Jose (First Quarterly Measurement Survey)

KBAY New Number One,

KSOL & KFRC Post Gains Among the San Jose stations KBAY (BM) is the

new kingpin, up 4.6-5.9. KLOK (PA) 5.3-4.4 slipped, while KEEN (C) caught an upswing 3.6-4.4. KEZR (R) had a healthy book too, rising 4.0-5.1.

The list of other San Jose stations with a one share or better includes KARA (PA) 4.1-3.7, KFAT (C) stable at 1.6, KIBE-KDFC (CL) 1.7-1.3, KLIV (A) 2.4-2.0, KOME (A) 5.0-5.4, KPEN (PA) 1.4-1.6, and KSJO (A) 2.1-2.6.

San Francisco stations were led as usual by KGO (N/T) 8.7-9.6, while worthy gains were also posted by KFRC (R) and KSOL (B). KSOL rose 4.4-5.7 and KFRC went 2.9-3.9.

Remaining San Francisco stations with a one share or higher in San Jose were KABL (BM) 1.9-2.5, KBLX (M) 1.0-1.7, KCBS (N) 4.4-4.8, KFOG (BM) 3.0-3.5, KIOI (PA) 2.6-2.5, KNBR (PA) 4.1-3.0, KNEW (C) 1.2-1.3, KOIT (BM) 2.7-2.0, KSFO (PA) 1.9-2.2, KSFX (R) 2.5-2.2, and KYUU (PA) 3.8-2.6.

FOR THE RECORD: WOKO (C) registered a .8 to 1.5 12+ share in the Albany October/November Arbitron survey, but was inadvertently omitted from our summary.

New Orleans

(Quarterly Measurement)

WEZB Stays Tops, WNOE-FM Up Almost 6 With Country

WEZB (R) remained the only New Orleans station in double digits, up 10.3-10.7. WNOE-FM (C) more than doubled 4.2-9.9. WTIX (R) slipped 8.4-6.9, and Beautiful Music leader WBYU moved 8.6-8.0. WRNO (A) gained 4.8-6.5, but WSHO (C) tumbled 6.6-2.7.

Other stations with a one share or higher included WAIL (B), formerly WXEL, with a 5.2, WBOK (B) 2.6-3.2, WGSO (N) 5.2-5.6, WNNR (B) 2.8-1.8, WNOE (R) 3.0-2.4, WQUE (R) 5.1-4.5, WSMB (PA) 6.5-5.7, WWIW (BB) 2.0-2.5, WWL (PA) 4.5-4.8, WWL-FM (BM) 3.0-3.1, WYLD (B) 3.6-3.0, and WYLD-FM (J) 7.0-6.7.

Nassau-Suffolk

WBLI Leads Long Island Stations, WNBC Tops All 12+

WBLI (R) kept its hold on the top spot among stations in the Nassau-Suffolk county areas, moving 4.5-4.9. WHLI (PA/BB) enjoyed another up book, 3.6-4.0.

The remaining Long Island stations with a one share plus were WALK-AM-FM (PA) 2.6-2.5, WBAB (A) 1.8-2.7, WCTO (BM) 3.2-2.9, WGBB (PA) .9-1.2, WGSM (PA) 1.5-1.3, WKJY (BM) 1.8-1.5, WLIR (A) 1.9-1.6, and WTFM (PA) 2.5-2.6.

New York City stations penetrate heavily into the Nassau-Suffolk area. Leading the pack again was WNBC (R), up well 7.6-9.0. WCBS (N) slipped 6.7-4.9 and WRFM (BM) dropped 4.8-3.1. Additional NYC stations with a one share or better included WABC (R) stable at 3.0, WBLS (B) stable at 4.1, WCBS-FM (O) 3.9-4.0, WEZN (BM) stable at 1.0, WHN (C) 3.0-2.7, WINS (N) 3.6-3.7, WKCI (BM) .7-1.0, WKTU (R) 2.9-3.0, WMCA (T) 2.0-1.6, WNEW (PA) 1.6-2.1, WNEW-FM (A) 1.4-1.5, WOR (T/PA) 4.1-4.8, WPAT-FM (BM) 1.7-1.9, WPIX (A) 1.0-1.3, WPLJ (A) 4.0-3.4, and WYNY (PA) 2.5-3.3.

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Big Music America

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All ratings services are <u>NOT</u> created equal.

	BIRCH	Arbitron	Mediastat	RAM
Monthly reporting	YES	NO	YES	YES
Monthly demographic trends	YES	NO	NO	NO
Monthly day part trends	YES	NO	NO	NO
7-day cume estimates	YES	YES	YES	NO
7-day quarter hour estimates	YES	YES	NO	NO
Hour by hour estimates	YES	YES	NO	NO
Demographic cell weighting	YES	YES	NO	YES
Ethnic cell weighting	YES	YES	NO	NO
Samples unlisted telephone households	YES	YES	NO	NO

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The leader in monthly radio audience measurement.

HOLD ON! DON'T DO ANYTHING UNTIL YOU LISTEN TO THE NEW SINGLE FROM

Page 18

BADFINGER "HOLD ON."



FROM THE SOON-TO-BE **RELEASED ALBUM**, "SAY NO MORE."

ON RADIO RECORDS. Produced by Jack (Round Mound of Sound) Richardson and

Steve (Bic) Wittmack for JAR Productions by arrangement with Freedom Sound Productions, Inc.

WXIL	WALG	WTAC
WSPT	WASU	WDJQ
WVLK	WGLF	WQEN
K104	WQLK	WFOX
WFBG	WDRC	WJAM
		WRTB
WAVA	KPAS	wccc
WBCN	WPLR	WDHA
	WSPT WVLK K104 WFBG WAVA	WSPT WASU WVLK WGLF K104 WQLK WFBG WDRC



The rumor mill in New Orleans said that a major AM station in the city was about to go Country. However, all the Street Talk was about WTIX, not WNOE. Now that WNOE has quickly converted from CHR to Country (see Page 3). the erroneous WTIX rumor has been traced to an overzealous reporter from a New Orleans newspaper. No. WTIX is not changing formats.

Ross & Wilson, who handled morning drive at Z93/Atlanta for the past 21/2 years, have resigned from the station effective immediately. The team of Ross Brittan and Brian Wilson, known for their outrageous comedy, will be replaced by Steve McCoy from 92Q & WMAK/ Nashville. Reports that Ross & Wilson are currently being courted by a programmer in a top three market were unconfirmed at presstime.

And while the morning men are getting settled in Atlanta John Brandmeier, the very talented young midday personality from WOKY/ Milwaukee, has accepted the AM drive slot at KZZP/Phoenix.

Dr. Don Rose gets a new partner in his morning endeavors at KFRC/San Francisco, Former KSAN morning man and legendary AOR personality Steven Capen will coanchor KFRC's AM madness with D.D.R. Capen will do news. commentary, and bits in between the Rose guffaws and rimshots.

In a rather amazing matched set of personnel changes Vernon Slaughter, former VP of E/P/A Black Product, is reportedly becoming VP of Black Product at Columbia. Meanwhile Paris Ely, who was VP/Columbia, would switch to VP at E/P/A.

Street Talk from both Florida and California has former MCA Promotion VP Larry King joining his former Atlantic mentor Dick Kline at Ft. Lauderdale-based Radio Records. No confirmation on this one yet.

Lee Armstrong, who was most recently PD at WVON/Chicago, has accepted the VP/GM post at WLOK/Memphis. Word has it that Lee will officially start his new job around March 1.

Peter McLane resigned his Assistant General Manager position at WCCO-FM/Minneapolis. He is currently entertaining several different options and will reveal his next move in the near future.

Bill McCown is back in as Program Director of WANS-FM/Anderson, SC. Bill, who had originally left the station to program WAIM across town, has now ironed out the differences that separated him from WANS-FM in the first place.

Rick Swig will be leaving Dreamland Records to work in the corporate offices of the Fairmont Hotel Co. Rick, who will be based in San Francisco, can be reached almost immediately at (415) 772-5000 for "any and all future convention bookings." No immediate replacement was named for Rick at Dreamland.

Danny McDuff has been promoted at KLPX-FM/Ft. Worth from MD to PD. Danny replaces Hal Jay, who is now Operations Manager at WBAP/Ft. Worth.

The Station All The Other **Stations Listen To**

It was a very simple promotion actually. All the listeners who had won anything on KFI/Los Angeles during the month of January became eligible for the grand prize drawing to be held Groundhog Day morning on the Lohman & Barkley show.

The lucky name, selected from all the January winners, would receive a 1981 Mercury Lynx automobile. Monday morning arrived and the winner's name was selected and read on the air.

The catch? The big winner turned out to be Mike Sakellarides, who just happens to be the afternoon drive personality on L.A.'s new Country FM KZLA.

KFI PD John Rook, who took the entire incident in stride, said. "Perhaps now we'll have a special contest just for all the other radio stations in town." We reassured John that, if nothing else, his winner proves that KFI runs totally legitimate contests, and he told us not to stay up waiting for the 8 x 10 glossy of Mike accepting the keys to his new KFI car. Right.

Congratulations to Ron Riley on being upped to Operations Manager for both WCAO and the FM WXYV/Baltimore.

WSAI/Cincinnati morning man Dale Turner has a new female partner for AM drive. Patty Spitler joins Dale in mornings, which marks the first male-female morning team in the station's history.

Bob Savage, who exited as PD of WNOX/ Knoxville last year to attend law school, is now consulting WIVK/Knoxville. Bob hasn't left his study of the law by any means . . . in fact he scored high marks in his first quarter.

Sammy Kaplan and Jan Mitchell have teamed up to form the new independent promotion firm of American Airplay located in Los Angeles.

WAPE/Jacksonville will convert from CHR to Country at 3pm today (2-6). Apparently the new owners of the station had already set their format change plans before the recent 6.3-8.3 ratings increase came through. Either way, current PD Paul Sebastian is to be congratulated for a very strong final CHR book on the AM giant.

Hats off to WAXY/Ft. Lauderdale PD Rick Shaw on being named RKO Program Director of the Year at the company's recent annual corporate meetings.

KRSP/Salt Lake City began 24-hour operation with its AM station on January 27. KRSP was one of the three AM stations with generator power supplying news information to Salt Lake City residents during the recent power outage in Utah which affected over 11/2 million people.



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THE OFFBEAT!

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First, let me dip my luminous ladle into this delicious CREAM OF NOWHERE CHOWDER and ponder all the stuff that has reached the semicomatose desk of the GO column:

The battle for the youngest radio manager rages . . . According to Tim Garvey and Jim Veldhuis of WLMT in Wilmington, IL, they have the title!

Their GM is 21-year-old Don Beno! Congratulations, Don - you have now been mythologized here at Radio & Records, and continued success with your fine adult contemporary format. (We'll pause for a moment as all the older codgers - over 21 - jostle their way into the management restrooms to look in the mirror and search for crow's feet.)

Tim and Jim had read my item about talented young GM Scott Noyes of WAGM/ Presque Isle, ME.

* * *

Larry Ahrens of KOB/Albuquerque interviewed me for a giant radiothon in the fight against diabetes recently ... and I found out an incredible fact: 50 percent of the Navajo Indians have diabetes, the nation's third biggest killer. and in 20 years, experts predict that 90 percent of the tribe will have this dread illness. Apparently, diet and heredity have combined to contribute to this alarming growth rate. Albuquerque, by the way, was founded in 1706 by the Royal Order of King Philip V of Spain. And it has never been losted since.

Just heard from longtime radio great Al Jazzbo Collins yesterday . . . he's emanating out of KKIS/Pittsburg, CA for a network of stations. And the man from the Purple Grotto continues to sound just fantastic. Al, of course, was a national buy-word while he was wailing at WNEW/New York and came out to the West Coast in the early 60's, when we became close friends.

Earlier, we had chatted briefly when we both worked for the Intermountain-Mutual Network in Denver and Salt Lake City. Al noticed me at a gas station in Aurora, CO after I had sprained my wrist trying to squeeeze the last drop of gas out of a filling station hose!

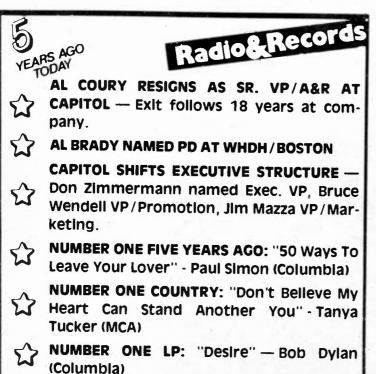
(Chancellor Charles Young has always commented that I have the boniest hands this side of the cadaver section at UCLA's medical center!)

* * * * *

Ah English teacher wrote to. me last week rebuking all radio people for mispronouncing 'trauma." (She had buked us earlier.)

She said we vulgarly booboo by using "trauma" to rhyme with "How now, brown cow?" as if it's spelled with an "ow" instead of a Greek "Au"!

Made me so nervous I cut my thumb on the typewriter . . I wouldn't care, except it's the one I suck at night (the typewriter, not my thumb!).





Super Bowl Swamps ''Dallas''

The Nielsen ratings computer succumbed to its second consecutive breakdown this week, and therapy was not administered in time for the figures to meet our deadline. Therefore, the ratings listed below are last week's (the week ending January 25), which also missed our deadline. That was the week that the Super Bowl finally did what no other program has been able to do for months - knock "Dallas" out of the top spot. The Eagles-Raiders game earned a 44.4 rating, eclipsing "Dallas" 's 36.4, which in turn overshadowed the No. 3-rated "Dukes Of Hazzard" 's 29.1. CBS won the week, however, by a squeaker, 20.2 to 19.9 for NBC (aided by the game) and 18.0 for ABC. The top 20 follows:

9

- 1 Super Bowl XV (NBC)
- 1 2 **Dallas (CBS)**
- **Dukes Of Hazzard (CBS)** 3 3
- M*A*S*H(CBS) 6 4
- 5 Trapper John MD (CBS)
- 6 Super Bowl Postgame Show (NBC) 19 16 Fantasy Island (ABC)
- 7 The Jeffersons (CBS)
- 5 8
- 9 20/20 (ABC)
- 8 10 Love Boat (ABC)

- 11 Three's Company (ABC) 14 12 House Calls (CBS)
- 13 Inaugural Special (ABC)
- 13 14 The Waltons (CBS)
- 16 15 Real People (NBC)
- 17 Hart To Hart (ABC)
- Little House On The Prairie (NBC) 18 Hostage Release Special (CBS)
 - 19 Barney Miller (ABC)
 - 12 20 Dynasty (ABC)



MELISSA MEETS THE MUPPETS - Melissa Manchester, obviously delighted with her Muppet backup singers, is pictured in a number on the show, which airs variously between February 6-11.

Music On TV

Paul Anka guests on "Barbara Mandrell" February 7, along with T.G. Sheppard, who is also "Midnight Special" the previous evening ... Queen appears on "Solid Gold" February 7 via on video, as does Paul Simon; Gall Davies is on the February 14 edition ... Jim Carroll will be on "Fridays" February 6 . . . Hank Williams Jr. guests on "Mike Douglas" February 12; Mel Tillis joins in February 17.

DEOSCOPE:

RCA, VHS TOP MEDIASTAT VIDEO POLL: Radio listening research firm Media Statistics has begun to ask video questions in its telephone interviews. Conducted in 16 major metropolitan areas, Mediastat's recent findings include RCA's VHS videocassette player is the most popular brand in use (32 percent), followed by Sony's Beta-formatted player (21.2 percent), Panasonic's VHS unit (12.3 percent), Magnavox's VHS player (8.1 percent) and Zenith's Beta player (7.3 percent). The VHS format is the preference of 64.2 percent of those polled; however, Beta gained 3.2 percent to 35.8 percent since the previous poll ... TOP TEN BEST-SELLING VIDEOCASSETTES FOR DEC. '80: According to Merchandising magazine, the best-selling videocassettes during December 1980 were 1) "Alien" (number one last month as well) 2) "The Muppet Movie" 3) "Superman" 4) "10" 5) "The Rose" 6) "Enter The Dragon" 7) "The Godfather" 8) "Halloween" (up 15 spots on the chart) 9) "Coal Miner's Daughter" (with a 24 point jump) and 10) "The Godfather II". Biggest debuts were "A Clockwork Orange" (17) "The African Queen" (34) and "Emmanuelle - Joys Of A Woman" (38) ... THREE 70'S HORRORSHOWS AVAILABLE FROM NOSTALGIA MERCHANT: The Nostalgia Merchant has added "The Vault Of Horror," "And Now The Screaming Starts" and "Asylum" to its line of videocassettes. The three films were produced in England during the 1970's by Amicus Films with "Asylum" featuring the scripting talents of Robert "Psycho" Bloch. Whoo kids, pretty scary stuff

R&R/Friday, February 6, 1981



You Feel Deregulated Yet?

Do you see any definite signs yet? Any hour now, from what some people are saying, the first ragged bands of unemployed newspeople will drift toward the outskirts of town, moving in like hunger-driven coyotes. No one knows who will be in that first wave. Maybe the woman who interviews City Council members for "Perspective" at 4am Sundays. Perhaps the Public Affairs Director who keeps the Coke machine stocked and types all that stuff for the Renewal File.

It's this Deregulation that has me worried. It is really beginning to happen and I am terrified that the great bloody ax is about to disengage a great many talking heads. Maybe you're right. Maybe not. Maybe the open marketplace is a more responsive and responsible influence than a bunch of confusing rules you have to pay lawyers to explain. All that is beyond my comprehension. Washington is far away and all those Deregulation things are no more than talk, until something happens directly to me.

So far, nothing has. Oh, well, a couple of little things. I understand we'll be able to stop broadcasting a couple of marginalat-best programs that helped fill out some former requirement. That'll make us sound better. The front office people seem pleasantly impressed by their little alterations in routine. Until now there have been no confirmed reports of wholesale firings in the News Departments of the nation, but the effect of Dereg may be slightly delayed. Time bomb-like.

No snowball yet, though. No domino. Not even much of a ripple. Lots of opinions, fears and assurances. No real action. It will be more than this, won't it? I mean, these teeny little changes aren't the whole show, are they?

It will be more than this, won't it: I mean, these teens in the thanges aren't the whole allow, are they. Is this all there is? 'Are we Deregulated? If some monster is going to make a move, it had better happen pretty soon, or I won't be able to maintain my energized level of Dereg panic.

Truthfully, the level has been dropping off almost daily. No hordes yet reported.

Call me if you hear anything, or see any sign, to get my fear-level pumped up again. My sense of well-being is resilient and strongly pushing to take control as the fear fades. (Or that could be because I have a short attention span.) I hope it isn't unAmerican or anything, but I was tired of the hostages before they even had their ticker-tape parade in New York City. Scandalous, I know, but my body just requires a completely different crisis every few days to keep me going.

Deregulation may not have lasting panic power.

CALENDAR-

Shakytown '71

MONDAY, FEBRUARY 9: Ten years ago today Southern California shook so violently that freeways buckled. about 1000 buildings were badly damaged. and 62 people were killed. Total damage was in excess of one billion dollars in the Sylmar earthquake of 1971.

The golfball balancing world championship was established a year ago today, when Lang Martin stacked seven new balls one atop the other.

The Boeing 747 was first flown today in 1969. It is the highest capacity airliner, capable of transporting up to 500 passengers. Its top speed is 600 and change.

The Beatles made their first appearance on primetime American TV 17 years ago this date. It was the "Ed Sullivan Show," February 9, 1964.

Mia Farrow is 35. Carole King is 40.

Ol' George's Little Problem

TUESDAY, FEBRUARY 10: Jobs must be done despite lack of resources. Today in 1776 a frustrated George Washington wrote." Without men, without arms, without ammunition, there is little to be done." He soon managed to find all three and do quite well, accomplishing independence for the American colonies.

American spy pilot Francis Gary Powers. first to learn the Soviets had developed a missile that could reach his aircraft's altitude. found out the hard way. His U-2 was shot out from under him and he parachuted down to two years of captivity. It ended today in 1962 when he was exchanged for a captured Soviet spy.

Donovan is 35. Robert Wagner is 51. Roberta Flack is 41.

Your Timely Reminder

WEDNESDAY, FEBRUARY 11: Here's fair and adequate notice that Valentine's Day is Saturday. so those needing chocolates from the dime store must make their move soon.

How big do lobsters get? Four years ago today, one was caught off Nova Scotia. measuring 31/2 feet from clawtip to tail. It weighed as much as a child: forty-four pounds, six ounces.

Thomas Edison born 1847. King Tut's coffin opened 1927. Burt Reynolds is 45. Tina Louise is 47. Eva Gabor is 55. The Beatles' first American concert was today in 1964 at Washington Coliseum.

Lincoln's Birthday

THURSDAY, FEBRUARY 12: Our Ambassador to Afghanistan. Adolph Dubs. was assassinated there two years ago today.

The New York to Paris automobile race got the green flag 73 years ago, and six cars roared off toward the West (going east would have produced deep water almost immediately). The contestants drove to Alaska, were ferried across to Siberia, drove across Russia and onward toward France. The American Thomas Flyer came in first, after putting more than 12,000 miles behind. All this, long before gas credit cards.

Abraham Lincoln born 1809. Charles Darwin born 1809 also. The NAACP founded 1908. Today Joe Garagiola is 55. Lorne Greene is 66. Johnny Rutherford is 43.

Friday The Thirteenth

FRIDAY, FEBRUARY 13: This is one of three Friday the 13ths in 1981. A year ago the American Southwest began getting what would turn out to be ten days of torrential rainfall. Thousands of homes were destroyed and at least 20 people died in Southern California and Central Arizona, which were declared disaster areas a day before the 13-inch rainfall ended.

Jesse James and the Younger brothers robbed their first bank today in 1866, at Liberty, MO. Kim Novak is 48. Carol Lynley is 38. Sal Bando is 37.

THREE-DAY WEEKEND because of George Washington birthday observance Monday. Enjoy!



EARTH NEWS welcomes these fine stations to our line-up: KXXY-FM Oklahoma City, KKYK-FM Little Rock, WRBN-FM Macon.

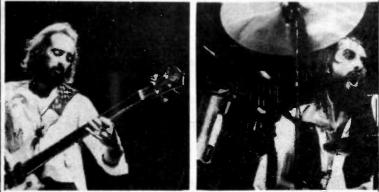
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WHEM	WRVQ	WISE
WFLY	WVLK	KVOL
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WPST	KWEN	KFYR
WAEB	WISM	KENI
K104	KEZR	KSLY
WHYN	ККХХ	KQDI
WKEE	KERN	KBOZ
V100	KROY	КҮҮА
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KRBE	КТКТ	KFXD
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on Warner Bros. Records

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Country-Fried Positioning

have previously discussed the concepts of 1) positioning your radio station within a market, and 2) target audience delineation as an important task in dealing with radio fragmentation. Recognition of the inherent selectivity of radio is essential in both programming and promoting your station successfully.

Unfortunately, radio people are often prone to believe that *if only* they could program their stations correctly, they would achieve the myth of the past: mass appeal radio. Listeners would flock to their station like fleas to a hound *if only* the proper programming mix could be constructed. Formats rise and fall in the quest for this programming "holy grail." Disco flashed, then fizzled, in terms of mass audience appeal.

C ountry music is the latest fad. Spurred on by the success of "Urban Cowboy" and the continued surge of "crossover" artists and hits within country music, more and more stations are converting to an all-Country format (three stations in the last six months in Los Angeles alone). All this activity is a great thing for Country radio, but those deeply involved with it must remember that country music is not going to become the mass appeal radio of the 1980's. It is enjoying a temporary crescendo of popularity, following which, another fad will come along to replace it. Five years from now there will be more Country stations than there were in 1979, but fewer than there are today.

The letter from Ron Fineman of KKAL/ Arroyo Grande, printed in Jim Duncan's column (1-16) criticized Country stations for positioning themselves as "cowboys" by having the jocks appear at events wearing cowboy hats, etc. Mr. Fineman asserted that Country radio is "holding itself back" from its potential popularity by this sort of positioning activity, and that Country stations need to promote a different image if they wish to appeal to the masses.

This is a dangerous misconception on Mr. Fineman's part. He is confusing the temporary popularity of country music with the proper positioning for a Country station. Do you really think that a Country station would have any credibility whatsoever if the jocks appeared in public wearing polyester suits with white shoes and belts?

Maybe more than any other format, Country carries a strong lifestyle identification with it. How could a listener truly enjoy-songs about 18-wheelers, outlaws, and shotguns and then be turned off by a jock wearing boots and a cowboy hat? The "easy listening" audience is going to find more easy listening on a Pop/Adult station or from the evolving Beautiful Music sound, so I doubt that many listeners are tuning to Country stations for its easy listening quality. n short, Country radio is not mass appeal radio and it should not be tempted to dilute its position, or image, in the market by attempting to make itself more "mass appeal." Any movement to try to be all things to all listeners is doomed to failure. The radio market is fragmented and will remain so. No one station can capture all segments of the market, so it is best to concentrate on one segment, as long as it is large enough to be profitable.

A detergent analogy may be helpful in underscoring this point. Back in the days before sophisticated market segmentation, the and why. What do they like and dislike about the station? How much time do they spend listening, and what other stations share their collective ear? What are their music preferences? What other kinds of programming content might they like to hear? Do they want to become more knowledgeable about the origins and evolution of country music? Do they want to get to know country artists better? What other lifestyle characteristics do they possess that you can build on in your programming?

There are clearly opportunities for Country stations to establish themselves in strong market positions during this period of popularity. Country radio is already of much greater appeal than Disco, but something can be learned from the Disco experience. Many Disco stations failed to survive very long, but others have done quite well, in markets where there is a large enough segment of listeners that likes what Disco (or its evolved counterparts Dancemusic and especially Urban Contemporary) radio has to offer. The successful post-Disco stations have tapped that audience, which is far from being a mass audience, and have positioned themselves strongly as the place to tune for dance-oriented music. Disco failed as mass appeal radio, but in modi-

"Country radio is not mass appeal radio and should not be tempted to dilute its position ... Any movement to try to be all things to all listeners is doomed to failure."

detergent market consisted of "general household detergent" which was used for everything from washing dishes to doing the laundry. Manufacturers found, through market research, that consumers liked a lot of suds when they were washing dishes but low sudsiness for washing clothes. The solution? General household detergents were formulated to be moderately sudsy. Thus, one product was "mass appeal" - it could do both jobs, but neither very well. Then some bright marketer came up with the idea of two products: a high suds dishwashing detergent and a low suds laundry detergent. The segments were recognized and served well by the combination of two products. Seen many general household detergents down at the supermarket lately?

If people buy multiple detergents to meet their washing needs, it seems clear that they will tune into multiple radio stations to meet their listening needs. The key question for Country radio (or any other format) is not "How do I appeal to everyone all the time?" but "How do I best serve the listeners who tune in — what do they want from my station during the times they are listening to it?"

In the past, Country radio stations may have had a firm grasp on who their listeners were and what they wanted from radio. But that is changing dramatically with the broadening of Country radio's appeal. Now is the time for Country stations to do some research on their audiences — find out exactly who is listening fied form has an important place in the overall "mix" of formats available to listeners.

or Country radio to benefit maximally from its current popularity, it must identify what it is that it does well for its listeners — what can Country radio do better than other formats can? Finding this "unique niche" in the radio market is the key to long-run success.

Perhaps in a small market with few competing stations, a Country station will have to provide a broader programming mix in order to be successful. But, in a large market, with multiple competitors in all formats, a Country station would most likely be better off with a stronger "Country" positioning. There is little room for wishy-washy positioning in a highlysegmented, fiercely competitive market such as radio. You have to find your strengths, build on them, and run with them. As soon as you depart from that formula, you run the risk of being no one's first choice, and a lot of people's fourth or fifth (or lower!) choice.

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





Ullanda Joins Atlantic



Atlantic has signed vocalist Ullanda, with an album called "Ullanda McCullough" just completed with composers/ producers Nickolas Ashford and Valerie Simpson. Pictured in the studio are (I-r) Record Logic President Tom Cossie, engineer Jimmy Simpson, Valerie Simpson, Cotillion President Henry Allen, manager Maye James, Ullanda, Nickolas Ashford, and Atlantic/Cotillion VP Everett Smith.

Gold For Ferguson's "Conquistador"



Columbia's Maynard Ferguson was recently awarded a gold record for his "Conquistador" album. Shown at the ceremony are (I-r) Columbia's Ken Sasano, label VP's Terry Powell and Ron Oberman, Ferguson's manager Stuart Ross, Ferguson's daughter Kim, Columbia VP/GM Myron Roth, Ferguson, label VP Michael Dilbeck, Columbia's George Chaltas, CBS International VP Mauri Lathower, and label's Debbie Newman.

Millennium Scores Knockouts



Millennium Records contracted Franke & the Knockouts and set February for the release of the group's first single and album. Pictured (I-r) are Millennium VP Don lenner, group's lead singer Franke Previte, Millennium President Jimmy lenner, group's Billy Elworthy and Blake Levinsohn, and label's Ken Franklin; two other Knockouts, Claude LeHenaff and Leigh Foxx, are not pictured.

Yarbrough & Peoples's Party People



Mercury/Polygram's Yarbrough & Peoples recently celebrated the success of their debut LP, "The Two Of Us," and single, "Don't Stop The Music," with a party held at the Max 151 club in Los Angeles. Photo'd at the fete are, left to right Mercury/Polygram recording artist Robert "Goodie" Whitfield, Mercury/Polygram's Gap Band member Ronnle Wilson, Allsa Peoples and Calvin Yarbrough, Los Angeles City Councilman David Cunningham, Gap Band members Robert and Charlie Wilson, and Polygram's Willie Tucker.



Delbert Gets Roxy Rolling

While performing at L.A.'s Roxy in support of his Capitol/Muscle Shoals Sound debut LP, "The Jealous Kind," and its premiere single, "Giving It Up For Your Love," Delbert McClinton was visited backstage by various label execs. Seen on the scene are (I-r) Capitol's Louie Newman, McClinton, and Capitol's Marsha Costa and Ray Tusken.

Cleveland Samples Whitman



While in Cleveland recently to promote his current "Songs I Love To Sing" album, Cleveland International's Slim Whitman (third from left) was greeted by (I-r) WHK MD Tim Byrd, WMMS PD John Gorman, and Cleveland International's Bill Catino.

What The Fools Believe



EMI/America's Fools take time out for a picture in the midst of recording their new album, which they believe will outperform their first. Pictured (I-r, top) are group's Mike Gerard, producer Vinny Poncia, group's Richard Bartlett, Steve Zaretsky, and Chris Pedric; (I-r, front) group's Stacey Pedric, Bob Schaper, and Doug Foreman.

Knockout Wins Escorts



Knockout Records, a division of Audiofidelity Records, has signed R&B group the Escorts. Shown smiling at the signing are (I-r) group's manager Alva Dwellingham, Audiofidelity Chairman Dan Pugliese, Escorts's producer Herschel Dwellingham, and Audiofidelity President Sam Goff.

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CONFEMPORARY HIT KADIO

A LOOK IN THE MAILBAG

CHR Correspondence

R&R has always encouraged the kind of ongoing dialogue that exposes us all to new ideas. This week – two letters from radio both addressed to the record industry.

First, KEARTH/Los Angeles Music Director Guy Zapolean on a subject that has been on all of our minds recently.

The Tempo Of CHR

In regard to your article a few months back on the mellowing of CHR, I would like to add a few more comments and address them to the record community.

It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion. Looking back to the Top 40 we knew in the 60's, the music mix was about 60% rock to 25% ballads and 15% R&B. This formula was originally geared to bring in the teens, but it eventually garnered a large adult audience and huge overall numbers for the format. It was the mellowing of Top 40 and the tighter playlists which gave rise to AOR and began the subsequent downfall of Top 40 in many markets.

One must remember that the baby boom generation now dominating 25-34 and beginning to edge into the 35+ demographics grew up with a heavy dose of rock and roll in its daily music diet. People who were listening to Elvis in 1956 are now approaching 40, and the teens of the 60's, who were listening to the **Beatles** and the **Rolling Stones**, are now in their late 20's and early 30's. If CHR is to regain its position as the dominant music format, it must harken back to the ideas which made Top 40 great — namely, variety with a balance of rock, R&B, and ballads.

The argument that adults don't like rock is fueled by the failure of many rock songs to materialize as Top 40 hits. One must remember that the soft rock era came in during the early 70's and paved the way for previously MOR acts to be heard on Top 40. As the 70's rolled along programmers tied into the idea of programming "the hits" found it much harder to play the Rolling Stones alongside of Helen Reddy. When you think about it, a decade has passed since the Top 40 audience has had a steady diet of rock and roll. This audience just isn't used to rock and roll, and rock records have a lot harder time breaking through as hits. Luckily, Los Angeles has had enough stations to choose from, and when one outlet softened up, the audience could still turn to another for rock and roll. This fact paved the way for records like "Another One Bites The Dust" and "Call Me" to be two of the biggest songs of the year in Southern California. And these songs were not only popular with the 12-24 market but with the 25+ demographic as well.

Radio stations in other markets, where the audience had nowhere to turn when the markets softened up, will have to give rock a chance to reestablish itself on CHR and show patience when the 25+ audience doesn't respond immediately. It will in time.

The record industry should encourage its stronger adult artists to do rock songs. Someone like Neil Diamond, who was so successful with rock early in his career, is fully capable of record-ing a rock hit today. Also with artists like **Bob** Seger, the record company should not be afraid to make their artists' first or second single releases from albums the rock cuts. "Old Time Rock And Roll" is still one of the most requested Seger tunes on KEARTH even though it was the fourth release from the album. In order to survive, radio must be able to balance the music it plays from a wide variety of tempos. If the record industry isn't making this variety available in the form of a 45rpm release, then programmers may have to begin depending more and more on album cuts to balance their stations' music

> Guy Zapolean Music Director KEARTH/Los Angeles

Whether or not you agree with every point Guy makes in his letter, his underlying theme - CHR needs variety in music selection - is a reality.

Both sides of the radio and record relationship are at fault for the kind of overreaction that keeps a particular style (or tempo) of music in the public's ear for



extended runs. When disco music got hot, nearly every record company signed and released new disco product. Contemporary stations reacted quickly and began programming more disco product in reaction to public demand. Now disco still exists as a form of music, but it has returned to its proper level in the overall perspective of CHR's music mix.

With more CHR's outwardly admitting that 25+ is the demographic they seek, more and more softer-

"It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion."

- Guy Zapolean, PD, KEARTH/Los Angeles

sounding tunes are being programmed. Record companies see this trend and add more mellow fuel to the fire by releasing more softer product. The one assumption that may or may not be correct in this entire cycle is the point Guy brings up in his letter: do people over 25 dislike rock and roll? Until that question is answered definitively, CHR's who go the all-mellow route to the adult demographics may run the serious risk of sounding like something their listeners can't relate to.

Pay For Giveaway?

KFIM/El Paso PD Johnny Thompson has a novel idea for record companies to consider regarding the use of promotional albums for station giveaways and how KFIM is willing to "trade" some very inexpensive advertising for the privilege of picking the prize acts.

Same old argument... radio stations are ruining the record business by not exposing enough product and stations only want the top LP's for promotional giveaways.

The truth is record companies need a way of exposing new acts and radio listeners prefer to win the name artists' albums.

Here's an offer from KFIM, one which will give the record companies a way to expose new product and allow us to give away the LP's our listeners want. Here's the deal; for every 10 LP's supplied to KFIM, we will run one spot for that record company advertising any act on their label. As an example: if Columbia supplies us with 50 Wings LP's and 50 Boz Scaggs LP's, we would then run 10 spots for Columbia on any act they choose. All spots would be R.O.S./B.T.A. 6am-12midnight, Sunday-Saturday and all commercials would be sixty seconds in length.

I am sure there are a lot of people who will think this is insane, however, in these times you've got to bend a little to get what you want. It's really simple. We want to choose the LP's we give away on the air and you want to advertise (expose) your new product. We'll try this for three months — February. March and April — and at the end of that time we'll make the decision to continue or not.

If you've got some acts you know just need a little exposure to bust wide open and some top acts we might be interested in, give me a call. Crazy idea or good idea... we'll know in three months. Any takers?

Johnny Thompson Programming Director KFIM/El Paso

Johnny's idea may look a little unorthodox, but remember that medium markets are not often lucky enough to have endless supplies of name LP's to give away on the air. KFIM's "trade" arrangement just might be mutually beneficial for the station and any record label willing to give it a try. We'll check back with KFIM in a few weeks to see just what the reaction to Johnny's offer was.

As always, I welcome your comments on any subject that you feel would be of interest to our readers.

WKTU SAYS STAY IN SCHOOL – The Sugarhill Gang visited WKTU/ New York recently to lend their speaking voices to a series of special public service messages urging teenagers to "be cool and stay in school." Several artists have assisted WKTU in recording the announcements which have a common signoff: "Don't take a vacation from your education – stay in school." Pictured at the recording session are (I-r): Sugarhill Gang member Guy "Master G" O'Brien, "Big Hank" Hank Jackson, WKTU PD and morning personality Dale Reeves, "Wondermike" Wright, WKTU programming assistant Bob Bottone, midday jock G. Keith Alexander, and evening jock Carlos BR/Friday, February 6, 1981

'olygram Restructures Black Music Dept.

Polygram Records Inc. has reorganized its lack Music Department, with Tommy Young named irector of Field Promotions for Black Music and rnie Singleton appointed Director of Black Music arketing, West Coast for the label. An eight-year teran of the Phonogram organization, Young most cently served as National Promotion Director for olygram Records East. Singleton, most recently ational R&B Promotion Director at Casablanca ecords, had been with the organization since 1976. oth will report directly to Polygram VP/Black Muc Marketing Bill Haywood.

Polygram announced its new regional promotion anagers as well: they are John Brown, Marcus artin, Gwen Franklin, Luther Terry, Brenda Smith, eke Atkins, Ken Bell, Willie Tucker, Walter White. ruce Knight, and Joe Lewis.

WIOD

Continued from Page 3 eally catering to. If you start playing that music think you'll be very efficient at picking up both vale and female listenership in that 35-55 demo-raphic. That's what we're after," Anderson conluded. He added that the station would occasionally lay post-1955 records by compatible pop artists.

Anderson continued by analyzing some problems aced by WIOD and other "so-called full-service sta-"You try to cater to some music listenerions": hip, you try to put on as much information as posible, and you do a lot of sports, etc., but you're ot serving any one group. You're trying to be il things to all people. We want to go back to conistency. We think there's a void in the market."

WNOE-AM

Continued from Page 3 oing to use a lot of research to make sure that we an key in on that demographic. We'll be a little tore newsy and add a little more personality than the M station. They've given me a challenge and a good portunity — it's a clear channel 50,000-watt facility —) I think it's going to be a lot of fun.'

Although staffer Bruce Cramer has left the station, atrick said there were no further staff changes imrediately forthcoming. "I told everybody in the staff neeting that if they want to be part of us, they can."

"I don't think anybody stays committed to one forhat for all of their life unless they're forced to or re unwilling to change," concluded Anderson. "Nevereless, times change, attitudes change, and music hanges. There are obviously an awful lot of people ut there who are enjoying country music. The proof f the pudding is in the FM's Arbitron ratings, which received the day after we made the AM switch. don't think those numbers are just a one-time fluke.'

Busby Named VP/R&B Promotion At A&M

Jheryl Busby has been appointed Vice President of R&B Promotion at A&M Records. Busby comes to A&M after holding a similar post with Casablanca Records for the past three years. Prior to joining Casablanca, Busby served as West Coast Regional R&B Promotion Manager at CBS Records. Busby reports to VP/Executive Director of Promotion Charlie Minor.



Shannon

Continued from Page 3 by the same token, I'm real excited with the concept of WTWR as that's the period of radio in which I began." Prior to coming to Detroit, Shannon achieved notable success as a jock at WKBW/Buffalo in the early 60's, as well as writing the Rockin' Rebels' "Wild Weekend" instrumental hit of 1963.

CKLW President Chuck Camroux commented, "Due to various circumstances, we chose not to renew Shannon's contract at the old levels."

Duncan

Continued from Page 3 Allen told R&R that "Jesse spent a lot of time on the road talking to different PD's and we had the chance to talk with others at the Superstars Convention here three weeks ago. We felt John was the best candidate for the job.

"We're going to be doing some very different and unusual things now," continued Allen, "and John's the one to help us with them." Allen explained that these changes would encompass experimenting with Lee Abrams's "Superstars 2" format (see R&R 1-30 for details) and that these changes would begin implementation in 60-90 days

De Passe

Continued from Page 3 Motown Chairman Berry Gordy commented. "Suzanne de Passe has been involved in every aspect of our company over the last 13 years. She has more taste than anyone I've ever met. I have total confidence in her creative ability and business expertise. I expect great results from Motown Pro-ductions in the coming years." De Passe joined Motown in 1968, most recently serving as a VP at **Motown Industries**

RAB

Continued from Page 1 ther in income to a station in a najor market."

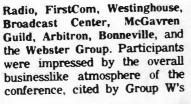
Session topics included personlity profiles of radio sales people, rganization, tools of the trade, ind profitable co-op development. teceptions, suites and luncheons vere hosted by TM, Enterprise

Kale

Continued from Page 1 ighest profit levels in 1980.

Kale did not announce any imnediate future plans, but indicated hat he is considering going into wnership or forming a company f his own

Eve Daml



Listen 6-11 A.M. EST (800) 621-8057

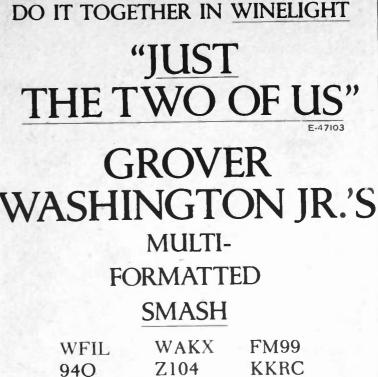
Harris in his opening address: 'This is a spartan, working conference. We're here to get down to the big business of radio." similar conference is expected, although not confirmed, for next vear.



WINNING PANEL - Personality Dynamics' Mark Friedman (at podium) profiles radio sales people's characteristics during the "What Makes Radio Sale Winners" panel, while (I-r, seated) Insilco President Fred Walker, WOR/New York's Robert Biernacki, and KAKZ/Wichita's Frank Gunn listen in.

Breakfast Club





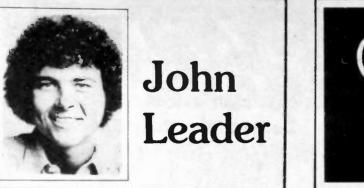
WFIL	WARA	1.14133
94Q	Z104	KKRC
KJR	KEZR	KKLS
KPLZ	KIDD	WSPT
WFBR	KJRB	KRMG
WAEB	KNBQ	WBCY
WKEE	KHYT	WIP
Y103	WHEB	KENI
WBBQ	WCIR	KQDI
92Q	WSGA	KOOK
WRJZ	WFOX	KRLC
WVLK	WISE	B100
	WXLK	



01981 Elektra/Asylum Records 🜑 A Warner Communications Co

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R&R/Friday, February 6, 1981



HUI KADI

A LOOK IN THE MAILBAG

CHR Correspondence

R&R has always encouraged the kind of ongoing dialogue that exposes us all to new ideas. This week - two letters from radio both addressed to the record industry

First, KEARTH/Los Angeles Music Director Guy Zapolean on a subject that has been on all of our minds recently

The Tempo Of CHR

In regard to your article a few months back on the mellowing of CHR, I would like to add a few more comments and address them to the record community

It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion. Looking back to the Top 40 we knew in the 60's, the music mix was about 60% rock to 25% ballads and 15% R&B. This formula was originally geared to bring in the teens, but it eventually garnered a large adult audience and huge overall numbers for the format. It was the mellowing of Top 40 and the tighter playlists which gave rise to AOR and began the subsequent downfall of Top 40 in many markets.

One must remember that the baby boom generation now dominating 25-34 and beginning to edge into the 35+ demographics grew up with a heavy dose of rock and roll in its daily music diet. People who were listening to Elvis in 1956 are now approaching 40. and the teens of the 60's, who were listening to the Beatles and the Rolling Stones, are now in their late 20's and early 30's. If CHR is to regain its position as the dominant music format, it must harken back to the ideas which made Top 40 great - namely, variety with a balance of rock, R&B, and ballads.

The argument that adults don't like rock is fueled by the failure of many rock songs to materialize as Top 40 hits. One must remember that the soft rock era came in during the early 70's and paved the way for previously MOR acts to be heard on Top 40. As the 70's rolled along programmers tied into the idea of programming "the hits" found it much harder to play the Rolling Stones alongside of Helen Reddy. When you think about it, a decade has passed since the Top 40 audience has had a steady diet of rock and roll. This audience just isn't used to rock and roll, and rock records have a lot harder time breaking through as hits. Luckily, Los Angeles has had enough stations to choose from. and when one outlet softened up, the audience could still turn to another for rock and roll. This fact paved the way for records like "Another One Bites The Dust" and "Call Me" to be two of the biggest songs of the year in Southern California. And these songs were not only popular with the 12-24 market but with the 25+ demographic as well.

Radio stations in other markets, where the audience had nowhere to turn when the markets softened up, will have to give rock a chance to reestablish itself on CHR and show patience when the 25+ audience doesn't respond immediately. It will in time.

The record industry should encourage its stronger adult artists to do rock songs. Someone like Neil Diamond, who was so successful with rock early in his career, is fully capable of recording a rock hit today. Also with artists like Bob Seger, the record company should not be afraid to make their artists' first or second single releases from albums the rock cuts. "Old Time Rock And Roll" is still one of the most requested Seger tunes on KEARTH even though it was the fourth release from the album. In order to survive, radio must be able to balance the music it plays from a wide variety of tempos. If the record industry isn't making this variety available in the form of a 45rpm release, then programmers may have to begin depending more and more on album cuts to balance their stations' music

> **Guy Zapolean Music Director KEARTH/Los Angeles**

Whether or not you agree with every point Guy makes in his letter, his underlying theme - CHR needs variety in music selection - is a reality.

Both sides of the radio and record relationship are at fault for the kind of overreaction that keeps a particular style (or tempo) of music in the public's ear for



extended runs. When disco music got hot, nearly every record company signed and released new disco product. Contemporary stations reacted quickly and began programming more disco product in reaction to public demand. Now disco still exists as a form of music, but it has returned to its proper level in the overall perspective of CHR's music mix.

With more CHR's outwardly admitting that 25+ is the demographic they seek, more and more softer-

"It seems to be the belief of more than a few of the major record companies, as well as many radio programmers, that adults vastly prefer ballads to rock and roll. I disagree with this notion."

- Guy Zapolean, PD, KEARTH/Los Angeles

sounding tunes are being programmed. Record companies see this trend and add more mellow fuel to the fire by releasing more softer product. The one assumption that may or may not be correct in this entire cycle is the point Guy brings up in his letter: do people over 25 dislike rock and roll? Until that question is answered definitively, CHR's who go the all-mellow route to the adult demographics may run the serious risk of sounding like something their listeners can't relate to.

Pay For Giveaway?

KFIM/El Paso PD Johnny Thompson has a novel idea for record companies to consider regarding the use of promotional albums for station giveaways and how KFIM is willing to "trade" some very inexpensive advertising for the privilege of picking the prize acts

Same old argument ... radio stations are ruining the record business by not exposing enough product and stations only want the top LP's for promotional giveaways.

The truth is record companies need a way of exposing new acts and radio listeners prefer to win the name artists' albums.

Here's an offer from KFIM, one which will give the record companies a way to expose new product and allow us to give away the LP's our listeners want. Here's the deal; for every 10 LP's supplied to KFIM, we will run one spot for that record company advertising any act on their label. As an example: if Columbia supplies us with 50 Wings LP's and 50 Boz Scaggs LP's, we would then run 10 spots for Columbia on any act they choose. All spots would be R.O.S./B.T.A. 6am-12midnight, Sunday-Saturday and all commercials would be sixty seconds in length.

I am sure there are a lot of people who will think this is insane, however, in these times you've got to bend a little to get what you want. It's really simple. We want to choose the LP's we give away on the air and you want to advertise (expose) your new product. We'll try this for three months -February, March and April - and at the end of that time we'll make the decision to continue or not

If you've got some acts you know just need a little exposure to bust wide open and some top acts we might be interested in, give me a call. Crazy idea or good idea we'll know in three months. Any takers?

Johnny Thompson Programming Director KFIM/El Paso

Johnny's idea may look a little unorthodox, but remember that medium markets are not often lucky enough to have endless supplies of name LP's to give away on the air. KFIM's "trade" arrangement just might be mutually beneficial for the station and any record label willing to give it a try. We'll check back with KFIM in a few weeks to see just what the reaction to Johnny's offer was.

As always, I welcome your comments on any subject that you feel would be of interest to our readers.

WKTU SAYS STAY IN SCHOOL The Sugarhill Gang visited WKTU/ New York recently to lend their speaking voices to a series of special public service messages urging teenagers to "be cool and stay in school." Several artists have assisted WKTU in recording the announcements which have a common signoff: "Don't take a va cation from your education - stay in school." Pictured at the recording session are (I-r): Sugarhill Gang member Guy "Master G" O'Brien, "Big Hank" Hank Jackson, WKTU PD and morning personality Dale "Wondermike" Wright, WKTU programming assistant Bob Bottone, midday jock G. Keith Alexander, and evening jock Carlos de Jesus

Polygram Restructures Black Music Dept.

Polygram Records Inc. has reorganized its Black Music Department, with Tommy Young named Director of Field Promotions for Black Music and Ernie Singleton appointed Director of Black Music Marketing, West Coast for the label. An eight-year veteran of the Phonogram organization, Young most recently served as National Promotion Director for Polygram Records East. Singleton, most recently National R&B Promotion Director at Casablanca Records, had been with the organization since 1976. Both will report directly to Polygram VP/Black Music Marketing Bill Haywood.

Polygram announced its new regional promotion managers as well: they are John Brown, Marcus Martin, Gwen Franklin, Luther Terry, Brenda Smith, Deke Atkins, Ken Bell, Willie Tucker, Walter White, Bruce Knight, and Joe Lewis.

WIOD

really catering to. If you start playing that music I think you'll be very efficient at picking up both male and female listenership in that 35-55 demo-graphic. That's what we're after," Anderson concluded. He added that the station would occasionally play post-1955 records by compatible pop artists.

Continued from Page 3

Anderson continued by analyzing some problems faced by WIOD and other "so-called full-service sta-"You try to cater to some music listenertions": ship, you try to put on as much information as possible, and you do a lot of sports, etc., but you're not serving any one group. You're trying to be all things to all people. We want to go back to consistency. We think there's a void in the market."

WNOE-AM

Continued from Page 3 going to use a lot of research to make sure that we can key in on that demographic. We'll be a little more newsy and add a little more personality than the FM station. They've given me a challenge and a good opportunity - it's a clear channel 50,000-watt facility so I think it's going to be a lot of fun."

Although staffer Bruce Cramer has left the station, Patrick said there were no further staff changes immediately forthcoming. "I told everybody in the staff meeting that if they want to be part of us, they can."

"I don't think anybody stays committed to one format for all of their life unless they're forced to or are unwilling to change," concluded Anderson. "Nevertheless, times change, attitudes change, and music changes. There are obviously an awful lot of people out there who are enjoying country music. The proof of the pudding is in the FM's Arbitron ratings, which we received the day after we made the AM switch. I don't think those numbers are just a one-time fluke.'

Busby Named VP/R&B Promotion At A&M

Jheryl Busby has been appointed Vice President of R&B Promotion at A&M Records. Busby comes to A&M after holding a similar post with Casablanca **Records** for the past three years. Prior to joining Casablanca, Busby served as West Coast Regional **R&B** Promotion Manager at CBS Records. Busby reports to VP/Executive Director of Promotion Charlie Minor.



Shannon

Continued from Page 3 by the same token, I'm real excited with the concept of WTWR as that's the period of radio in which I began." Prior to coming to Detroit, Shannon achieved notable success as a jock at WKBW/Buffalo in the early 60's, as well as writing the Rockin' Rebels' "Wild Weekend" instrumental hit of 1963.

CKLW President Chuck Camroux commented, "Due to various circumstances, we chose not to renew Shannon's contract at the old levels."

Duncan

Continued from Page 3 Allen told R&R that "Jesse spent a lot of time on the road talking to different PD's and we had the chance to talk with others at the Superstars Convention here three weeks ago. We felt John was the best candidate for the job.

"We're going to be doing some very different and unusual things now," continued Allen, "and John's the one to help us with them." Allen explained that these changes would encompass experimenting with Lee Abrams's "Superstars 2" format (see R&R 1-30 for details) and that these changes would begin implementation in 60-90 days.

De Passe

Continued from Page 3 Motown Chairman Berry Gordy commented, "Suzanne de Passe has been involved in every aspect of our company over the last 13 years. She has more taste than anyone I've ever met. I have total confidence in her creative ability and business expertise. I expect great results from Motown Pro-ductions in the coming years." De Passe joined Motown in 1968, most recently serving as a VP at Motown Industries

RAB

Continued from Page 1 other in income to a station in a major market."

Session topics included personality profiles of radio sales people, organization, tools of the trade, and profitable co-op development. Receptions, suites and luncheons were hosted by TM, Enterprise

Kale

Continued from Page 1 highest profit levels in 1980.

Kale did not announce any immediate future plans, but indicated that he is considering going into ownership or forming a company of his own

Radio, FirstCom, Westinghouse, Broadcast Center, McGavren Guild, Arbitron, Bonneville, and the Webster Group. Participants were impressed by the overall businesslike atmosphere of the conference, cited by Group W's

Harris in his opening address: "This is a spartan, working conference. We're here to get down to the big business of radio." similar conference is expected, although not confirmed, for next year.



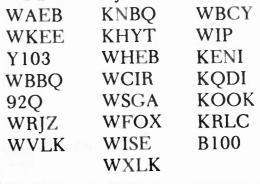
WINNING PANEL - Personality Dynamics' Mark Friedman (at podium) profiles radio sales people's characteristics during the "What Makes Radio Salespeople Winners" panel, while (I-r, seated) Insilco President Fred Walker, WOR/New York's Robert Biernacki, and KAKZ/Wichita's Frank Gunn listen in.



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	MULTI-	
FC	RMATTI	ED
	SMASH	
WFIL	WAKX	FM99
94Q	Z104	KKRC
KJR	KEZR	KKLS
KPLZ	KIDD	WSPT
WFBR	KJRB	KRMG
WAEB	KNBQ	WBCY
WKEE	KHYT	WIP

DO IT TOGETHER IN WINELIGHT

"J<u>UST</u> THE TWO OF US"







CHOOSE THE

DOLLY PARTON "9 To 5"

NATIONAL AIRPLAY/30 16 8 4 2 P/A AIRPLAY/30 9 7 4 0

DON McLEAN "Crying"

> From the album "Chain Lightning" BXL 17756

NATIONAL AIRPLAY/30 Ø 23 30 28 P/A AIRPLAY/30 30 19 Ð





millensium

DARYL JOHN HALL & OATES **Kiss On My List**"

NATIONAL AIRPLAY/30 168 STATIONS/29 NEW ADDS

29 • 27 AVERAGE MOVE +6

RONNIE MILSAP "Smoky Mountain Rain"

PB 12084

NATIONAL AIRPLAY/30 28 25 24 🕢



YOU CAN DEPEND ON

ITS ON RCA

ELVIS PRESLEY "Guitar Man"



WFIL deb 27 WIFI on WCAO add WROR add 25

SDO

WRKO add Z93 add PRO-FM add KSLQ on JB105 25-22 WGCL on KVIL on WOKY deb 26

KEARTH 21-19 KPLZ add 73 STATIONS/23 NEW ADDS



GRACE SLICK "Sea Of Love" The forthcoming single

PB 12158

From The Hit album "Welcome To The Wrecking Ball"

AQL 1-3851

WMMR	WPLJ	KTXQ	
WIYY	WCOZ	WYSP	
KMET	KILT-FM	WKLS	PLUS MANY MORE
			and the second se

LAKESIDE "Fantastic Voyage"

From their gold album

KSHE WMET

WMMS

WXLO 17-14 KIIS-FM deb 29 WXKS 5-3 KCPX add KFRC 19-14 KHYT 3-2

KVOL 5-1 FM99 4-2 #1 R&B Single: BB, CB, RW





TO DELIVER!

H/I

WHISPERS "It's A Love Thing"

WXLO 16-12 WXKS 14-6 KRLY add KINT add KIIS-FM add KFRC deb 39 KIOY deb 25 YB 12154

S.D.D





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Page 30

EAST Most Added Hottest Shoens Easton

Police Leo Sayer

EAST

Deve Mason

WBRP/Rochester, NY

WICC/Bridgeport, CT Bob Mitchell

LEO SAYER BARBRA STREISAND RUPERT HOLMES

RUPERT HOLMES Hottest Steely DAN 2-1 John Lennon 13 6 Styx 14 8 REO BPEEDWAGON 16-DON NCLEAN 19-13

WKBO/Harrisburg, PA

BELONDIE BARBRA STREIBAND STEVE WINMOOD Nottese Rool & The GANG 1-1 Roo Speedwagon 10 5 John Lennon 11-6 John Lennon 11-6 STVX 19 11 ABBA 17 12

WKEE/Huntington, WV Gery Miller

POLICE PLEETWOOD MAC

Betny Keye

John Lennon **Dolly Parton** Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates REO Speedwagon the song was dropped from the playlist then re-edded.

WFBR/Baltimore, MD Andy Baulineki PARALLEL TWO RANBRA STREISAND BRUCE BPRINGSTEEN STEVIS WORDER HOATBBE REOSPEEDWAGON 7 2 ROOL & THE GANG 8 STEELY DAN 10-7 CLIPF RICHARD 17 11

NH Terry BRUCE SPRINGSTEEN NARBHA STREIBAND FLEETWOOD NAC FIREPALL SPINNERS HOLESE BLONDIE 1 1 ROOL & THB GANG 4 2 EDDIE RABBITT 9 4 DOLLY PARTON 12-6 JONW LENNON 20 9

Rick Donehue HICE DONAFUS ABBA AALL & GATES LEO SAYER HOTESE: KOOL & THE GANG 1-1 REO SPECHAGON 3 2 JOHN LENNON 13-8 STEVIE WONDER 14 10 STEVIE WONDER 14 10

G106/York, PA Steve Galleghe BRUCE SPRINGSTEEN POLICE APRIL WINE Hottest: BLONDIE 1 1 JOHN LENNON 7 4 DOLLY PARTON 10-5 STYX 16 12 PAT BENATAR 19-15

EWSP APRIL WINE YARBROUGH/PEOPLES GROVER WASHINGTON CLIMAX BLUES BAND BABYS (dp) SISTER SLEDGE (dp) WHFM/Rochester, NY Hottest: EDDIE RABBITT J 1 KOOL & THE GANG 7 2 JOHN LENNON 26 9 EAGLES 19-11 STYX 29-16 Marc Cronin

WOLF/Byracuss. NY Bob Mitchell BABYS SHEENA EASTON BILLY THORPE RUPERT HOLMES EAGLES GRAFF JIM CARROLL BAND CON PUNK SHUN ROVERS CON PUNK SHUN ROVERS HOTLOST REO SPEEDWAGON 1 1 STEVIE WONDER 10 5 OUTLAWS 13-6 RONNIE WILSAP 11-7 OONNIE WILSAP 11-7

Butz Phillips

WPST/Trenton, NJ Tom Taylo APRIL WINE BLONDIE CLIMAX BLUES BAND MOLLY HATCHET NIGHT NIGHT Hottest REO SPEEDWAGON 2-1 John Lennon 4 2 EDDIE RABBITT 14-7 STYN 16-8 DOLLY PARTON 22-16

Bill Cahill POLICE PIREFALL TERRIGIBBS BRUCE SPRINGSTEEN SHEENA EASTON HOCLEBE REO SPEEDWAGON 1 1 DOLLY PARTON 7 2 STYX 14-JO ABBA 16-12 DON MCLEAN 27-21

WTRY/Alberry, NY

WAEB/Allentown PA Jeff Frank POLICE TERRI GIBBS SHEENA EASTON NIGHT NALL & OATES QUEEN Hottest: Hottest: JOHN LENNON 3 1 STYX 14-11 PAT BENATAR 18-13 ABBA 21 14 NEIL DIAMOND 30-17

WHYN/Springfield, MA Andy Carey

BARBRA STREISAND BRUCE SPRINGSTEEN JOE CHENAY BAND STEVE WINWOOD SHEENA EASTON HOTEBE STEELY DAN 1 1 DAN FOGELBERG 3 2 KOOL 6 THE GANG 1 CLIFF RICHARD 10-JOHN LENNON 15-11

KC101/New Haven, CT Danny Lyons

RONNIE MILSAP BARBRA STREISAND LEO SAYER TERRI GIBBS SPINNERS HOLLOBL Hottest BLONDIE 1 J STYN 19 11 DON MCLEAN 16 12 NEIL DIAMOND 21 14 ABBA 23-19 GROVER WASHINGTON SPINNERS SHEENA EASTON BRUCE SPRINGSTEEN APHIL WINE APHIL MINE Hottest REO SPEEDWAGON 6 1 DOLLY PARTON 5 2 JOHN LENNON 8 5 DON MCLEAN 13 9 STYX 19-13 WBLI/Long Island, NY Bill Terry

WTIC FM/Hartford, CT

SHEEMA EASTON LEO SAYER HOTLEST DOLLY PARTON 2-1 JOHN LENNON 6 J ABBA 5 4 RONNIE MILSAP 16 8 EAGLES 19-13

APRIL WINE SHEENA EASTON LOVERBOY PLEETWOOD NAC HOELEST REO SPEEDWAGON 2 1 KOOL 5 THE GANG 12-8 JOHN LENNON 18-11 EAGLES 17-12 STYX 24-19

WFLY/Albany, NY

APRIL WINE PLEETWOOD MAC ROD STEWART KOOL 6 THE GANG LEO SAYER POLICE PHIL SEYNOUR HOTLOBE REO SPEEDWAGON 1-1 JOHN LENNON 15-5 STYX 17 10 ALAN PARSONS 10-14 CLIFF RICHARD 19 15

WAQY/Springfield, MA Jim Rising HALL & OATES TERRI GIBBS STEVE WINWOOD POLICE POLICE Hottest: STEELY DAN 1 1 EDDIE RABBITT 9 4 STYX 11 7 ALAN PARSONS 12 9 JOHN LENNON 14-10

PARALLEL THREE 13FEA/Manchester NH

Rem Lemme LEO SAYER SHEENA EASTON STEVE WINWOOD HOTERL DOLLY PARTON 5-1 EDDIE RABBITT 9 J RONNIE RILSAP 15-6 JOHN LENNON 27-9 REO SPEEDWAGON 22-10 14WK/Wheeling. WV Jack Armetrong

Keith Lemin

Jeck Armetrong DOOBLE BROS JOHN COUGAR SISTER SLEDGE BOBBY HART SWEENA EASTON ANBROSIA ELVIS PRESLEY CON FUNK SHUN FIREFALL DOLLY PARTON 7 1 TIENRA 6-2 REO SPEEDMAGON 13 7 CLIFF RICHARD 22-17 ALAN PAREONS 25-18

WCIR/Beckley, WV SOUTH SHEENA CASTON POLICE GROVER WASHINGTON STEVE WINWOOD PARALLEL TWO 20/Nashville, TN Hotest: Het Speedwagon 1-1 RONNIE MILSAP 6-2 DOLLY PARTON # 3 STEVIE WONDEN 12-6 DELBENT MCCLINTON Scoater Devis STEVIE WONDER SPINNERS LEO BAYER CHAMPAIGN

Ron Hill

John Jackson

WHEE/Portsmouth NH

WLBZ/Bangor, ME Mark Lawrence

STEVIE WONDER POLICE PHIL SEYMOUR HOTECH DOLLY PARTON 2-1 REO SPECHWAGON 7 2 OUTLAWS 14-8 JOHN LEMNON 16 9 STYX 24-14

K104/Erie, PA Bill Shennon BADFINGER DOOBIE BROS STEELY DAN NICOLETTE LARSON NICOLETTE LABON Hottest. QUEEN 1 1 KANSAS 5 3 STYX 16-7 DOOBIE BROS 15-9 ROVERS 22 14

V100/Charleston, WV Bob Spence BARBRA STREISAND BARBRA STREISAND BRUCE SPRINGSTEEN Hottest: STEELY DAN 2 1 JOHN LENNON 7 5 STEVIE WONDER 17-12 DON MCLEAN 20 16 STYX 24-19.

Terry Lee Collins POLICE DOOBII BROS STEELY DAN BADFINGEL AARSON NICOLETTE LARSON HOTLENEL OUTLANS 1 REO SPEEDWAGON 12-7 KOOL & THE GANG 13-8 FLEETWOOD RAC 16-9 DELBERT MCCLINTON 17-10

HALL & OATES BARBNA STREIBAND WFBQ/Altoons. PA BARBAA STAEIBAND Hottest: DOLLY PARTON 2 1 ROD BTEMART 3 2 DELBERT MCCLINTON 14 LTD 10-7 BLONDIE 16-9 Tony Booth Tony Booth LEO SAYER NITEFLYTE HADFINGER CHRIS MONTAN OUTLAWS POLICE HOLGHDIE 1 J KOOL 6 THE GANG 2 2 DOLLY PARTON 6-3 REO SPECHAGON 8 4 QUEEN 13-6 BJ106/Unlando, FL Terry Long JOHN COUGAR POLICE PHIL SEYMOUR JOE CHEMAY BAND HOLLOBIE I LOMDIE I STEELY DAN 7 3 EDDIE RABBITT II 6 DAN FOORLBERG 14-9 JOHN LENNON 16 13 WOUY/Bangor, ME JOHN JECKSON DOOBIE BROS LEO SAYYR TERRI GIBBS POLICE BARBRA STREISAND SYYRO GYRA Mottost: Dolly Parton 4-1 Abba 10-4 Abba 10-4 CELBERT MCCLINTON 11-7 MICHAEL STANLEY B 14 B JOHN LENNON 17 9 KEEL/Shreveport, LA Merty Johnson BLONDIE LEO SAVER YARBROUGH/PEOPLES Hottest BLONDIE 1-1 STEELY DAN 8 5 JOIN LENNON 10-7 REO SPEEDWAGON 18-10 EACLES 17-11 KTRA/San Antonio, TX J.J. Rodriguez DON MCLEAN BARBRA STREISAND Hotest BLONDIE 2 1 JUHN LENNON 19-12 STYX 21 15 REO SPEEDWAGON 24-18 STEELY DAN 23 19 WJBQ/Pordand, ME Mile O'Nell MILE OTHER TERRI GIBUS STEVE WINWOOD PAT BENATAR CRA2Y JOE 6 VARIA JOIN COUGAR NOTEGE ROD STEWART 1 JOIN LENNON 9-3 DOLLY PARTON 11-5 RONNIE MILSAP 21 J KXX106 Birmingham, AL Larry O'Day DOOBIE BROS TOTO BADFINGER CRAZY JOE 6 VARIA BARBRA STREISAND BARBRA STREISAND Hottest: REO SPEEDWAGON 2-1 BLONDIE 7 2 STEVIE WCNDER 6-3 CLIFF RICHARD 9-6 STYX 22-15 ,13 WAKY/Louisville, KY Marsha Witten BRUCE SPRINGSTEEN STEVE WINMOOD SHEKNA EASTON HOELESK STEELY DAN 2-1 DOLLY PARTON 4 2 REO SPEEDMAGON 10-4 ALAN PARSONS 13 9 NEIL DIAMOND 28 20 WTSN/Dover, NH Jim Sebestian JUT Jaws CON FUNK SHUN ELVIS PRESEEY EDDIE RABBITT HOELEAS BLONDIE 1 STEELY DAN 5 C DOLLY PARTON 8-5 CLIFF RICHARD 11 & RONNIE MILSAP 12-9 WAPE Jacksonville, FL Paul Sebestian APRIL WINE SHEENA EASTON ABBA BRUCE SPRINGSTEEN YARBROUGH/PEOPLES TOUCH GLEN CAMPBELL WIGY/Beth. ME Wille Mitchel JOHN COUGAR LOVERBOY STEVE WINMOOD MOLLY HATCHET NALL & OATES ABDA NOTEGEST REO SPEEDWAGON 1 1 DELBERT MCCLINTON 8 5 ABBA 9.6 STEELY DAN 12 8 JOHN LENNON 24-15 WLAM/Lewiston, ME Chris Layne FIREPALL STEVE WINWOOD OUTLAWS POLICE POLICE Hottest REO SPEEDWAGON 6 1 DOLLY PARTON 7 3 STYX 15-6 PAT BERMATAR 21 15 RANDY MEISNER 24-21 95XIL/Parkersburg, WV Terry Lee Collins

ROVERS Hottust BLONDIE 1-1 DELBERT MCCLINTON 7 4 DOLLY PARTON 8 5 CLIFF RICHARD 12-8 REO SPEEDWAGON 16-10 WAXY/Ft. Louderdale, FL Kenny Lee CON FUNK SHUN RANDY MEISNER Hottest NOTESSE KOOL 6 THE GANG 2 1 EDDIE RABBITT 3 2 DIANA ROSS 8 6 JOHN LENNON 13 8 DELBERT MCCLINTON 1 WAYS/Charlotte, NC Roy Rosen HALL & GATES BRUCE SPRINGSTEN SHEENA EASTON HOLEMEN JOHN LENNON 4 1 REO SPEEDMAGON 8-J STIX 13 6 DELBERT MCCLINTON 14-9 BLONDIE 16-10 WBBQ/Augusta, GA Bruce Stavens STEVE WINWOOD GROVER WASHINGT SHEENA EASTON JOHNNY AVERAGE JOHNNY AVERAGE Hoeleb: Reo Speedwagon 1 1 Stevie womder 6 3 Styx 11 6 Pat Benatar 15-9 John Lennon 16-10 WFMF/Baton Rouge, LA Randy Rice DON HELEAN

CLINAR BLUES BAND YARBROUGH/PEOPLES STEVIE WONDEH HUFERT HOLMES 4 OUT OF 5 DOCTOR BHEENA EASTOH STYX HOLLER* STYX Hottest Dan FGELBERG 1 1 JOHN LENNON 3 2 ELVIS PRESLEY 8 6 DON MCLEAN 12 7 SHEENA EASTON A 19 WHBQ/Memphie. TN Mike Scalzl ABBA Hottest KOOL & THE GANG 1 1 DAN POGELBERG 6 3 STEELY DAN 8 4 JOHN LENNON 11-6 ARETHA FRANKLIN 10-7 WJDX/Jeckson, MS Cindy Crewford LEO SAYER JIMMY BUPPETT SMOKEY ROBINSON JOHN COUGAR GROVER WASHINGTON GROVER WASHINGTON Hottest Stevie wonder 3 1 RED SPEEDWAGON 12 5 CON FUNK SHUN 11-8 STYX 16-12 RANDY MEISNER 23-18 WKIX/Releigh, NC Ron McKey Hottest Rool 4 THE GANG 2-1 TIERRA 11 B DELBERT RCCLINTON 14-EAGLES 20-16 JOHN LENNON 21 18 WRJZ/Knozville, TN Fred Story Pred Blory OUTLAWS ELVIS PRESLEY GROVER WASHINGTON BRUCE SPRINGSTEEN STEVE WINN OOD NOTERE: STELY DAN 4 1 DOLLY PARTON 6 4 REO SPEEDWAGGN 10-JOHN LENNON 16 8 OON NCLEAN 26 18 10-7 WBQN/Birminghem, AL

Walt Brown Weit Brown PHIL SEYNOUR SHEENA EASTON ROVERS HOLEWEI OOLLY PARTON 5 1 JOHN LENNON 10-4 DON MCLEAN 16-10 NEIL DIANOND 21-13

Gery Franklin

Y103/Jacksonville, FL Scott Sherwood

BCOTT Sherwood SHEENA EASTON CHAMPAIGN BLONDIE JIMMY BUFFETT DOOBLE BROS BARBRA STREISAND SUZI QUATRO JOHN COUGAB HOLESSI: REO SPEEDMAGON 1-1 DOLLY PARTON 10-3 BOZ ECAGGS 8 4 JOHN LENNON 14-6 RONNIE MILSAP 19 13

WRVQ/Richmond, VA

SHEENA EASTON Hottest: Blondle 1-1 Kool 6 The Gang 6-3 Eddle Rabbitt 13-7 Randy meisner 31 24 Barbra Streisand 30 26

KELP/EI Paso, TX

VARBROUCH/PEOPLES RANDY HEISHER LED SAYER HOTTESL: HEART J-1 KOOL 6 THE GANG 5-3 STELY DAN 9-6 JOHN LENNON 20-14 CLIFF RICHARD 26 22

FM100/Memphis, TN Mark Williams

RANDY MEISNER ABBA BBUCE SPRINGSTEEN (dp) APRIL WINE (dp) NOTTEL WINE (dp) STEVIE MONDER J I STEVIE MONDER J I STEVIE MONDER J I STEVIE MONDER J I EDDIE RABBITT 10-7 HEO SPEEDWAGON 12 B

ABBA BRUCE SPRINGSTEEN Hottest REO SPEEDWAGON 1 1 JACKSONS 7 4 AC/DC 21-16 NEIL DIAMOND 27 20 CON FUNK SHUN 30-23

WNOX/Knozville, TN Boott Majora BARBRA STREIBAND ELVIB PRESLEY GLEN CANPBELL ROOL & THE GANG STEVIE WONDER BTEVIE WONDER Hottest BTEELY DAN 2-1 REO SPEEDWAGON 8-3 DAN FOGELBERG 10 6 JOHN LENNON 15 8 STYX 28-18

WSK2/Chers Adam Cook

NELL DIAMOND

KINT/EI Paso TX

CHRIS MONTAN SPYRO GYRA WHISPERS

Jim Zippo

DDS&HO

WGH/Nortoll, VA Bob Canada

WHISPERS TOTO PETER ALLEN HANCHESTEN/SHYSON BRUCE SPRINGSTEEN CLIF NEWTON CLIF NEWTON HOTCOSE BOATF SLEDGE GRAFF HOTCOSE DOLLY PARTON 1-1 STVX 4-2 BEONDIE 8-4 JOHN LENNON 9-5 PAT BENATAR 12-7

WERC/Birmingham, AL Mark Thompson Mark Thompson BRUCE SPRINGSTEEN ASSOCIATION SHEENA EASTON PHIL SEYMOUR HOLLENT KOOL 6 THE GANG 1-1 STYX 10-3 ROMMIE MILSAP 7-6 PAT BEMATAR 15-7 DON NCLEAN 12-8

WLCY/Tampa FL Alke Web

KX104/Neehville, TN Beeu Richards

ABBA ABBA ABBA SHEENA EASTON YARBROUGH/PEOPLES NOLLY MATCHET TOTO NOLLY PARTON 6 1 JOHN LENNON 10-6 BLONDIE 12-7 STYX 25-11 CLIFF RICHARD 23-14

KJ100/Lousville, KY Bobby Hatfield

96X/Miami, FL

WORK/Nortolk VA

EWGP ELVIS PRESLEY TERRIGIBNS NotLest ROOL & THE GANG 1-1 REO SPEEDMAGON 10-2 DOLLY PARTON 8-4 STYX 13-6 NEIL DIAMOND 21 12

KFMK/Houston TX

DELBERT MCCLINTON SPINNERS LEO SAVER HALL & OATES Hottest: JOHN LEHNON 1 JOHN LEHNON 12-J NEIL DIAMOND 15-9 TERRI GIOBDS 25 11 RONNIE MILBAP 28 ;

KRBE/Houston TX

20

Jerry Steele

Don Devis

DOOBLE BROS

AI Chio

SHEENA EASTON PHIL EVERLY HOTLESE EDDIE RABBITT 1-1 STEELY DAN 5-3 JOHN LENNON 7 5 RITA COOLIDGE 6-6 DON WILLIAMS 12-15

WTIX/New Orleans, LA

Gery Franklin CHAMPAIGN YARBROUGI/PEOPLES POLICE MANCKESTER/BRYSON LEO SAYER SUII QUATRD Hottest ABBA 4-1 EDDIE RABBITT 5 2 JOHN LENNON 6 3 BLONDIE 28-20 RANDY MEISNER 38-32

POLICE STEVE WINWOOD BRUCE SPRINGSTEEN BLONDIE OUTLAWS HOELEMIE REO SPEEDWAGON 1-1 EAGLES 11-5 KANSAS 13-11 STYX 14 12 PAT BENATAR 16-13

VARBROUGH/PEOPLES POLICE SPINNERS HOELGST REO SPEEDWAGON 10-1 SHALAMAR 7-5 JOHN LENNON 17-10 NALL 4 OATES 14-11 ALAN PARBONS 19-13

Bill Thomas CLIMAX BLUES BAND

Mike Prestor

KRBE/Houston TX Deyre Steele SU21 QUATRO LOVERBOY LEO SAVER MALL & CATES CLIMAX SLUES BAND ROD STEWART NOTERE: REO SPEEDMAGON 4-1 PAT BENATAR 30-15 JOHN LEWNON 15-10 PAT BENATAR 20-15

KBRR/Houston, TX Rick Lambert STEVE WINWOOD BAUCE BPHINGSTEEN POLICE OUTLAWS QUEEN APRIL WINE HOLLESL HRUČE SPRINGSTEEN DOOFIE BROS STEVE WINWOOD JIMMY BUPPETT

R&R/Friday, February 6, 1981

John Lenne

REO Speedwagos n Dolty Partor

WROV/Rosnoke, VA

JOHN COUGAR BRUCE SPRINGSTEEN STEVE WINWOOD

MOTEST BTEELY DAN 2 1 DOLLY PARTON 3-2 ABIA 12-9 JOHN LENNON 15-11 5TYE 24-20

PM99/Tallahasses, PL Michael O'Malley

CHANPAIGH APAIL WIME POLICE CLIMAX BLUEB HAND SHEENA EASTON MOLLY HATCHET HOLEY MATCHET HOLESIDE 4 LONDIE 1 LAMESIDE 4 JOHH LENNON 7 JALAM PARKOME 12 B COM FUNK SHUM 15-9

WKXV/Berneate, FL Tony Williems

MOLLY HATCHET SHEENA EASTON PHIL SEYMOUR ABBA

ABBA Hottest REO SPEEDWAGON 2 1 EDDIE RABBITT 4 2 QUEEN 9 5 BLONDIE 10-7 STYK 14-9

KPUR/Amerilio, TX

BRUCE SPRINGSTEEN SHEENA EASTON POLICE

POLICE Hottest. Dolly Parton 3 1 Alan Parsons 13 9 Ronnie Milsap 18 11 Randy Melsner 20-12 Barbra Streisand 27-

WSGA/Sevenneh, GA

CRAFT JOE 6 VARIA NOTE 481: KOOL 6 THE GANG 1-1 JOHN LENNON 9 5 DOLLY PARTON 17-6 BLONDIE 12-10 EDDIE RABBITT 14 11

965GF/Sevenneh, OA

JOHN COUGAB STEVE MINWOOD POLICE PHIL SEYNOUR YARBROUGH/PEOPLES HOLTES STELLY DAN 1 1 JOHN LENNON 6 2 REO SPEEDWAGON 9-J DOLLY PARTON 13 9 DOLLY PARTON 13 9 DON WELEAN 21 15

2102/Bevannah GA Brady MoGraw

POLICE RED SPEEDWAGON FIREPALL

KQJZ-FM/Amerilic Chris Manning

Hottest EDDIE RABBITT 1-1 REO SPEEDMAGON 3 2 DOLLY PARTON 15-8 JONN LENNON 16-9 STEELY DAN 19-13

KVOL/Latayette. LA

TOTO APRIL WINE SHEENA EASTON TEENA MARIE LAKESIDE 5 1 LAKESIDE 5 1 CON FUNK SNUN 13 5 STYK 22-17 SLAVE 26-19 GAP BAND 27-22

WXLK/Roanoke VA

38 SPECIAL EAGLES LEO SAVER DONNIE IRIS APRIL WIKE GROVER WASHINGTON HOLTON REO SPEEDWAGON 3-1 STYK 12-6 JOHN COUGAR 15-9 JOHN COUGAR 15-9 JOHN COUGAR 15-9 JOHN COUGAR 15-9

Russ Brown

38 SPECIAL

STEVE WINWOOD

Kim Canard

PIREPALL Notest KOOL & THE GANG 1-1 REO SPEEDWAGON 7 2 DOLLY PARTON 17 8 STYX 21 10 BLONDIE 15-11

Dava Carlisia

Nancy Brooks RANDY MEISNER GROVER WASHINGTON

Ron Chees

Dr. John

SOUTH

Most Added ... Hottest

Sheena Easton

Bruce Springsteen

Police

MOXUE AND AND THE THE

HOLLOST HED SPEEDWAGON 1-1 KOOL & THE GANG 4 2 JOHN LENNON 10-6 DAN POSELBENG 15-10 BTYA 21-15

Chris Bolay PHIL SEYMOUR BHEENA EASTON BLONDIE Motesst. STRELY DAN 1-1 DOLLY PARTON 5-3 REO BPEEDWAGON 8-4 JOHN LEMNON 11-5 CLIPF RICHARD 12 9

WVLIULexington KY

Deve Murray POLICE STEVE WINWOOD FLEETWOOD MAC GROVER WASHINGTON SU21 QUATRO (dp) BADFINGER NOLL 6 THE GANG 1-1 OOLLY PARTON 3 2 REO SPEEDWAGON 13 6 JOHN LENNON 15-9 BLONDIE D-21

PARALLEL THREE

KILE/Galveston, TX Scott Taylor

ELVIS PRESLEY AMBROSIA HOTEESE: 1 BLONDIE 1-1 KOOL 6 THE GANG 7-3 DOLLY PARTON 12-7 BOJ SCACGS 14-8 RONNIE HILSAP 18-9

STEVE WINWOOD ELVIS PRESLEY FIREFALL APRIL WINE HOLLS THE GANG 1 1 JOHN LENNON 3 2 DOWN CEREDWAGON 8-4

REO SPEEDWAGON 8-4 RONNIE MILSAP 10-7 BLONDIE D-24

Hottest: DOLLY PARTON 5 1 TIERRA 4 2 RONNIE MILSAP 12-5 KOOL 6 THE GANG 25 15 TERRI GIBBS 34 21

WHHY/Montgomery, AL

UUTLAWS DOOBIE BROS APRIL WINE PHIL SEVMOUR Nottest: STEELY DAN 5-1 REO SPEEDWAGON 7-3 JOHN LENNON 9 6 STYX 21 10 ALAN PARSONS 19-11

WISE/Asheville, NC

John Stevens TERRI GIBBS POLICE SHEENA EASTON ROVERS CON FUNK SHUN FLEETWOOD MAC CITY BOY GROVER WASHINGTON MCLLY MATCHET HOLTESE BLONDIE 2-1 STEELY DAN 9-3 BOZ SCAGGS 11-7 DELBERT MCCLINTON BLONDIE 24 9

WFOX/Gainaville GA

Henk Dole DOGBIE BROS CLIMAX BLUES BAND GROVER WASHINGTON POLICE (dp) HOTEBEL JOHN LENNON 3 1 RED SPEEDMAGON 5-2 STEVIE WONDER 10 7 CLIFF RICHARD 15-10 STYX 18-11

John Stevens

Rich Thomas

WCGQ/Columbus, GA

Joe McChure

KSEL/Lubbock, TX Stan Castles

Deve Murrey

WCBC/Charl Chris Balley

JINT BUFFLT Hottest DOLLY PARTON 6-1 RED SPEEDWAGON 9 2 JOHN LENNON 15-8 TERRI GIBBS 25 14 DELBERT NCCLINTON 21-15

KWIC/Besumant, TX Milke Petrick

NICOLETTE LANSON CON PUNK SHUN FIREPALL DONNIE IRIS Notlest Reto Speedwagon 1 1 Styk 10-8 Stevie Wonder 14 10 Rownie Wilsap 17 11 Don NCLEAN 20 14 TOTO NIGHT SHEENA EASTON SUII QUATRO APRIL WINE NOCCUENT REO SPEEDMAGON 3-1 DOLLY PARTON 8 4 JOHN LENNON 11-7 ROWNIE MILGAP 13 9 CLIFF RICHARD 14-10

KQ94/Little Rock, AR

Rey Lincoln DOOBIE BRDS LEO SAYER JOHN COUGAR GLEN CAMPBELL (dp) TERRI GIBBS JOHNNY AVERAGE HOTL-BEL JOHNNY AVERAGE HOTLOBI BLONDIE 1-1 REO SPEEDWAGON 6 2 DOLLY PARTON 12-8 JOHN LENNON 15-10 ALAN PARSONS 19 14

G100/Mobile, AL Scott Griffith

BCOT GAMMAN BARBAA STREISAND FIREPALL EW6P OUTLAW5 HOLEBSI STEELY DAN 2-1 DOLLY PARTON 9-5 JOHN LENNON 12-6 EAGLES 15-11 STYX 20-14

WAAY/Huntaville, AL Jim Kendricks LOVERBOY EWAF DOOBLE BROS CLIMAX BLUES BAND SHEENA EASTON HOTEAEL STEELY DAN 1-1 JOHN LENNON 13-6 PAT BENATAR 14 OUTLANS 15 14 BTYX 24 17

CK101/Cocon Beach, FL Stave Ocean

BTAY OCAAN PAT BEHATAR HALL 6 OATES BRUCE SPRINGSTEEN JOHN COUGAR OUTLAMS Moteat Stely Dan 2-1 REO SPEEDWAGON 5-2 JOHN LENNON 16-8 BARBRA STREISAND 19 12 RANDY MEISNER 23 16

Joe MicCure CLIMAX BLUES BAND JIMAY BUPETT TOTO ELVIS PRESLEY JOHN COUGAR HOEtest: STEELY DAN 2 JOHN LENNON 11-7 JOHN LENNON 11-7 STYX 17 11 PAT BENATAR 21-14 DOLLY PARTON 24-18 WFLB/Favettaville NC Larry Cannon WSEZ/Winston Salem, NC SHEENA EASTON SMOKEY ROBINSON SPINNERS SPYRO GYRA TASTE OF HONEY CHRIS MONTAN HOLLOSE: Bob Zlegier Bob Ziegier BARBRA STREISAND EWAF SLAVE TERRI GIBBS LOVERBOY QUEEN Hottust: KOOL 6 THE GANG 1-1 DOLLY PARTON 12-10 RED SPEEDWAGON 10-14 STVX 23-16 ABBA 25-19

KLAZ/Little Rock, AR Deve Taylor

LEG SHIEN Hottmat BARBRA STREISAND 2-1 STEELY DAN 6-3 KOOL 6 THE GANG 8-4 DELBERT MCCLINTON 10-6 REO SPEEDWAGON 16-9

STYX DONMIE IRIS Notlest Kool & The Gang 4-1 EDDIE RABBITT 12-5 REO SPEEDWAGON 29-10 JOHN LENNON 37-11 DELBERT MCCLINTON 38-

KSET-FM/EI Post, TX

Jeff Blake ABBA POLICE SISTER SLEDGE SISTER WINNOOD NORMAN CONVERS HOLLENE SHALAMAR 3 1 BOZ SCACGS 8 4 BAR-KAYG 23-17 CON FUNK SHUN 25 19 RED SPEEDWAGON 28 22

B97/New Orleans, LA Dan Vallie

PHIL SEYNOUR PULICE SMOREY ROBINSON Hoteost REO SPEEDWAGON 4 1 JOHN LENNON 6 2 BLONDIC 8 3 STEVIE WONDER 9 5 QUEEN 12 8

Jeff Blake

38-12

PAT BENATAR

KNUS/Dalles TX

Lorie Pittma

NEPRVPT

MIDWEST

Most Added B Hottest Hall & Oates **Dolly Parton** REO Son Sheene Easton twagon Barbra & Barry John Lennon Bloodle

MIDWEST WVIC/East Lansing MI Jim St. John PARALLEL TWO POLICE NADP INGER ETUColumbus. ON Farl Nutle HALL & DATES LED SATER BANDY NEISNER RANDY REIENER Nottost: REO SPEETMAGON 1 DOLLY PARTON 9-3 JONN LEWNON 12-6 BLONDIE 4-7 STYE 15 10

KSTT/Devenport IA EIO.m/Des Moines IA Mike Kenneph A.W. Pantoja

HALL & OATES

Baru Starr

KEYN-FMWichita KN

BRUCE SPRINGSTEEN

ABBA DOOBIE BROS BARBRA STREISAND

Terris Springs

Ronde Curtle

Jeff Tobin

DOLLY PARTON

38 SPECIAL ROLLY HATCHET STEELY DAN

WYFM/Youngstown OH

MIL SETHOUR HALL & GATEB Notiest BLONDIE 1-1 REO SPEEDMAGON 2 2 EDDIE RABBITT 12 B BOI SCAGGS 15-9 JORN LENNON 10-13

COPMOLishame City, OK uch Morgan

LONDIE -DOI SCAGGS CLIFF RICHARD Hottest; DOLLF PARTON 1 1 BLONDIE 4-2 REO SPEEUWAGON 7 3 DAN FOGELBERG 9 6 JOHN LEWNON 13-9 ERAV/Tube OK

Gery Reyno

STEVE WINWOOD STEVIE WONDER ELVIS PRESLEY Bottemt. Dolly PARTON 1 1 ROMMIE RILBAP 4-2 ROOL 6 THE GAMG 11-7 TERRI GIBBE 20-10 STYR 17 14

KZ83/Peoria IL Keith Edwards

HEIL DIAROND BRUCE SPRINGSTEEN BARBRA STREISAND LONDIE BLOHDIE Hottest: REO SPEEDHAGON 1-1 DOLLY PARTON 6-3 JOHN LENHON 13-5 CLIFF BLOHARD 12-7 STYE 14-10

WGRD-Grand Rapids MI lay Bake

JOHN LENNON REO SPEEDMAGON JOURNEY NEIL DIAROND DOMNIE IRIS RALL & OATES NOTEESI Hottest: RED SPEEDMAGON 1-1 DOLLY PARTON 2-2 JOHN LEMNON 5-3 STYE 10-5 ROOL 6 THE GANG 25-15

WHOT/Younstown, OH

Dick Thompson

BRUCE SPRINGSTEEN ROVERS Notesst Dolly PARTON 6-1 RED SPEEDWAGON 7 2 JOHN LENNOR 8 4 ROWNIE RILSAP 17-14 LED SAVER D 22

WMEE/Fort Wayne IN John Curry

STEVE WINWOOD MALL & OATES OUTLAWS BRUCE SPRINGSTEEN Hottest: Hottest: BLONDIE 1-1 EDDIE RABBITT 5 2 DOLLY PARTON 12-5 JOHN LENNOW 15-10 ROOL 6 THE GAMG 14-12

WOHO/Toledo. OH Jeff McCarthy

ROOL & THE GANG STYX ELVIS PRESLEY ELVIS PRESET EDDIE RABBITT 3 1 DAN FOCELBERG 4 3 JOHN LENNON 6 4 CLIFF RICHARD 12-9 NEIL DIAMOND 15-10

J.C. Corcoren

BRUCE SPRINGSTEEN BLONDIE (dp) (dp) Hottest: BLONDIE 1 1 EDDIE RABBITT 4 2 STEELY DAN 7-4 DOLLY PARTON 9-5 JOHN LENNON 12-7

WARR/Bound Bend IN Joe Lightne NEIL DIANOND ADDINGER SHEEMA EASTON ELVIS PRESLEY TERRI GIBBS JOHN COUGAR BARYS ROTION REO SPEEDMAGON 4 1 STEELY DAN 1 2 DELBERT MCCLINTON 10 5 ELONDIE 19-10 DOLLY PARTON 31 14 Hottest JOHN LENNOH 2-1 NEIL DIAMOND 11-8 OLIVIA N-J 17-12 EDDIE FARBITT 19 13 ROI BCAGGS 18-15 2104 Medieon, WI Little Hudson DOUBNEY DOOBIE BROS CON FUNR SHUN NELL DIAROND NOTESET: EDDIE RABBITT 1-1 BLONDIE 5 BLONDIE 13-6 JOHN LENHOM 10 13 STYE 20-16

Music Key: (DP) indicates the song is getting play du

the song was dropped from the playlist then re-added

WIE Stadionapolia, IN

HALL & GHIS SHERNA EASTOM BARRAA EASTOM BARRAA BAREISAHD ELVIS PRESLEY Hottost: STEELY DAN 4-1 JOHN LEMMON 14-4 RONNIE MILBAP 11-5 ETEVIE WODER 16-9 DON NCLEAN 10 14 Mile Tinnes WISM Madison WI

WOJE/Devitor OH

BLONDIE NALL & GATES FLEETWOOD RAC Rottsst: REO SPEEDWAGON 10-1 ABBA 18-10 STEVIE WOMDER 20-13 STYX 24 15 RCMNIE NILEAF 32-17 Mark Ellett BARBRA STREISARD LEO SAYER HUPERT HOLMES SHEENA EASTON POLICE TOUCH

TOBER HOLESE HCGUPPEY LAKE 2 1 JOHN LENNON 15-7 HOOL & THE GANG 14-10 OUTLAWE 24-17 DOM HCLEAN 29-18

Nottest STEELY DAN 2-1 CLIFF RICHARD 5-3 ROOL & THE GANG 6-4 DELBERT MCCLINTON 7 JOHN LENNON 15 7 PARALLEL THREE KFYR/Blamarch, ND Den Brannan

HALL & OATES KWEN/Tube, OK

HALL & OATES SLONDIE FLEETWOOD MAC Hottest: SLONDIE 1 1 REO SPEEDWAGGN 8 1 ROMNIE MILSAP 9-4 Jonn LENNEM 14-9 CLIFF RICHARD 10-14 HOLEGE RED SPEEDMAGON 1 1 PAT REMATAR 9 5 JOHN LENNOM 10-7 STYR 11-0 AC/DC 27 17 KELB/Rapid City SD

Mark Hahn

CLIMAX BLUES BAND CLIMAX BLUES BAND GROVEN WASHINGTOM STEVE WINWOOD SWEENA EASTOM HOLEGEL ROD STEWART 1 FOUNIE RILSAP 10-7 DIRE STRAITS 12-9 MICHAEL STANLEY B 15-RANDY REISNER D-19 PAT BENATAB HOLLOBE: REO SPEEDWAGON 3-1 ROOL & THE GANG 12-5 JOHN LENNON 15-6 STEELY DAN 11 10 DAN FOGELBERG 18-12

KKRC Bioux Fells SD

WTWR/Detroit MI

PIREFALL STEVE WINNODD TEARI GINSS CON FUNE SHUTH GROVER WASHIGTON NALL & OATES SHEDNA EASTON REO SPEEDMAGON J 1 NOTEGET: SHEDNA EASTON REO SPEEDMAGON J 1 NOTEGET: SOLG THE GANG 21 STVR 13-11 REO SPEEDMAGON J-2 JOHN LEINON 20-14 DELDERT MCCLINTON 15-11 DOH NCLEAN 25-18 STYR 22-14 JOHN EENNON 21-13

Dan Nordine

Bruce McGregor

CON FUNE SHUN POLICE TOTO TOTO Notest ELONDIE 1 1 DOLLY PARTON 14-10 STYN 18-12 PAT REWATAR 19-13 AC/DC 27 20

WNAMA Jay Tyler

POLICE SHEENA EASTON BARBRA STEEISAND APRIL WINE Nottest REO SPEEDMAGON 1-1 EDDIE RABBITT 3-2 DOLLY PARTON 5 3 STYX 15-7 DELBERT RCCLINTON 13-9

WOBF/Eveneville. IN

CLIFF RICHARD STEVIE WONDER PAT BENATAR PAT BENATAR Hottest BLONDIE 1-1 DAN FOGELBERG 7-4 REO SPEEDWAGON 14 DOLLY FARTON 13-7 JOHN LENNON 16-11

Jeff Parket STEVE WINWOOD NLONDIE ARBA Hottesti STEELY DAN 1 1 REO SPEEDWAGON 6 3 JONN LEDWOM 10-5 RANDY MEISNER 12-10 DOLLY PARTON 14-11 WEAQ/Eau Claire, WI lick Roberts Hottest. EDDIE RABBITT 1-1 NEIL DIAROND 8-4 BARRY MANILOW 7 5 DAN FORELBERG 8-6 BLONDIE 13 8 WRER Racine WI LEO SAYER HICE HELBON Hottest: BLOWDIE 1-1 COM FUNK ENUN DONNIE IRID Nottest REO SPEEDMAGON 1-1 HOOL & THE GANG 7-2 JACESOMS 10 7 ALAN PARSOMS 14-10 DOLLY PARTON 21-14 ROOL & THE GAMG 4 2 RLOHDIE 15-6 DOLLY PARTON 15-11 STYR 25-20 WSPT/Stevens Point, WI Put Martin

> POLICE POLICE BADFINGEN GROVEN WASHINGTON LEO SAYER SHEENA EASTON HIGHN LASION EDDIE RABBITT 4-1 DOLLY PARTON 7 3 OUTLANS 18-7 DOWNIE IB15 10-10 JOE CHERAY BAND 25-20

WTRU Muskepon, MI Miles Stevens

WELL DIAMOND NALL & GATES LEO BAYER BARBRA STREISAND OUTLANS BRUCE SPRINGSTEEN FIREFALL FIREFALL BLOWDIE SPTED CTHA ETC (dp) Nottest STELT DAN 1 1 BEO EFECTMACON 4-2 DOLLY PARTON 7-3 JOHN LEWNON 8-4 STYE 21-10

KDVV/Topeks KS Rocky Roberts BARBRA STREISAND BADCE SPRINGSTEEN

UUTLANS Bottest: BEC BFEEDMAGON 1-3 JOHN LENNON 16-5 STYE 17 6 BLOHDIE 26-20

KWWLWsterloo LA Drew Banday

DAUCE SPRINGSTEEN MCGUFFEY LANE SHEENA EASTON SHEERA EASTON QUEEN Notteet: ROOL & THE GANG 2-1 DOLLY PANTON 10-2 DAN FOGELBERG 12 3 STYR 11-5 NEIL DIAMOND 18-8

KELO/Blous Falls, SD Paul Wescott ABBA BALL & DATES

BLONDIE BLOWDIE Hottest REO SPEEDMAGON 3 1 JOHN LENNON 5 3 DOLLY PARTON 8-5 HOOL 6 THE GANG 15 7 STYX 12-10

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

14Q(WFTQ)/Worcester KHFI/Austin KBFM/McAllen-Brownsville WTMA/Charleston WZOK/Rockford WNAP/Indianapolis US3(WNDU-FM)/South Bend WNCI/Columbus WANS-FM/Anderson

WEST KKXL/Grand Forks, ND PARALLEL TWO ICPT/Rett Lake City, UT Gary Weldron BARBRA STREISAND EWAF MARRY CHAFIN SHEENA EASTON LARESIDE LARESIDE HOLLES DOLLY PARTON 2-1 STEELY DAN 4-2 JOHH LENMOM 10-6 DON MCLEAN 13 10 ADDA 25-16 KENOLAS Vogas. NV

DS&HC

Bill Alexander STEVE NINWOOD ABBA POLICE

Mottest: RED SPEEDMAGON 6 1 JOHN LENNON 10-4 CLIFF RICHARD 12 0 DOLLY PARTON 17 10 BLOWDIE 27 17 KERN Bakersfield CA

Quy Devie SAUCE SPRINGSTERN LED SAYER NALL & OATES NOTEST: STEELY DAN 2 1 RED SPEEDWAGON 7 STEELY DAN 2 1 REO SPEEDWAGOM 7 4 DOLLY PARTOM 9-5 JOHN LEMMON 13-7 STEVIE WONDER 14-9

KOW Portent OR Jards Weinial Bettest

Lenmon 1 1 STEELY DAN 7-3 DOLLY PARTON 13-6 DOI SCHOGS 10-0 DAN FOGELBERG 11 9

KJRB Brokens, WA Brien Gregory

SHOREY ROBINSON BREEDIA EASTON PHIL SETHOUR HALL & CATES COM PLAIR SHOW (4p) COD FURN SEEM (49) BETO SPEEDANGON 3-1 JOED LENNOM 8-6 NOBHIE RILSAF 10-18 DE LEERF MCCLINTON 35-12 TEDDY FENDERGAASS 17-13 E BOYIGerramanto CA

Durnis Newhall

JOURNEY NICOLETTE LARSON ELVIS PRESLEY JORN LENNON AANDY WEISNER HANDY HELENAL BOLTON: NEO SPEEDMAGOM 2 1 STERIT DAN 1 2 JOHN LENNOM 6-3 ALAR PARSONS 4 5 STERIT NINHODO 15 9

KRO/Tucson, AZ Kent Lecy LONDIE

POLICE STEVE WINHOOD SHEEKA EASTON HOLIGET: HOD STEWART 2 1 BARRY MANILOW 4 2 REO SPEEDMAGON 6 JOHN LENNON 13 6 DON MCLEAN 24-21

ETAC/Tecome WA Tom Jettvice

TEDOY PENDENGRASS CON FEE EWEF SHEEKA EASTON HANCHESTER/BRYSON MANCHESTER/BFTSUM NOELOST: RODL & THE GANG I I REO SPEEDMAGON 5 3 JOHN LENNON 12-6 BLONDIE 24 19 NALL & OATES 30-23

KTKT/Tucson, AZ Ed Alexande

APRIL MINE CON FUNE SHUN CLIMAX BLUES BAND CLIMAX BLUES BAND Hottest RED SPEEDMAGON 2 1 JOHN LENNON 3 2 STYX 8-4 DELBERT WCCLINTON 12-10 POLICE 16-13

VB4/Franno, CA Rev Appl ABHA NANDY MEISNER NAMOT MEISMER NOTE SEL ROOL & THE GANG 1 1 DAN FOGELBERG 5-3 DOLLY PARTON 9 JOHN LENNON 13-9 BOI SCAGGS 14 10

ELUC/Les Veges, NV Deve Anth LEO BATER

in parts of the day and/or night (RA) indicates

POLICE Hottest JOHN LEWHON 1-1 DOODIE BHOS 11-8 STYR 15 9 EAGLES 19-15 PAT BEMATAR 21-17

KMJK/Pertland, OR John Shomby

Nottest: EDOIE RABBITT 1=1 JOHN LENHON 5 4 REO SFEEDMAGON 10-8 AC/DC 22-16 STVR 24-17

KIOV/Freeno, CA Mark Driscoll

APRIL WINE JOHNNY AVERAGE BLONDIE

BLONDIE Hotteet DOLLY PARTON 10-1 REO SPEEDMAGON 3 2 JOHN LENNON 16-3 MALL & CATES 23-7 EOOL 4 THE GANG 14 EYND FMFrence CA Walk or Monson

EAGLES BORT+SR: STACY LATTISAH 1 1 BLOBDIE 6-3 AIS SUPPLY 17 12 WEIL OLANGHD 19-14 QUEEN 20-15

BLONDIE CLIFF RICHARD Nottest. JOHN LEMNON 2-1 HDO STEWART 3-2 EDDIE RABBITT 10-7 JOHN LEMNON 17 10 RAHO D-14 KZZK Albaquerque, NM D.D Level EXXX/Bab areflaid. CA

NIGHT NIGHT HOLLOSTI SODL 6 THE GANG 2 1 HEART 3 2 POLICE 4 3 STEELY DAN 5-4 ANDY GLOP 7-6 FM 102 Secremente, CA

Lucifar Mandara

BLONDIE EANO LEO SAYER LEO GATEN ABAA Bottost: ROOL& THE GANG 1-1 NED SPEEDNAGON 9 3 DAN FOGELBERG 9 6 NOD STEWART 10-7 JACESONS 11-9

OUTLANS SREENA EASTON GROVEN WASHINGTON Nottest BLONDIE 1-1 KSP2/Colorado Spri Milka Daviala nga CO QUEEN 10-7 STTI 17 10 PAT BENATAR 22-14 BLOWDIE 26 16

BRUCE SPRINGSTEEN ELVIS PRESLEY

SHEENA EASTON BARBRA STREISAND BARBAR HOLLONG: BALL & CATES 5-1 BLONDIE 8-4 DOW WCLEAN 16 10 STEVIE WONDER 17-11 STYX 10 13 WALL & CATES STEVE WINWOOD BRUCE SPRINGSTEEN BOOL & THE GANG 1-1 BOZ SCAGGS 9-6 JOHN LEMNON 10-7 QUEEN 14-10 DOLLY PARTON 20-11

De CO KYSN Colors Mart Marrier

PHIL SETHOUR STEVE MINWOOD

HOTTORE: BIO SPEEDWAGON 1-1 ROWNIE MILSAP 10-5 PAT BEMATAR 11 6 STYR 17 7 CLIFF BICHARD 13-9

KZZP Phoenix. AZ Steve Goddard

HALL & CATES DONNA SUMALER TERRI GIBBS TENNIGIDDS HEC SPEEDWAGON 1 1 JOHN LENNOM 6 2 DOLLY PARTON 14-8 DON MCLEAN 15-11 BLONDIE 9 13

KHYT/Tucson, AZ ch Broth BRUCE SPRINGSTEEN MANCHESTER/BRYSON SHEENA EASTON LENNY WHITE SRYY SRAY SMOKEY ROBINSON STEVE WINWOOD ELVIS PRESLEY FIREFALL Hottest: PAT BENATAR 1-1 LARESIDE 3 2 RLONDIE 3-3 JOHN LENNON 13-4 DOLLY PARTON 10-9

April Wine

Bruce Springsteen

Steve Winwood

WEST

Most Added ... Hottest

Sheens Easton REO Speedwagon

Rip Avine

EDZA/Pueblo, CO

BARBRA STREISAND BRUCE SPRINGSTEEN CON PUNE SHUN PHIL SEYNOUR STEVE WINWOOD APRIL WINE

APRIL WINE Hottest: STEELY DAN 1-1 REO SPEEDWAGON 5 3 QUEEN 15-5 JOHN LENNON 21 11 STYE 24-12

FLEETWOOD MAC BARBRA STREISAND TERRI GIBBS APRIL WINE (dp) STEVIE WONDER (dp)

STUTE HUMDER (DF) HOLCESE EDDIE RABRITT 3 1 RARRY MANILOW 5-2 REO SPEEDWAGON 3 4 JOHN LENNON 15-10 RONNIE MILSAP 21-13

KOOK/Billings, MT

RARBRA STREISAND BRUCE SPRINGSTEEN APRIL WINE

APRIL WINE FOLICE FLEETWOOD MAC Notest: BLONDIE 1 1 REO SPEEDWAGON 6 2 DOLLY PARTON 11-4 JOHN LENNON 17-9 CLIFF RICHARD 10-14

KODUGraat Falls, M

PHIL SEYMOUR GROVER WASHINGTON JOHN COUCAR DONNIE IRIS LOVERBOY

KRLC/Levelston, ID

TOTO SHEENA EASTON

APRIL WINE

Don Potter

Steven Alan Mackelvie

SHEENA EASTON JOHN COUCAR JOE CHEMAY BAND (dp) Hottest: UUTLAMS 1-1 DONNIE IRIS 7 ANNNIE IRISAP 10-7 BLONDIE 12-9 LOVERBOY 18 12

ESLY/Ban Luis Obispo. CA

14-9

Hottest STEELY DAN 2-1 ROD STEMART 3-2 REO SPEEDWAGON 5-3 DELBERT MCCLINTON JOHN LENNON 15-10

KENVAnchorage, AK Randy Robbins

CHRIS HONTAN APRIL WINE STEVE WINWOOD

LEETWOOD HAC

FLEETWOOD PAC Hottest: STEELY DAN 1-1 DOOBIE BROS 6 3 DOLLY PARTON 12-4 TIERRA 15-11 JOHN LENNON 21-16

EYYA/Billings MT

STEVE WINWOOD

KATVCasper, WY

ELVIS PRESLEY BRUCE SPRINGSTEEN DOOBIE BROS POLICE STEVE WINWOOD SHEENA EASTON

SHEENA EASTON HOTLEST: BOZ SCAGGS 1 1 JOHN LENNON 3 2 EDDIE RABBITT 8 6 REO SPEEDWAGON 9-7 STEVIE WONDER 12-9

Donne Form

APRIL WINE NALL & CATES SHEEMA EASTON BRUCE SPRINGSTEEM Notrest: REO SPEEDMAGOM 5-1 JOHN LENNON 16 11 BLONDIE 21-14 QUEEM 28-22

Jack Ball

LOVERBOY Hottest: KOOL & THE GAMG 1-1 DOLLY PARTON 8-3 STEVIE WORDER 10-6 DELBERT MCCLINTON 13-8 DAN FOGELBERG 15-12

Barry Cooper

Dennis Nichola

KFXD/Boine, 10

Charlie Fox

John Lennon

Dolly Parton

KEZR/Sen Jose CA **Bob Harlow**

NEIL DIARCND POLICE NALL & OATES STEVIE WCNDEP DOWNIE INIS Nottest: REO SPEEDWAGOW 6 1 STYR STYR 11-5 CLIFF RICHARD 14-9 DON MCLEAM 18-11 RANDY MEISNER 10-12

KIDD Monterey, CA

Ren Rodrigues HOR HOOTOGUES LEO SAYER DOWNIE INIS APRIL WINE POLICE HOCLOS TOOL 6 THE GANG 1-1 STEELY DAN 8-4 DELBERT HOCLINTON 11 NEO SPEEDMAGON 17-10 DOLLY PARTON 16-13

KGGI Reverside

Bob West

Chris Bquires

TOUCH APRIL WINE

NEIL DIAMOND (dp) CLIMAX BLUES BAND (dp)

CLIMAT BLOED WARD Notest: REO SPEEDWAGON 3 1 AC/DC 5 2 FLEETWOOD MAC 6 4 JOHN LEWNON 7 5 ABDA 12-9

KNBQ/Tacoma, WA

Bryan Roberts

KBEPTONG UT

FM 103 Selt Lake City, UT

JOURNEY STEVE WINWOOD APARL WINE Notest REO SPEEDMAGON 1 1 PAT BENATAR 10-4 FLEETMOOD RAC 17 12 AC/DC 18 13 RANDY MEISMER 20 15

PARALLEL THREE

KBOZ/Bozeman, MT

APRIL WINE BRUCE SPRINGSTEEN DCOBIE BROS HOTLEST: EDDIE RABBITT 1 1 DAN FORCEBERG 6-2 STEELY DAN 8-3 BLONDIE 9 5 JOHN LENNON 14-8

KCBN/Reno, NV Lerry Irone

DIRE STRAITS NICOLETTE LARSON LOVERBOY JOE CHEMAY BAND APRIL WINE

AVRIL WINE Hottest STEELY DAN 2 1 REG SPEEDMAGON 12 2 RONNIE MILSAP 6 4 JOHN LENNON 20-9 AC/DC 10-14

Greg Williame

Lormine Winneger

JOURNEY

Jim Sumptor

San Bernerdino, CA

PARALLE P2 -BLONDIE G 8844 x 1500 46-23 1100 46-23 1100 46-23 1100 46-23 1100 46-23 1100 46-24 MABS 18-20 BBTY on B100 on AND 38-21 PENYS 37 15 B104 on WIAM 6 39 WIAS on WOW 21-16 WOW 16-57 REB1 on BB17 on CD14 on CD14 on CD14 on CD14 on ROD3 on ROD3 on RD32 on RD32 on RD32 on Rapture (Chrysalls) 4000 4-26 87 80 25-31 88 80 25-31 481x 25 31 447x 23-17 4781 35 36 40000 26-21 4000 26-21 400 6-27 4006 21 52 447 20 20 4758 27 23 LP Au 159/22 77% TERRI GIBBS erallel I: Selected stations in major markets that a ant* and/or exarts significant national influence. Battonat Bummery UP 534 BARE 57 GOMU 3 ADDs 37 BJAB 37 30 BJAB 37 30 BBAC 40-17 BSAC 40-18 BSAC 40-17 Baars 8 055 0 405 4 635 10 755 body's Knockin' (MCA) 3 PIR Parallel II: Selected stations in secondary markets that are formet 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. BORD 18-37 1858 20-17 BERS 20-24 6105 on 8007 27-16 8082 76 70101 26-32 FO 26-37 6500 on 8079 36-38 800 0-18 800 0-78/18 WTWB 23 36 WARD 0 37 WYE 14 31 WARE 4 32 RETY 10-19 RIDA 3-28 RETY 10-19 RIDA 3-28 RETY 10-19 RIDA 3-28 RETY 20-10 RIDA 3-28 R PI P2 23 Battinns Battins UP 50 SARE 50 LOUD 0 ADDS 39 1 295 5 435 8 345 9 105 NEA WJRQ d-13 WGVT on WLAN d 35 WIG7 6-30 WTSH J1-14 16W8 d 37
 Intro 10-16

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 . .. WARC MRLO WREW Parallel III: Selected stations in smaller markets that are format dominant^{*} and/or exert a significant local influence. This parallel may contain some secondary market stations that do not quelify for parallel two status. PI n 20 3 CEDH NU MECC 9-6 MECC P2 P3
 BORTTO

 WHAT 28-21

 2102 15 01

 WHGA 18-10

 95807 d-250

 WHOA son

 WHGE 36 0

 <t utimu . uffil on ulfi a uttao 26-33 uttae a 31 MJBQ + MGUT + MGUT + WLAR d-34 WHER 38-23 34WB 33 20 ME 19 pn Note: (*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January -#VIL a ##LV an 193 35 15 940 76 21 1106 35 25 0105 15-0 WCRA 15-15 EVIL on BRLY 10-33 --MHIY on WOS on WISE a 20 WEA 16 31 WHOV 10-10 FM99 d 35 FILd 20-19 456L 0 30 47V0L d-28
 #GDATH

 #GDATH

 #F## 25-31

 #1#7 4 50

 #1#7 4 50

 #GDATH

 B NEOF 8 28 221 REPORTS 219 LAST WEEK wing 26 15 CRLW 0-25 HBLO 4-36 WGCL 7-5 G103 10 37 DENOTES FIRST WEEK IN PARALLELS PREL 0 PREL 0 PREL 0 PREM 10 INC 1 BEAPTH on SPLE d J2 BOFA a EAGLES FLEETWOOD MAC FIAC/DC \star d (Asylum) JOHN DOE "Hit Song" (Anylabel) ##16 34-23 ##BC 0 ##L0 38-36 10148 34-35 938 an WDJs 33-32 LP: Eagles Uve Mac Uve ACANTH 10 RALA & BP4 33 13 RPBC &-37 RBPE 4 10 138 6-38 GJM 27 32 RUPD & 147/4 60/12 67% 23% LP: Hit Song -WVLA 0-31 WGRO 0 3A WVIC 15 10 HARE 0-13 8 BTF a 8 IGA on 6 OFR e-38 8 IGA on 6 OFR e-38 8 IGA 0-16 WIGH 0-25 18 IGA 0-16 WIGH 0-26 WIGH 0-26 WIGH 0-26 WIGH 0-26 WIGH 0-26 WIGH 0-26 WIGH 0-27 19 Hatlones Gummery UP 80 SARC 33 DOwn 33 ADDS 6 RATIONAL Dumbery UP 33 BANE 15 DUM 0 ADDS 52 EREN 5 3 #Thops 10.6 8281 d-30 8471 d-35 8401 37-33 8802 37-23 8802 37-23 8778 23-38 9710 0 8862 24-10 Regional Reach E 33% M 21% S 58% W 19% 8 655 6 655 6 765 6 765 8 625 855 335 135 105 100/25 21 FBMI on COM d-16 COM d-16 RDIA 26 59 HATI 36-33 RODI d-37 RODI d-30 RVM 32-36 RODE d-31 RFRD d 25 RRLC 13-8 NEA 4100 15-15 8388 6n 8480 20 30 8780 25-27 FW103 10-13 896 15 16 8400 33 10 8787 00 WVIC + PIDA +n POFR 37-30 STRF 30-10 STRF 0-10 STRF 0-10 WIGB - 0 WIGB - 0 WIGB - 0 Up 61 Same 24 Down 0 Adde 25 P1 P2 P1 P2 P3 ₽3 P2 $\begin{array}{c} s \in t_{i} \ t_{$ $\begin{array}{c} {\rm MFER} & {\rm G} - 26\\ {\rm MGLF} & {\rm d} & {\rm bis}\\ {\rm mHFR} & 27 - 25\\ {\rm mFEF} & 27 - 25\\ {\rm mFEF} & {\rm d} - 26\\ {\rm mBLI} & {\rm on}\\ {\rm mFICFR} & 30\\ {\rm mFICC} & 36 - 20\\ {\rm mFFST} & {\rm d} \\ {\rm mHEC} & 26 - 26\\ {\rm mARB} & {\rm d} - 16\\ {\rm O} & 106 & 22 - 16\\ {\rm mARB} & {\rm d} - 26\\ {\rm mABB} & {\rm mABB} & {\rm d} - 26\\ {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} & {\rm mABB} & {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} & {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} & {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} \\ {\rm mABB} \\ {\rm mABB}$ WABC & WDTDPH 16 2 WP1L 35-16 9688 10-36 WCAO 23-10 P305 10 16 JB105 15-15 CPTR 16 16 BOUTH WGUY on WLBI 33 30 WLBI 33 10 WLBI 33-16 WIGY on WHED 10-15 33FEA 30 23 WFDG 10-11 34W 12-15 WC10 3-0 9511L 9 13 BOUTH WWFR 0 WFLT 4 WBLI 4 WBLT 4 33 WARE 0 FIO4 25 23 WHYR d-33 WHYR d-33 WHYR d-33 WHYR d-33 WHYR 0 COUTH EXAMPLE WF60 31 35 9518 11-9 070070 d-30 8001 d-30 8001 d-30 8071 d-30 8072 f1-9 8072 d-30 8817 d-30 8817 d-19 APRIL WINE -100/25 - 100 RBR reporting stations on it this week, 25 of those 100 added it this week. Just Between You ... 10 1103 on 95867 on WP03 30-10 WE82 e 4705 on * no 0888 ou 57/34
 WHENY

 HELEO 26-23

 KHEZ 23 15

 KHEZ 23 15

 KHEM 30-24

 KHEM 30-10-36

 WHOPM 0 33

 HIOD 30-36

 WHOLD 0-35

 KHED 26-16

 WHAC 28-16

 WHAC 28-16

 WHAC 28-16

 WHAC 28-16

 WHAC 28-16

 WHAC 28-16

 WHAC 28-17

 KHE 0-10-16

 WHE 10-10-26

 KHE 0-10-21

 KHE 0-21-17

 KHE 0-27-11

 KHE 0-21-11

 KHE 0-21-11

 KHE 0-21-13

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 KHE 0-21-13
 ercentage of this week's re-orting stations playing it. Hogione Reach E 276 E 356 N 146 W 106 Hational Bummery UP 11 GARE 13 DOWN 0 ADDS 34 EVIL 21 34 940 13-19 BINN & EAR# 16-31 #88E d-28 #91C d-31 #994 28-36 WFGG d36 WFAY 05 #4094 20 #6 WFGC 05 WFWG 23 21 WVLE 0 -Regional Reach -- Percentages of this week's £103 0-12 wTGA 11 0 05807 12-17 wTGG0 3 40 wTSE 6 6 wFLB 16-10 wTSE 6 6 wFLB 16-10 wTSE 6 6 wFLB 16-10 wTSE 6 6 straft 8-2 straft 8-6 straft 8-2 straft 8-2 straft 8-2 straft 8-2 straft 8-2 wTSE 6 straft 8-2 straft 8-2 wTSE 7-3 w NSA EDW087 8 809574 16 1 8005 19 13 8000 20 15 8000 20 15 8000 20 15 8000 20 15 8000 20 15 8000 20 15 8000 20 15 8000 20 17 9000 20 17 9000 20 17 AGNE e RELT on REDI on REDI on REDI on REOOF a RFED a Percentages of this week's reporting stations playing the song within the four tracking regions.
 al Summary
 Number of stations moving it UP on their charts.
 Number of stations hold-ing it STATIONARY on their charts (on to on, add to on, 31:31, etc.).
 Number of attations moving PI P2 PJ -WLBY WLBY on HIQY on SPEE on WTBG on WTBG on WTBG on WTBG on WTBG on HILE on WALE o FDE5 o ELLE d 40 EDFL o RUCL o WIF1 # CFTB 4-35 CNUM 4-30 CRGM 4-37 47 m + 30 47 m + 30 47 1 v Up 51 -
 wGAD 27 19

 wWFC 13-50

 wAF 11-9

 wAF 11-1

 WVIC 0 35 #MEN 20 26 WISH 0 -24 -KPE 13-11 BJB mn RC20 d-35 K0ER 0-4 F6RM d 37 EROY 20-15 FM103 17-13 FW103 17-13 FW103 17-13 -# PL # # 1 #06 # 0 PA 33-13 13-10 27-14 24 17 1.1 WDHQ a HBLQ a HBLQ 20-16 WCCL a 0 Down 0 - Number of stations mov ing it DOWN on their charts P2 Adds 25 — Agen, number of stations ADDING it this week. --RDVV 14 14 40007 REMI 23-23 REK 10-10 8058 0 20 RD2A 16-14 RAPI 11-31 RO2A 16-14 RAPI 11-31 RO2A 15-11 8006 9 9 8008 33 13 8780 26-23 17-17 K| HA & CON FUNK SHUN 20 12 -12 #EN1 0 #CBW 4 #DEA 0 #602 0 #VYA 0 #000 0 #PRD 0-dp ##LC 0 0
 WDJR
 22-21

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 BERM
 1</ Too Tight (Me WVIC on RWEN 30-24 LP: Tou 0 Afoo 13-13 MHEE 10-11 MHAM 13 13 MHAM 13 MHAM 13 13 MHAM 13 83/15 38% HMAN a HMAN a NIOY Hatlond Bummary UP 49 BARE 19 DOWN 0 ADDS 15 Reach E 316 B 564 H 404 ABBA The Winner Takes (Adantic) NSA OAN FOGELBERG O. HALL & J. OATES Kiss On My List (RCA) LP: Voices LP. Super Tr Same Old Long Sy (Full Moon/Epic) 145/18 ERDE 19-19 9780 39-27 681C 10 15 WTIE 14-12 07 25 25 P1 P2 P3 Region. Resch E 736 B 635 H 716 W 556 Hettonal Sumbary UP 95 SARr 23 DOWN 9 ADDS 10 WTT: d 36 BP7 d-30 EEL 0-1 WTAP 30-23 WDAP 11-9 WDAP 10-9 WDAP 10-9 WDAP 10-9 WDAP 10-24 WHOM 0-124 WHOM 0-124 WDAP 10-23 LP The In ocent Age 76% Regional 163/3 Basch C 765 E 706 n 635 W 685 0 WALD 40-34 WJP1 or. WCAO 23 10 WHES 21-15 J0105 31 20 WPGC 25-22 2 MGUT on MLAN d 33 MTSM a MFBG d-23 140% a MCTR on 74% Wational Bummery UP 68 BARS 32 DOWN 60 ADDS 3 Buttonal Buttonal UP 109 SAME 10 COMP 0 ADDE 29 8 826 8 826 8 766 8 766 8 766 8 766 2 SHEENA EASTON Morning Train (EMI A 10 P1 P2 P3 MCTR on BOLTN WHAY 0-24 1102 31 28 WGA 21-37 S58GF 0-30 WJSE 0 WISE 0 WKE 0 WKE 0 WKE 0 WKE 0-27 KFU0 29-28 KFU0 29-25 KFU0 29-25 PAT BENATAR Treat Me Right (Chrysalis) LP: Crimes Of Passion -* PI P1 P2 MABC 28-23 MIRNO 7 7 WIENFM 6 9 MIT 26 19-14 WGUY 10-6 WLB2 10-36 WLAM 22-32 WIGY 9-6 WTSM 10-34 WHEB 5 4 13PEA 12-5 WF9G 34-20 BOUTH 73/60 33% P3 P2 KRLY d-28 293 on 9100 20 24 P3 CART WARC 27-23 WFBC 15-23 WFBC 15-23 WFBC 15-23 WFBC 15-25 WFC 15-25
 GART

 WOLF JO J3

 WHOF J J

 WHOF J J

 WHIN J1-10

 WFLY 4

 WFLY 4

 WFC 5

 WFC 6-13

 WFC 6-13

 WFC 5-5

 Q106 5

 B104 6-5

 WART 1-14

 WHYH 3

 WHRE 11-36

 WHOK 5
 CAPT HT 00 26-21 WOLF 31 23 WTFN 6-20 WTFN 0-1 WTFN 27-27 WTL 0-1 WTC 27-27 WTL 0-1 WTC 27-20 WTL 0-2 Wettonal Summary UP 5 SARE 6 DOWN 0 ADD5 60 MABC ON WEBC 29 38 WFIL 29-34 WIFI 30-33 WCAD 29-34 F105 40-39 WIFI 00-39 WIFIC 00-39 WIFIC 00-39 WIFIC 00-39 WIFIC 00 24 CFTB ON CRUCH ON 4.390 0 38 40390 0 38 40397 0n 4134 31 28 4157 a 4158 0-25 4158 0-25 4158 0-26 4290 0-26 4490 0n 40718 30-25 95815 30-25 95
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 844Ch 8 334 8 374 9 314 9 314 9 304 172/5 78% CRLN 17 14 NEA NESIGOAL Summery UP 154 SAME 12 DOWN 1 ADDS 5 804ch 8 754 5 754 8 735 8 735 8 465 Ð MHRY 1112 9566725-20 WFOR 11-9 WFOR 11-9 WFLE 00 WFLE 00 WFLE 00 WFLY 0 FFR991L 16 WFLY 0 FFR99LL 16 FFR99 FFLE 17-16 FFLE 17-16 FSEL 2225 EQ11PP 00 FSEL 2225 P1 P2 PJ ELANTH d-10 = BLA # RPI d-10 E116PM 20-20 NPM 10-27 WTWN 0 29 WASK 0 7104 a WINS 0 MILLION CART P1 P3 WHER C S-10 WERE C S-10 WERE C S-10 WERE S-10 WHERE S-1 P2 E 107 0-11 WERC 0-WERC 0- 95816 30-35 860770 1002 34-23 95867 6 27 1002 34-23 95867 6 27 1006 4 20 1002 34-23 1006 4 20 1006 4 20 1008 34-35 1009 32-25 1009 32-5 1009 32-5 1009 32-5 1009 32-5 1009 32-5 1009 WHEB a 13PEA a 14MH a WC18 a P2 P2 LANT W708 20 10 W0LP 4 RC101 27 25 MREE on -4VIL 19-10 193 27 22 LAR MARC 07 MERMA 24-1 MERMA 24-1 MERMA 24-1 MERMA 24-1 MERMA 24-1 MERMA 24-1 MERMA 24-18 MERMA 24-18 CTUP 15-18 VIC 25-18 VIC 25-1
 HTM2 07-15

 HTM2 07-15

 HWT 12

 #380 a #607 30 20 #682 35 23 #687 30 40 #756 30 49 #756 30 49 #6218 21 46 \$516 37 32 ATET ATHOPN 26 22 RIOV 32-20 RIOD 20 25 RGGI ON RUBQ ON BTAC 6 ASP2 20-24 CPR 37-31 RENO ON RHYT 33 20 RTRY 6 -RENE ON RDEA & RRLC 27-22 RV1L 13-0 RRLY 0 25 893 6-6 940 3 5 9100 36-13 --RVIL on RRLV on 293 36-18 940 23-36 HTTP:Q. 6 - 7 CHL= 0 5 TS95PH 11 K 4 OH a - 27 4 BLQ K HH0 a 18 H22P 13-11 HTCL 10-19 HTCL 10-19 HTCL 10-19 HTCL 10-19 BOWTH HERE PT-34 PASE 4 PAS ENDS 17 (5) 875A - n-875A - n-875A - n-875A - 10 875A - 10 WHNY ON WISE & WFLD & WKLF & NKLF & PHST A FUR & KFUR & KFUR & KR KL 0 RFYH 15-5Y RELO 0-15 KRBC 59 36 RELS 11-0 WERO 38 37 WYRU 36 17 HTRU 31-9 RDVV 16-13 19-14 26 25 93+11 9-32 ROWTH WHINE 27-10 H102 33-20 W506 27-24 93567 00 W703 00 W703 00 W703 00 W703 00 W704 20 W102 31-14 H152 20-25 W103 23-11 H152 20-25 W103 23-12 W103 23-12 W103 00 W10 -WDRQ on FBEQ d 20 WZUP a WGCL 20 20 WZUU a WORY a WDRQ 4-5 CRLW 3 0 RDWB 1V-7 4FMI un 1827FM J5 19 121P 29-26 82NT 36 25 NDRQ a CRLW a RSLQ a WNR 19 17 NORY a
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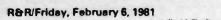
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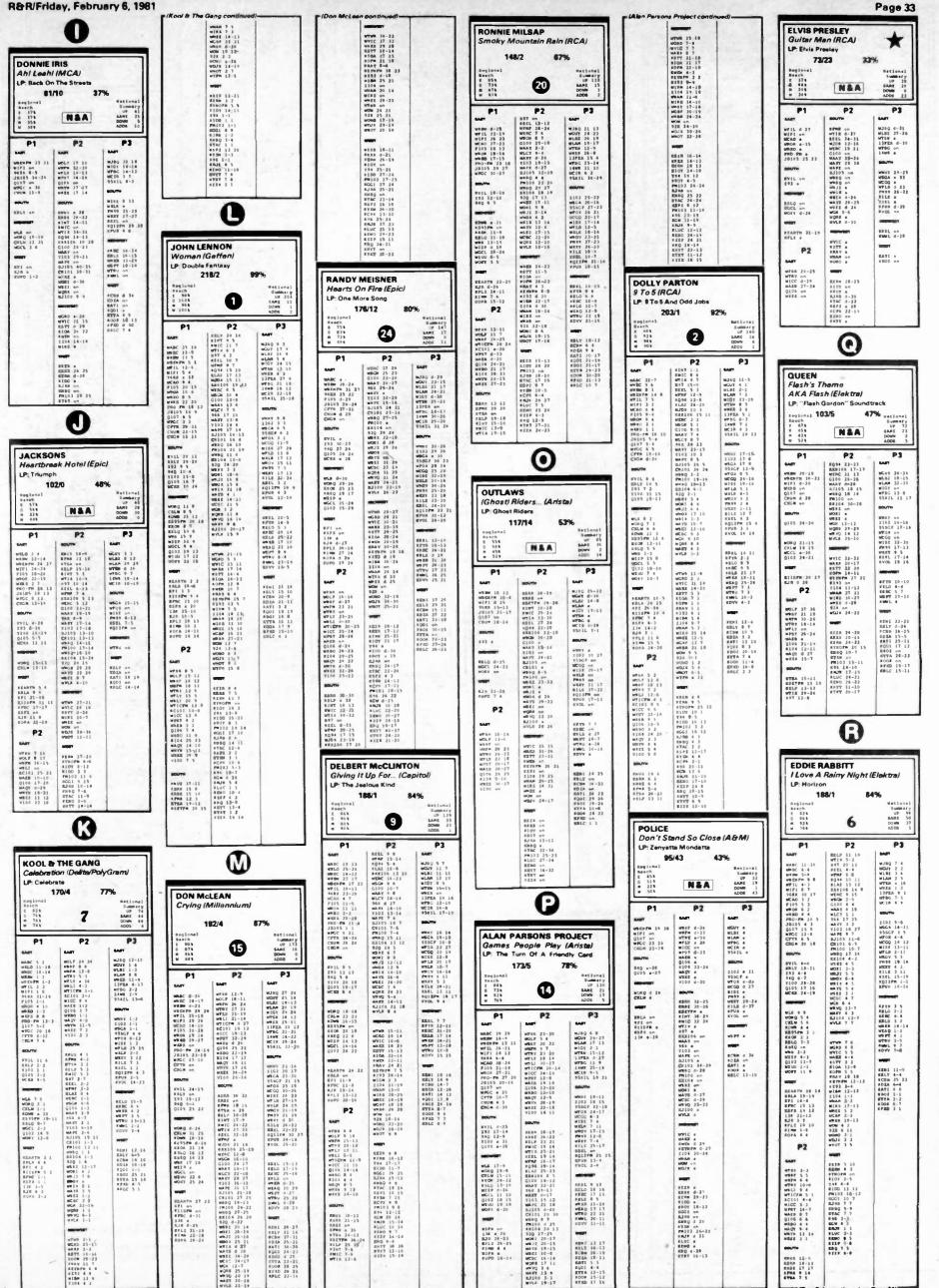
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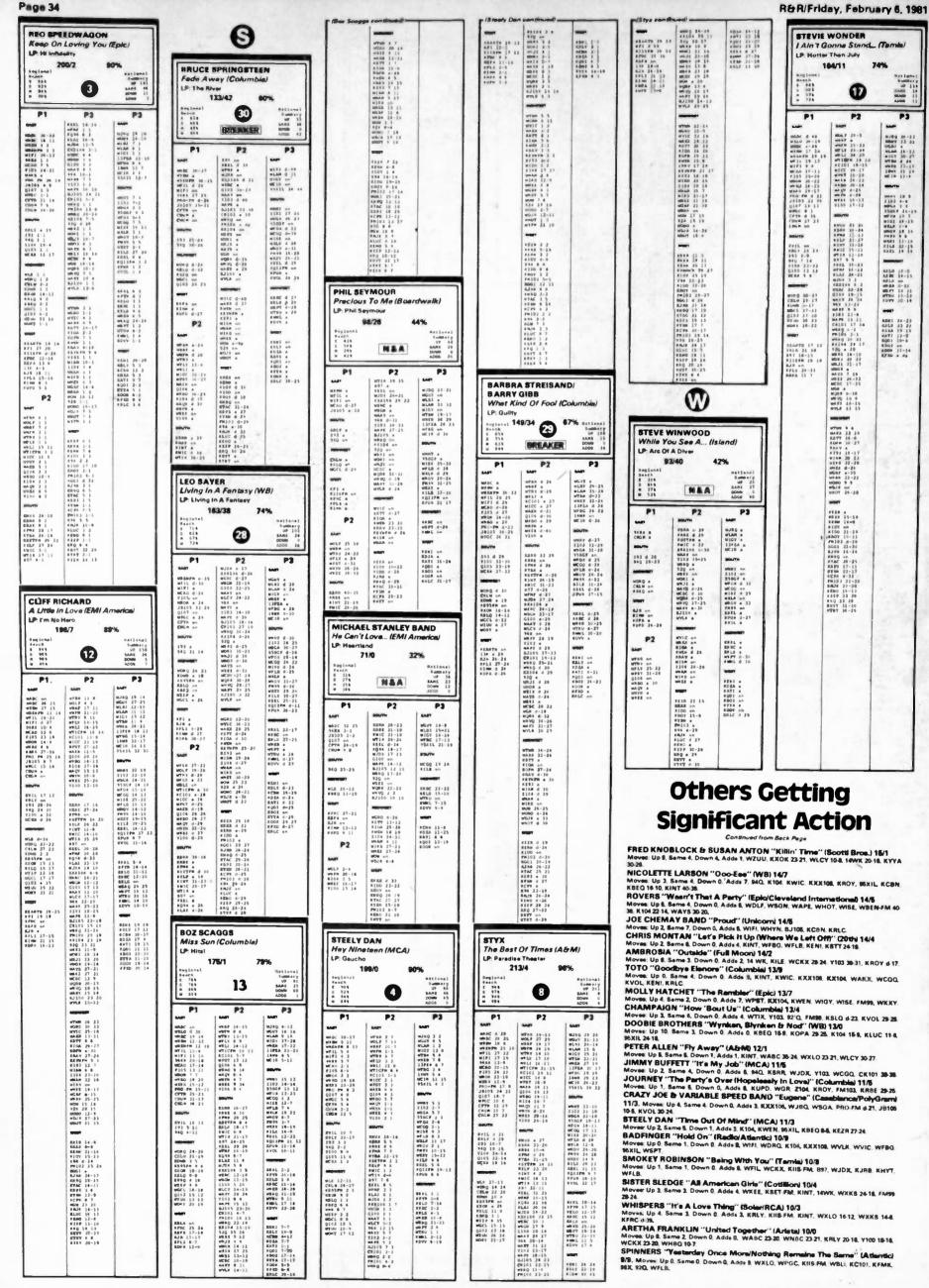
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R&R/Friday, February 6, 1981







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WAVI PUSHES PEOPLE POWER

Page 36

1

Balancing Open Forum, Specialty Shows

The sharing of ideas is important, especially in radio. With that in mind, Steve Hall, Operations Manager/Program Director of WAVI/Dayton, recently sent a letter outlining his philosophies concerning Talk radio. His programming techniques and comments make for interesting reading.

Birth Of People Power

According to Hall, several years ago a consultant began building upon the thought of a station "powered by the people who call in." Thus "People Power" was born amidst the growth of Talk radio. Stations including WERE/Cleveland once adopted the slogan, and WAVI has used it for 10 of its 12 years. Such an emphasis on people naturally coincides with open forum telephone talk, the foundation of Talk radio. However, after his arrival at the station a year ago, Hall felt there was too

News/Talk -Gail Mitchell

much emphasis on open forum. This became his first order of business. "I find," Hall explains, "that sometimes if you talk about anything under the sun, sometimes people will respond, sometimes they won't. I've tried to acquaint people with more things in their environment. We can't just entertain people; we've also got to help teach them."

To attain his goal Hall added and subtracted, aiming for what he terms a good balance: 60% open forum, 40% specialized shows. At first hearing, WAVI might seem to fit the mold of most Talk stations featuring programs hosted by a banker/economist, clinical psychologist, and others dealing with unemployment, drugs, prostitu-tion, and gardening. But WAVI also offers a retired 3star general who discusses military and world affairs, plus a gynecologist who deals with sexual problems and is, coincidentially, a pioneer in female sexual recon-

Going Once Twice . . . Sold!

KDWN/Las Vegas and KGNR/Sacramento recently put themselves on the block - for charity. Both became auctioneers of the airwaves during station-sponsored celebrity auctions.

Via live remote from the Stardust Hotel, KDWN presented its fourth annual auction in conjunction with a leukemia radiothon. Each year, according to Program Manager Jack London, the list of beneficiary organizations grows longer; it now includes the Heart and Arthritis Foundations. With a professional auctioneer on hand, over 4000 participants vied for items ranging from a Wayne Newton belt to an old beer bottle donated by a Vegas strip star. London estimates 75% of the participants were locals. As a result, well over \$50,000 was raised for what London calls "the best year ever."

Further west, KGNR conducted its "Community Christmas Gift," now in its third consecutive year. Running throughout the month of December, the auction culminated January 30 with a drawing among contributors. Prizes included a trip to Hawaii, a diamond ring and diamond watch. Unlike KDWN, KGNR staged the auction entirely on the air, with listeners invited to call in bids usually between 1 and 3pm. Depending upon items, bidding was held open sometimes for the whole two hour period. An autographed "M*A*S*H" script generated the top amount of \$150, followed by a "Dallas" script going for \$125, while an autographed "Real People" T-shirt was the leading contender in its category, \$40. Local people also offered their services and handcrafted items for sale. A subtotal of \$13,000 from the auction will go to the burn facility at the University Medical Center there and the Special Olympics. Program Director Dave Darin termed response "overwhelming in view of the economy.

structive surgery. The frequently controversial shows go hand in hand with the hosts, referred to by Hall as talk masters and described as "rather flamboyant." Reminiscent of the late Joe Pyne era, these hosts let listeners know whether they like them or not and have even gone so far as to cut them off during a conversation. And controversy isn't restricted to six days a week. Besides airing a local church service, the station broadcasts two evangelists who quote the Bible and argue with listeners about their interpretations.

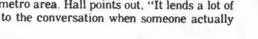
Nosiness Pays Off

How did Hall know he wanted to put these people on the air? It's a combination of nosiness and research. Hall continues, "I'm pretty nosy; I think most of us are nosy by nature. I think one of the interesting things about talk radio is you get a chance to eavesdrop on someone else's conversation. It makes us feel good. And maybe we can relate to that problem."

As far as research is concerned, Hall occasionally enlists the aid of broadcast school students who conduct market research, interviewing people on the street. Additionally, Hall's "topic board" meets once a week. From these bull sessions he culls a cross-section of ideas from the news, sales, and secretarial staffs. Both types of research generate ideas for shows. For example, in an effort to attract younger demographics, Hall surveyed a random sampling of people under 30 whose common link was a desire to know what to do during their spare time. Contracting with a local newspaper writer, Hall now presents a twice-weekly show centered primarily around things to do in town in addition to inexpensive mini-trips

Attracting VIP's

Besides the special features, the open forum portion welcomes many guests and newsmakers. For the newsmakers, WAVI initiated a VIP Newsmaker line complete with laminated VIP card. With the card a county official can call in, for example, and "corroborate information, make a statement, or offer an opinion," or call the newsroom line with a hot tip. These cards are handed out to all elected officials and others in key posts within the metro area. Hall points out, "It lends a lot of credibility to the conversation when someone actually



News/Talk Personalities

ON THE MOVE: Tom Straw becomes Assistant Program Director of KMPC/Los Angeles, transferring from the PD post at KVI/Seattle . . . Sherry Frank has been appointed Promotion Manager of KYW/Philadel-Congratulations to Brad Palmer of WBBM/ phia Chicago and Bob Martin of KOA/Denver on being selected as sportscasters of the year (1980) for their respective states by the National Sportscasters and Sportswriters Association . . . BILL ZAK DAY: Bill Zak (pictured), a KTRH/Houston air personality, was recently



honored with his own day by city officials in commemoration of 30 years on the air at KTRH. Former partners Dan Rather of CBS and Steve Edwards of KNXT-TV/ Los Angeles offered on-air best wishes And sneaking of KTRH, midday host Ben Baldwin served as Larry King's vacation replacement last month . Michael Packer, Operations Manager of WXYZ/Detroit, is looking for a talk host interested in management for an Assistant Operations Manager post at the station. The most current Assistant OM, Joe Martelle, has exited for the PD slot at KVI/Seattle (see Page 3) . WHO/Des Moines is also on the lookout for a talk host ... CLASSICAL TALK: KFAC/Los Angeles debuted a one-hour telephone talk show on the arts on February 2. The show is



Steve Hall

involved is on the line." The station also has a challenge line, adding more fuel to the controversial fires. It allows callers direct access to each other on the air with the host serving as moderator of the sometime violent debates.

Radio Dating Game

Like most News and News/Talk stations, WAVI concentrates primarily upon traditional forms of advertising, including TV, newspaper ads, and bumper stickers, without a lot of giveaways. And despite its success with its various programs, there was one failure which Hall laughingly related. "This was my predecessor. They tried a dating game show on the air. A girl could call in and talk to a boy on the air. Our producer would give them their numbers off the air so they could make contact with one another. It lasted about a month and was a disaster.'

As to the reasons behind WAVI's success, Hall cites a tighter operation and a sense of pride and belief in what the station is doing. "If you really feel good about your product, it grows. We want to become the station that people tune to for news and information. I think Talk radio is coming of age. It used to be only old folks listened to Talk, but it's changing.'

set to run M-F from 11am to 12noon WRC/Washington, DC host Karna Small named Deputy White House Press Secretary. Her replacement is Craig Spence. Small is the first woman to hold such a position Prior to Reagan's inauguration, WSDR/Sterling, IL broadcast a 12-part series focusing upon Reagan's memories of living in nearby Tampico and Dixon. In addition to live coverage the day of the inauguration, the station was also instrumental in putting together broadcasts from Tampico to radio hams all over the world, including Europe and Asia ... KNX/Los Angeles has named Reagan 1980 KNX Newsradio Man of the Year, with hostage wife Dorothea Morefield honored as Woman of the Year Celebrations are still being held on behalf of the returned hostages. KTAR/Phoenix presented live coverage of hostage James Lopez's arrival, as well as live feeds from a parade held in his honor on January 29 and a news conference at City Hall that week . . SON OF BUFORD: WRC/Washington launches into the second phase of its extensive advertising promotion (R&R 12-5-80) after moving up 3.8-5.8 in the October/November '80 Arbitron survey. The new commercial spotlights a "family" of animated talking radios ... BIORHYTHMIC FOOTBALL: Although KOA/Denver air staffer Arleen Arnsparger only broke even this year, station officials report she'll be back next year. Arnsparger's biorhythms prediction charts are a successful staple during the Broncos season, with her record an outstanding 14-2 in 1979 and a "better than .500" for 1980. Arnsparger's predictions are tempered with common sense factors such as home field advantage, while the station strongly avoids announcing point spreads. Although the Broncos were 8-8 this time around, KOA isn't complaining - the station went from 6.5 to 7.8 in the October/November Arbitron broadcasting the games ... TATER TASTE-OFF: KABC/Los Angeles's restaurant reviewer Elmer Dills recently conducted the "First Annual Potato Chip Taste-Off" in pursuit of the city's number one potato chip. Over 200 lis-teners volunteered to serve as judges of the seven leading market brands. Chips were rated on the basis of thickness, crunchiness, flavor, saltiness and size, making it difficult indeed to find the extraordinary chip off the old spud

Jeff Gelb-A AOR Roll Call

AOR radio has grown into a dominant radio factor in most markets nationwide. Radio & Records has always represented the format's winners, both in terms of ratings and programming creativity This issue we present our updated list of reporting stations and their representatives.

Commercial professional AOR radio stations that wish to become AOR reporters to R&R should submit a station bio, sample music playlist, and telescoped cassette aircheck of all dayparts to R&R, AOR, 1930 Century Park West, Los Angeles, CA 90067.

East:

- WQBK/Albany, NY, (518) 462-5555. MD: Ellen McKinnon, MD: Lin Brehmer
- WPYX/Albany, NY, (518) 785-9800. PD: Ted Utz, MD: Ron Nenni
- WZZO/Allentown, PA. (215) 694-0511. PD: Lyn Corey, MD: Cinda Holt
- WIYY/Baltimore, MD. (301) 889-0098 PD: Chuck Ducoty, OM: Ty Ford
- WAAL/Binghamton, NY, (607) 772-8850. PD: Roberta Haber WBCN/Boston, MA, (617) 266-1111. PD: Tony Berardini, MD: Jimmy Mack
- WCOZ/Boston, MA, (617) 267-9090. PD: Andy Beaubien, MD: Rob Lipshutz WEE1-FM/Boston, MA. (617) 262-5900.
- PD: Clark Smidt, MD: Russ Dana WRKI/Bridgeport, CN, (203) 579-9995. PD: Bob Kocak, MD: Bruce Goldsen
- WGRQ/Buffalo, NY, (716) 881-4555. PD: George Hawras, MD: Paul Heine
- WECM/Claremont, NH. (603) 542-7735. PD: Bob Rivers, MD: Song Fontaine WTPA/Harrisburg, PA. (717) 238-1402. PD: Doug Sorenson, MD: Bill Grant
- WCCC/Hartford, CN, (203) 549-3456
- PD: Country Paul Payton, MD: Lich WHCN/Hartford, CN, (203) 247-1060. PD: Daniel F. Hayden, MD: Bob Bittens
- WBLM/Lew,-Portland, ME, (207) 783-2065. MD: Jose Diaz, PD: Mike Bushey
- WBAB/Long Island, NY, (516) 587-1023: PD: Bob Buchmann, MD: Marc Coppola
- WLIR/Long Island, NY, (516) 485-9200. PD: Denis McNamara, MD: Ray White
- WRCN/Long Island, NY, (516) 727-1570. PD: Paul Harris, MD: Malcolm Gray WGIR/Manchester, NH, (603) 625-6915.
- PD: Joe Biedrzychki, MD: Karen Ande CHOM-FM/Montreal, ON, (514) 935-2425
- PD: Bob Braide WVAQ/Morgantown, WV, (304) 296-0029
- OM: Scott Rader WPLR/New Haven, CN, (203) 777-6617
- PD: Gordon Weingarth, MD: Eddie Wazoo WNEW-FM/New York, NY, (212) 986-7000. PD: Scott Muni, Asst. PD: Dick Neer WPLJ/New York, NY, (212) 887-7777.
- PD: Larry Berger
- PD: Larry berger WDHA/North Jersey, NJ, (201) 328-1055. GM: Bob Linder, PD: Mark Chernoff CHEZ-FM/Uttawa, ON, (613) 563-1919. PD: Steve Colwill, MD: Greg Torrington
- WIOQ/Philadelphia, PA, (215) 667-8100. PD: Alex Demers
- PD: Charlie Kendall, MD: Joe Bonnado WYSP/Philadelphia, PA, (215) 561-0933. PD: Charlie Kendall, MD: Joe Bonnado WYSP/Philadelphia, PA, (215) 668-9460. PD: Dick Hungate, MD: Lisa Richards
- WDVE/Pittsburgh, PA, (412) 562-5900 PD: Dave Lange
- PD: Dave Lange WYDD/Pittsburgh, PA, (412) 362-2144. PD: Mike Perkins, MD: Jim Kinney WPDH/Poughkeepsie, NY, (914) 471-1500 PD: Mike Harris, MD: Stew Schantz
- WCMF/Rochester, NY, (716) 288-3200 PD: Trip Reeb, MD: Ted Edwards
- WMJQ/Rochester, NY. (716) 232-7550
- WEZX/Scranton, PA, (717) 961-1842. PD: Chris Norton, MD: Ben Smith
- WKLC/St. Albans, WV, (304) 722-3308. PD: Chuck Geiger, Asst. PD: Doug Burton WAQX/Syracuse, NY, (315) 682-9538 PD: Ed Levine
- WSYR/Syracuse, NY, (315) 474-5061. PD: Howie Castle, MD: Tom Nast
- Q107/Toronto, ON, (416) 967-3445 PD: Gary Slaight WOUR/Utica, NY, (315) 797-0803
- PD: Dale Edwards, MD: Tom Starr WAVA/Washington, DC, (703) 534-0320. PD: Jim Herron, MD: Gary Chase
- DC101/Washington, DC, (202) 828-9932_ PD: Dave Brown, MD: Michael McKay
- WAAF/Worcester, MA, (617) 752-5611. WRHY/York, PA, (717) 266-6606. PD: Russ Ryan, MD: Jack Quigley

A reminder: you need not be an R&R AOR music reporter to have station news and photos printed in the pages of the industry's newspaper. Just send relevant data to the address above

South:

- KYTX/Amarillo, TX, (806) 359-8561
- OM: Jim Dillon, PD: Don Sitton WKLS/Atlanta, GA. (404) 325-0960
- PD: Alan Sneed WYMX/Augusta, GA. (404) 722-1302
- PD: Glenn Stewart
- PD: Glenn Stewart KLBJ/Austin, TX, (512) 474-6543. PD: Chuck Dunaway, MD: Cy Statum KZOM/Beaumont, TX, (713) 727-0229. PD: Dave Scott, MD: Mark McLaren
- WRKK/Birmingham, AL, (205) 870-9900 GM: Dan Brennan
- WROQ/Charlotte, NC, (704) 392-6191. PD: Jim Ballard, MD: Jonathan White
- KNCN/Corpus Christi, TX, (512) 855-4641 PD: Bob Fazio, MD: Charlie Palmer
- KTXQ/Dallas, TX, (214) 528-5500.
- PD: Tom Owens KZEW/Dallas, TX, (214) 748-9898
- PD: Tom Owens, MD: Janel Dolan KPAS/El Paso, TX, (915) 533-8211
- PD: Jeffrey Scott Blazy, MD: Libby Zabriskie KLAQ/El Paso, TX, (915) 544-8864.
- PD: Arin Michaels, MD: Rob Roman KLOL/Houston, TX, (713) 526-4591.
- PD: Chris Miller, Asst. PD: Michele Robinson WZZQ/Jackson, WY, (801) 982-1062. PD: David Perkins, MD: Steve Keller
- WFYV/Jacksonville, FL, (904) 642-1055 PD: Rad Messick, MD: John Brownier
- WJAX/Jacksonville, FL, (904) 633-2785. PD: Jamie Brooks, MD: Richard Langiois
- WQUT/Johnson City, TN, (615) 477-3127 PD: Chris Wilson, MD: Candy Bryant
- WIMZ/Knoxville, TN, (615) 525-6000 PD: Kerry Lambert
- KSMB/Lafayette, LA, (318) 232-1311 PD: Jay Walker
- WKQQ/Lexington, KY, (606) 252-6694. PD: Gary Dixon, Asst. PD: Dave Krusenklaus WLRS/Louisville, KY, (502) 585-5178. PD: Rick Harris, MD: John Simon
- W77X /Louisville, KY. (502) 245-6601
- WZZX/Louisville, KY, (302) 245-607. PD: Mark Williams, MD: Randy Davidson KFMX/Lubbock, TX, (806) 745-4125. PD: Bo Jagger, MD: Domino Rippy WZXR/Memphis, TN, (901) 726-0060.
- PD: Redbeard WSHE/Miami, FL. (305) 581-1580
- PD: Neal Mirsky LOVE94/Miami, FL. (305) 672-2500. PD: Rick Peters, MD: Ross Block
- WHHY/Montgomery, AL. (205) 264-2288 PD: Neil Harrison
- WLSQ/Montgomery, AL. (205) 832-4295. WKDF/Nashville, TN, (615) 244-9532
- MD: David Hall WMYK/Norfolk, VA, (804) 461-1194. PD: John Heimerl, MD: Bill Simr
- WNOR/Norfolk, VA, (804) 623-9667. PD: Ronald Reager
- KATT/Oklahoma City, OK, (405) 631-8881. PD: Jeff Freund, MD: Clark Ryan WDIZ/Orlando, FL, (305) 645-1802. PD: Bob Church, MD: Mike Lyons
- WORJ/Orlando, FL, (305) 298-5510 PD: David Sousa, MD: Bill Mims
- WQDR/Raleigh, NC, (919) 832-8311 PD: Daniel Brunty, MD: Bob Walton WRXL/Richmond, VA, (804) 282-9731 PD: Ilyse Gottlieb, MD: Steve Forrest
- WSLQ/Roanoke, VA, (703) 387-0234. PD: Ric Johnson KISS/San Antonio, TX. (512) 223-6211
- PD: Tim Spencer, MD: Tempie Lindsey WQXM/Tampa, FL. (813) 224-0742. PD: Mark Stevens, MD: Ron Parker WYNF/Tampa, FL, (813) 876-0455. PD: Al Peterson, MD: Nick Van Cleve
- KMOD/Tulsa, OK, (918) 664-2810. PD: Bill Bruún, Asst. PD: Charlie West

WAPI./Appleton, WI. (414) 734-9226. PD: Wayne Shayne, MD: Mark Colter WBWB/Bloomington, IN, (812) 332-9292. PD: Bill Flint, MD: Craig Kieln WLUP/Chicago, II., (312) 440-5270. PD: Max Floyd, MD: Sky Daniels WMET/Chicago, IL, (312) 828-9191. PD: Tom Teuber, MD: Dave Ben WXRT/Chicago, IL, (312) 777-1700. PD: Norm Winer, MD: Bob Gelms

Midwest:

West:

PD: Peter Benson

KFMG/Alhuquerque, NM, (505) 265-8811. PD: John Florence, MD: Craig Martin

KWX1./Albuquerque, NM. (505) 765-5400

KEZY-AM/Anaheim, CA, (714) 776-3696. PD: Dave Forman, MD: Larry Reisman

KRKN/Anchorage, Al., (907) 277-2655. PD: Larry Wayne, MD: Karla Michaels

KMGN/Bakersfield, CA, (805) 832-1410. PD: Dave Lawrence, MD: Dick Sheppard

KII.O/Colorado Springs, CO, (303) 634-4896 PD: Rick Hawk, MD: Art Phillips

KAZY/Denver, CO. (303) 759-5600. PD: Dave Van Dyke, MD: Greg Gillispie

KBPI/Denver, CO, (303) 936-2313. PD: Frank Cody, MD: Phil Strider

K-97/Edmonton, AL, (403) 428-8597. PD: Neil Edwards, MD: Bruce Kenyor

KZEL/Eugene. OR. (503) 484-4304. PD: Chris Kovarik, MD: Peyton Mays

PD: Tom Wheeler, MD: Rick Lofgren

PD: Dean Opperman, MD: Jeff Riedel KDUK/Honolulu, H1, (808) 524-7100.

PD: Ken Hutchinson, MD: Rich West KQMQ/Honolulu, HI, (808) 946-2869. PD: Austin Vall, MD: Celeste Perry

KNAC/Long Beach, CA. (213) 437-0366. PD: Paul Fuhr, MD: Jimmy Christopher

PD: Paul Fuhr, MD: Jimmy Christopher KL0S/Los Angeles, CA, (213) 557-7250. PD: Tommy Hadges, MD: Ruth Pinedo KMET/Los Angeles, CA, (213) 464-5638. PD: Sam Bellamy, Asst. PD: Jack Snydér

KNX-FM/Los Angeles, CA, (213) 469-1212. PD: Michael Sheehy, MD: David Hall

KWST/Los Angeles, CA, (213) 467-1224. PD: Ted Ferguson, MD: Ted Habeck KYLT-FM/Missoula, MT, (406) 728-5000

KROQ/Pasadena, CA. (213) 578-0830.

PD: Rick Carroll, MD: Larry Groves KDKB/Phoenix, AZ, (602) 833-8888.

PD: Jeff Sattler, MD: Lyna Claydon KGON/Portland, OR, (503) 655-9181. PD: Jerry Ostertag, MD: Gloria Joh KINK/Portland, OR, (503) 226-5000. PD: Bill Minckler, MD: Les Sarnoff

KQFM/Portland, OR. (503) 226-0100. PD: Bob Brooks, MD: Cynde Slater

KOZZ/Reno, NV, (702) 329-9261. PD: Daniel Cook, MD: Bruce Van Dyke

PD: Daniel Cook, MD: Bruce Van Dyke KXOA-FM/Sacramento, CA, (916) 446-4965. PD: Art Schroeder KZAP/Sacramento, CA, (916) 444-2806. PD: Les Tracy, MD: Gary Nixon KCPX/Sait Lake City, UT, (801) 972-3030 PD: Gary Waldron

PD: Gary Waldron KCAL/San Bernardino, CA, (714) 825-5020. PD: Jim James, MD: Pete Harmon

KGB-F M/San Diego, CA, (14) 2027but PD: Larry Bruce, MD: Judy McNutt KPRI/San Diego, CA, (714) 565-6006. PD: John Duncan, MD: Sandl Banister KMEL/San Francisco, CA, (415) 391-9400. PD: Bob Cole, MD: Paul Vincent

KOME/San Jose, CA. (408) 246-6811. PD: Mikel Hunter, MD: Dana Jang

KTIM/San Rafael, CA. (415) 456-1510. PD: David T., MD: Belle

KTMS/Santa Barbara, CA. (805) 963-1975.

KTYD/Santa Barbara, CA, (805) 963-1601. PD: Jim Trapp, MD: Laurie Cobb KXFM/Santa Maria, CA, (805) 922-2156.

PD: Irene Salyards KISW/Seattle, WA, (206) 624-4305. PD: Beau Phillips, MD: Steve Slaton

KZAM/Seattle, WA, (206) 454-1540. PD: Paul Sullivan, MD: Marion Seymour

KZOK/Seattle, WA, (206) 223-3913. PD: Nils Von Veh, MD: Brad Hoffman KREM/Spokane, WA, (509) 448-2000. PD: Jeff Peel, MD: Steve Wilke

KIOK/Tri-Cities, WA. (509) 586-0459 PD: Tony Miles KWFM/Tucson, AZ, (602) 624-5588. PD: Jim Ray, MD: Jim Owens

CFOX/Vancouver, BC, (604) 684-7221. PD: Don Shafer

KSJO/San Jose, CA. (408) 288-5400. PD: Lee Roy Hansen

Mark Giles

KGB-FM/San Diego, CA, (714) 292-1360.

PD: Jeff Sattler, MD: Lynda Claytor

KENO/Las Vegas, NV. (702) 876-1460

PD: Jesse Summers

PD: Vern Argo

KTCL/Ft. Collins. CO. (303) 571-1232.

KKD.I/Fresno, CA. (209) 226-5991

MD: Dan McColly, MD: Dave Freeman KBCO/Boulder, CO, (303) 444-5600. PD: Dennis Constantine, MD: Bruce McCaleb

KSPN/Aspen, CO, (303) 925-5776. PD: Frank Ericsen, MD: Tom Carey

KIDO/Boise, ID. (208) 344-6363.

KFMF/Chico, CA, (916) 343-8461

PD: Ron Woodward

- WEBN/Cincinnati, OH, (513) 871-8500 PD: Denton Marr, MD: Curt Gary
- WMMS/Cleveland, OH, (216) 781-9667 PD: John Gorman, MD: Kid Leo M105/Cleveland, OH, (216) 391-1260 PD: Phil Demarne, MD: Marty Sobol
- WLVQ/Columbus, OH. (614) 224-1271
- PD: Steve Runner, MD: Tim Smith WXLP/Davenport, 10. (319) 326-2541
- PD: Tom McGuire, MD: Gabe Baptiste WTUE/Dayton, OH, (513) 224-1501
- PD: Michael McConnell WDEK/Dekalb, IL, (815) 756-9250
- PD: Bill Cerny, MD: Ward Holmes KGGO/Des Moines, 10, (515) 265-6181
- PD: Larry Dawson, MD: Tom Woern WABX/Detroit, M1. (313) 398-1100.
- PD: Carey Curelop, MD: Steve Kostan
- WLLZ/Detroit, M1, (313) 863-1800. PD: John Larson, MD: Joe Urbiel
- WRIF/Detroit, MI, (313) 444-1010. PD: Tom Bender, MD: Tawnya Town
- KQDS/Duluth, MN. (218) 728-6421. PD: Johnathan Hanley, MD: Annie Sto
- WHKC/Evansville, IN, (812) 477-8811 PD: Dave Lyons, MD: Brad Curtis
- WWCK/Flint, MI, (313) 744-1570. PD: Tim Siegrist, MD: Mark Miller
- WXKE/F1. Wayne, IN. (219) 484-0580 PD: Rick West, MD: J B Smith WLAV/Grand Rapids, MI. (616) 456-5461. PD: Dave Logan, MD: Tony Gates
- WFBQ/Indianapolis, IN, (317) 257-7565. PD: Joe Krause, MD: Simon Jeffries KSAS/Kansas City, MO, (816) 531-3400. PD: Bishop Cheen, MD: Dale August KYYS/Kansas City, MO, (816) 753-4567 PD: Dick Wilson, MD: Joe McCabe

WXUS/Lafayette, IN, (317) 448-1566. PD: Stuart McRae, MD: Bob Majersky

WILS/Lansing, MI, (517) 393-1320. PD: Brad Curtis, MD: Frank Smith

KFMQ/Lincoln, NB, (402) 476-8565. PD: Bruce Wheeler

WIBA/Madison, WI, (608) 274-5450. PD: Dave Ervin, MD: Mike Hayes WMAD/Madison, WI, (608) 249-9277.

PD: Barry Grant, MD: Frisco Bob

PD: Barry Grant, MD: Prisco Boo WLPX/Milwaukee, WI, (414) 342-1111. PD: Tom Daniels, MD: Bobbin Beam WQFM/Milwaukee, WI, (414) 276-2040. PD: Brent Alberts, MD: Mike Wolf KDWB-FM/Minneapolis, MN, (612) 739-4000. PD: Dave Hamilton, MD: Pam Abresch

KQRS/Minneapolis, MN, (612) 545-5601.

KFMH/Muscatine, 10, (319) 263-2512. PD: Steve Bridges, MD: Lisa Catalo

KXXY/Oklahoma City, OK, (405) 528-5543. PD: Andy Lockridge

KEZO/Omaha, NB, (402) 592-5300. PD: Bob Linden WWCT / Peoria, 1L., (309) 674-2000. PD: Rick Peterson, MD: Wendy Rice Y95/Rockford, IL., (815) 877-3075.

PD: Les Cook, MD: Dick Bascom WHNN/Saginaw, MI, (517) 892-9528. PD: Dave Brewer, MD: Joe DeSan

KLYX/Sioux Falls, SD. (605) 339-1520

WPFR/Terre Haute, IN, (812) 238-2557. PD: R.J. Cortrecht, MD: Chuck Cahill

WIOT/Toledo, OH, (419) 248-3377. PD: Terry Sullivan, MD: Lee Randall

PD: Bob Lawrence CITI-FM/Winnipeg, CN, (204) 775-0371. PD: Gary Christian, MD: Terry DiDonte

WXEZ/Toledo, OH. (419) 255-1470: PD: Cary Pall. MD: Anne Carlini

KICT/Wichita, KS. (316) 722-8123.

KSHE/St. Louis, MO, (314) 842-1111. PD: Rick Balls, MD: John Ulett WWWK-FM/St. Louis, MO, (314) 644-1380.

PD. Tac Hammer

PD: Bob Hattrik

PD. Bill Richards

EVOLUTION

Replacing WSAI-FM as Cincinnati's AOR competition for WEBN is WOKV, which just switched from Top Tracks to a more traditional AOR approach. Ron Phillips is PD and MD at this 50,000 watt facility . WAIM/Anderson, SC is a 100,000 watt facility that has just switched back to AOR from CHR. Michael Steele is PD; Scott Christiansen consults **David Bernstein** has been named Acting PD for WAAF/Worcester and may soon get the PD nod . . . Former WLRS/ Louisville MD Drake Hall has joined KTXQ/Dallas for middays Hal Grant has been upped to MD from the airstaff at WXKE/Ft. Wayne following J.B. Smith's resignation of the post Sandi Banister has been named MD for KPRI-FM/San Diego . Brian St. James has exited as MD of WRKI/Bridgeport and Bruce Goldsen has been named as his replacement Former KSPN/Aspen PD Todd Cipolla has joined WMTN/ Jackson Hole, WY as PD and MD . John Fisher has joined WMET/Chicago from WLVQ/Columbus for mornings, replacing departing Mike Bechtel Peter James is new to part-time airwork at KWST/Los Angeles ... Ed Joyce has joined KZOK/Seattle from KTHO/Lake Tahoe for a weekly talk show . . . Harold Kozlowski has joined WRKI/Bridgeport from WOUR/Utica for over-Steve Perun has exited KDWB-Minnights ncapolis for the Research Director post at WLPX/ Milwaukee John Misner has been upped to Promotion Director at KKDJ/Fresno from account exec Liz Curtis has exited former AOR WWWW/Detroit for mornings at WQMF/Louisville Jim Brady has been upped to MD at KTKT/Tucson

COMING NEXT WEEK: Many of the biggest success stories for AOR radio this ratings period have come from the tighter-listed, research or consultation-oriented stations. At the same time, recent months have seen some of the last remaining progressive AOR's switch formats (KSAN/ San Francisco), tighten their approaches dramatically (WABX/Detroit), or bring in new PD's and restructure (KLBJ/Austin). Next week we begin a two-part series of interview-articles with the PD's at AOR's progressive survivors, including conversations with WXRT/Chicago's Norm Winer, KTIM/San Rafael's David T., and KTYD/ Santa Barbara's Jim Trapp.



STIRRED-UP AND CRAZY – Following a recent screening of Columbia's "Stir Crazy" for 450 listeners, KMET/Los Angeles personalities Jeff Gonzer and Ace Young partied with the woodpeckers from the film prior to the Kingbees' performance at the party.



ON THE MONEY — During a recent concert stopover in Houston, Columbia's Eddie Money was invited for an on-air interview at KILT-FM. Pictured (I-r) are station's "Humble" Billy Maze, Eddie Money, and Columbia's Norman Hurt.



SAMURAI RIBBON-CUTTER — Atlantic's Alvin Lee mimicked a John Belushi character as he participated in a ribbon-cutting ceremony for a new Peaches Records outlet in Chicago. Pictured (I-r) are WLUP's Susan Bax, WEA's Tony Marfisi, Atlantic's Rick Sudakoff, WEA's Bill Giardini, Peaches' Tom Campbell, Peaches employee, Lee, Peaches' President Tom Heiman, Lee's co-managers Robert Patterson and Jon Brewer, and store's J.D. Haas.

UPDATE

Two seven-year AOR anniversaries this week KZOK/Seattle and KGON/Portland. Congrats to Remember that football game carried both . on TV in December without announcers? WZZO/ Allentown decided it would supply two of its own announcers to winning listeners. The station asked for bids on the services of its two sportscasters. The highest bid, \$603, went to "Animals in Distress." while the two sportscasters went to the winner's home for complete personalized play-byplay. Sparing no expense to make the experience special, the station also provided the services of two cheerleaders and a vendor, who served free popcorn, hot dogs, beer, pretzels and peanuts In an ongoing promotion, WLUP/Chicago is amassing photo entries from listeners of rock artists in performance that will become a touring photo display. One of the entrants will receive \$3000 in Nikon equipment ... Remember the WQDR Store (R&R 8-15-80)? Just got an update from the station on the store's performance over the last six months: it's sold 4239 individual WQDR items from 22 different pieces of merchandise. That equates to over \$15,000 worth of goods. The store has also sold over \$64,000 worth of tickets to area concerts ... WBLM/Lewiston-Portland cosponsored its second annual Ski-For-All, featuring demonstrations, instruction for beginners, and a ski-jumping exhibition. The day climaxed with a series of cross-country races. WMMR/Philadelphia produced and recorded a single called



SOMETHING IN THE AIR — KLAQ/EI Paso took an unusual approach to gaining attention for a recent MDA radiothon, when air personality Magic Mike was hoisted 50 feet in the air to spend 50 hours broadcasting from an airborne waterbed.

"Fly With The Eagles" to add excitement to last weekend's Superbowl contest. 6000 copies were pressed for sale, with a percentage of the profits earmarked for the Eagles' "Fly for Leukemia Foundation" . The week brought two excellent homegrown album efforts from KGON/Portland and WMYK & WZAM/Norfolk. Record companies take note! WZAM and WMYK also sent along a copy of their rock newspaper, the Monitor, featuring articles on the state of the music economy, station programming, profiles of local rock groups, and album reviews . . . For the second year in a row, WMMS/Cleveland topped all competitors to be named the Best Radio Station in Rolling Stone's annual listener poll ... WMMR/Philadelphia raised \$20,000 for MS in a dance marathon ... It pays to listen: KILO/Colorado Springs has turned a tuneout into a tune-in. When the station goes off the air for routine maintenance, it asks listeners to stay tuned and time the dead air, then submit postcards with the elapsed time to win 50 cents per minute the station stayed off . . . WMET/Chicago is sending two winning listeners to Germany to see Pink Floyd perform "The Wall" The WZZO/Allentown "Superstars" basketball team raised \$400 for leukemia research in a benefit . The KAZY/Denver morning air team held its first "Brunch Club" at the Rainbow Music Hall, serving brunch live to listeners from 11am to 3pm, then continuing with performances from five area bands "Television Live Radio Hour" is the name of WIBA-FM/Madison's TV simulcasted weekly showcase of area groups in con-cert. WIBA-FM MD Mike Hayes plays host Two AOR's have added or expanded jazz programming and need service: WCCC (Lich, WCCC, 11 Asylum, Hartford, CT 06103), and WHHY-FM/ Montgomery (Neil Harrison or Phil Horton, WHHY-FM, Box 2744, Montgomery, AL 36105) . . KLIV/ San Jose provided unique coverage of the Superbowl with a satirical play-by-play done by air personality Lobster. Phony interviews and commercials were inserted, along with appropriate musical selections like "Hold The Line.

CONCERTS& CONVERSATIONS

BROADCASTS: Joan Jett on WMAD/Madison. **CONVERSATIONS: Stevie Nicks on KDKB/Phoenix** Journey on WYNF/Tampa, KATT-FM/Oklahoma City, KAZY/Denver, WMMS/Cleveland ... Shoes on WQFM/Milwaukee ... Outlaws on KWXL/Albuquergue ... Steve Goodman on WNEW-FM/New York . Supertramp on WRCN/Riverhead ... Steve Winwood on WXRT/Chicago... Ventures, Naughty Sweeties, Biondie on KROQ-FM/Pasadena ... Les McCann on KSPN/Aspen ... Rodney Dangerfield on WZZO/AH lentown . . . Steve Khan, Journey, Donnie Iris, Norton Buffalo on KTIM/San Rafael 38 Special on KILO/ Colorado Springs ... Joan Jett on WDHA/North Jersey . . . Outlaws, Firefall on KEZY/Anaheim . . . Steve Winwood, Journey on WLUP/Chicago ... Bob Weir, Outlaws on KLOS/Los Angeles . . . Maryedith Burrell, Lacy J. Dalton, Asleep At The Wheel on KFAT/ Gilroy . . . Styx, Journey on WMET/Chicago,



WELCOME TO THE WRECHING BALL! GRACE SLICK

When a legendary performer like Grace Slick reaches down to her rock 'n' roll roots and decides to do what she does best, and when it happens to be exactly what her fans have been waiting for, the result is an unforgettable album.

> "Welcome To The Wrecking Ball!" is the Grace Slick we've all been waiting to hear. And now we've got it!

Produced by Ron Frangipane



ege (Îc	2	Records Albun	n Airplay	y/ 40	R&R/Friday, February 6, 1 Chart Summar
1/16	1/23	1/30	2/6	February 6, 1981	159 REPORTERS	Album cuts are listed in order of airplay preference.	LENNON/ONO maint
2	1	1	1	JOHN LENNON & YOKO ONO Double	Fantasy (Geffen)	"Woman" "Wheels" "Losing" "Ovar"	ed their lead in both I and total reports to h
-	13	5	2	STYXParadis	se Theater (A&M)	"Best" "Rockin' " "Snowblind"	onto the top airplay pr
6	4	4	3	REO SPEEDWAGON Hi Infic	lelity (Epic)	"Keep" "Don't" "Tough" "Take"	tion for the week. ST Jumped into second pla
1	2	2	4	BRUCE SPRINGSTEEN The Riv	ver (Columbia)	"Fade" "Ramrod" "Cadillac" "Point"	with a strong showing
3	3	3	5	STEELY DAN Gauch	o (MCA)	"Nineteen" "Time" Title	hots and total mentio
9	6	7	6	ALAN PARSONS PROJECT The Tu	rn Of A (Arista)	"Games" "Price" "Snake" "Don't"	REO inched up w SPRINGSTEEN retai
	9	8	7	OUTLAWSGhost	Riders (Arista)	"Riders" "Angels" "Devil's"	significant hot mentio
5	5 8	9	8 9	ROD STEWART Foolish	Behaviour (WB)	"Wings" "Passion" Title "Home"	PARSONS and OUTLA inched up as POLICE
-	10	10	9 10	POLICEZenyat		"Stand" "World" "Tears" "De Do"	STRAITS held rock ster
		12	11	DIRE STRAITS Making STEVE WINWOOD Arc Of	A Diver (Island)	"Skateaway" "Expresso" "Rock"	WINWOOD inched up MANN maintained. W
	7	11	12	FLEETWOOD MAC Live (W	(R)	"Chance" litle "Irain" "Dust"	doubled its hots. JO
27	18		13	MANDRED MANN'S Chance	(WB)	"You" "Lice"	NEY jumped with a pot
_	22	15	14	APRIL WINE Nature	Of The Beast (Capitol)	"Queen" "Between" "Town" "lies"	combination of repo for all rotations. LOV
7	12	14	15	DONNIE IRIS Back O	n The Streets (MCA)	"Abi Leeb!" "Shock"	BOY showed increa
-	_	29	16	JOURNEY Captur	ed (Columbia)	"Party's" "Divie" "Fire"	airplay attention in up airplay rotations. TO
23	24	20	17	LOVERBOY Loverb	oy (Columbia)	"Loose" "Hot" "Teenage"	leaped upwards as a
	-	28	18	<i>1010</i> Turn Ba	ack (Columbia)	"Elenore" "Live" "Gun" "Night"	converted38 debu
	23		19	WARREN ZEVON Stand I	n The Fire (Asylum)	"Werewolves" "Lawyers" Title	handsomely with lots adds. UFO and CLA
	21		20	PAT BENATAR Crimes	Of Passion (Chrysalis)	"Treat" "Hit" "Hell"	rose. MEISNER made
8	19	17	21	AC/DC Back Ir	Black (Atlantic)	Title "Shoot" "Pollution"	play gains as his new gle caught on. NIG
_			22	.38 SPECIAL Wild-Ey	red Southern Boys (A&M)	"Hold" Title "Girl" "Hittin" "	maintained as LARS
	20		23	BLONDIE Autoan	nerican (Chrysalis)	"T-Birds" "Rapture" "Tide"	held her own. SLICK buted while SHERBS, A
	17 35		24	EAGLES Eagles	Live (Asylum)	"Road" "Life's" "Run" "Hotel"	TROUBLE and RIN
	35 16		25	UFO The Wi			came close to chart
		26	26 27	ROCKPILE			this week.
	20		28	DELBERT McCLINTON The Jean MICHAEL STANLEY BAND Heartla	nd (EMI A movies)	"Giving" "Rider" "River"	
	11		29	HEART Greates			
	_		30	CLASHSandini		Bend Harris Bende	-
	38	39	31	RANDY MEISNER One Me	ore Song (Epic)	"Police" "Seven" "Bullets" "Deep" "Fire"	
0	31	30	32	FIREFALL Clouds	Across The Sun (Atlantic)	"Struing" Title "Love"	
4	14	21	33	BLUES BROTHERS Made I		"Who's" "Onions"	The Album Aimteurite
3	28	31	34	QUEEN Flash G	ordon (Elektra)	"Flash's Theme" "Hero"	The Album Airplay/40 ch represents activity based or
25	30	32	35	JIM CARROLL BAND Catholi	c Boy (Atco)	"People" "Late" "Gravity"	combination of add, medium a hot album reports and sing
		36	36	NIGHT Long D	stance (Planet)	"Airwaves" "Dr. Rock" NEW	mentions. Artists' chart numb
-		37	37	NICOLETTE LARSON Radiola	nd (WB)	Title "Ooo-Eee" "Heart" ENTRY	are displayed over a four-we period. The artists in italics rep
6	25	33	38	CHEAP TRICK All Sho	ok Up (Epic)	"Baby" "Stop" "Greatest"	tered the most rapid gains in a
22	26	20	39	GRACE SLICK			play or in rotational conversion for the week. Album cuts are list
2	36	38	40	STEVIE WONDER Hotter		"Stand" "Cash" "Master"	in order of popularity: cuts bold type are also current single

	AOST	-		-	-	
1	38 SPECIAL	2/6	1/30	1/23	1/16	1/9
	Wild-Eyed Southern (A&M		10/0	0/0	0/0	0/0
	"Hold On Loosely"	H 1				
2	JOURNEY	124/89	85/76	8/8	1/1	010
-	Captured (Columbia)	M 20	M-7	MO	MO	0/0
	"Party's"	H 15	H 2	HO	H-O	
3	GRACE SLICK	71/70	010	0/0	0/0	010
	Wrecking Ball (RCA)	M-1				
	"Mistreater"	HO				
4	SHERBS	56/56	2/2	0/0	0/0	010
	The Skill (Atco)	MO	MO			
_	"I Have The Skill"	H-0	H-O			
5	NAZARETH	43/42	0.0	0/0	0/0	010
	The Fool Circle (A&M) "Dressed To Kill"	M1				
6	ELVIS COSTELLO &	H-0 28/25				
0	Trust (Columbia)	36/35 M-0	3/3 M-0	0/0	0/0	0/0
	"Clubland"	M-0 H-1	M-0	1		
7	CLASH	73/25	62/28	37/22	16/13	4/4
	Sandinistal (Epic)	M-36	M-16	MG	M3	A/4
	"Police"	H-13	8-9-8	H9	HO	HO
8	тото	95/21	84/85	12/11	0/0	0/0
	Turn Back (Columbia)	M-54	M-17	M-1		
	"Elenore"	H 20	04-2	H-0	1 1	
9	BOOMTOWNRATS	19/19	0/0	0/0	0,10	0/0
	Mondo Bongo (Columbia)	MO			1	
10	PHIL SEYMOUR	H-0				
10	Phil Seymour (Boardwalk)	31/17 M-11	24/24 M-0	1/1 M-0	0/0	0/0
	"Precious"	M-11 H-3	MO	M-0 H-0	1	
11		75/13	73/34	H-0 56/55	4/4	0/0
	The Wild (Chrysalis)	M 67	M 31	M-0	MO	0/0
	"Chains, Chains"	H6	H-4	HI	H-O	1
12	STEVE WINWOOD	122/12	122/24	101/35	77/72	13/13
	Arc Of A Diver (Island)	M 52	M 56	M-41	M-4	MO
10	"Chance"	H-58	H-42	H 25	H1	HO
	RINGS		34/21	30/25	9/9	0/0
Tie	Rings (MCA) "Let Me Go"	M 20	M 5	M1	M-0	
13	SHOES		H-8 70/18	H-4	H0	
	Tongue Twister (Elektra)		30/18 M-12	24/24 M.0	2/2 M 0	0/0
	"She Satisfies"		M-12 H-0	H-0	M-0	
14	MANFRED MANN'S	121/10	110/17	97/27	82/78	5/5
	Ob		M 71	M 67	M3	MO
110	"For You"		H 22	1113	HI	HO
14	WARREN ZEVON	90/10	86/8	84/23	77/63	23/23
	A		M-47	M 40	MS	MO
	"Werewolves"	H-26	H 31	H-21	H5	HO

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 sec-ond 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

		2/6	1/30	1/23	11/16	1/9
1	MANDRED MANN'S	121/83		97/57	82/3	5/0
	Chance (WB)	A-10	A-17	A-27	A 78	AS
	"For You"	H-28	H-22	H13	H-1	HO
2	APRIL WINE	110/70	100/62	116/10	17/0	0/0
	Nature Of The (Capitol)	A-8	A-22	A 104	A-17	1.0
	"Gypsy Queen"	H-32	H-16	H2	HO	1.00
3	LOVERBOY	91/62	80/54	73/55	60/45	51/39
	Loverboy (Columbia)	A-8	A-11	A-5	A-7	A-7
	"Turn"	H-23	H-15	H 13	H-8	HIS
4	OUTLAWS	136/57	130/49	128/54	110/58	81/44
Tie	Ghost Riders (Arista)	AO	A-3	A1	AI	A.4
110	"(Ghost) Riders"	H 79	H 78	H 73	H 61	H 33
4	UFO	75/57	73/31	56/0	4/0	0/0
	The Wild (Chrysalis)	A-13	A-38	A 55	A4	
	"Chains, Chains"	H6	14	HI	H-0	
5	FLEETWOOD MAC	115/54	115/48	133/40	121/42	89/31
÷	Live (WB)	A-1	AO	AO	AI	A-3
Tie	"Fireflies"	H 60	H 69	H 93	H 78	H 55
5	τοτο	95/54	84/17	12/1	0.0	0/0
	Turn Back (Columbia)	A 21	A 65	A-11		
Tie	"Elenore"	H 20	H-2	H-O		
5	WARREN ZEVON	90/54	86/47	84/40	77/9	23/0
	Stand In The Fire (Asylum)	A-10	AB	A-23	A 63	A 23
	"Warawolvas"	14-26	H-31	H-21	HS	H-O
8	STEVE WINWOOD	122/52	122/58	101/41	77/4	13/0
	Arc Of A Diver (Island)	A-12	A-24	A 35	A-72	A-13
	"Chance"	H 58	H 42	H-25	HI	HO
7	JIM CARROLL BAND	57/50	58/44	65/51	60/44	51/39
	Catholic Boy (Atco)	AO	A-1	A-1	A-1	AO
	"People Who Died"	H 7	H 13	H 13	H-15	H 12
8	DONNIE IRIS	88/49	91/51	94/63	77/54	55/37
-	Back On The Streets (MCA)	A-2	A4	A-2	A-2	A-2
	"Ahi Leahi"	H-37	H-36	H-29	H 21	H-18
9	FIREFALL	82/44	67/40	64/37	56/20	35/11
-	Clouds Across (Atlantic)	A-2	A-12	A-10	A-18	A-20
	"Staving With It"	H 16	H-15	H-17	H-18	HA
10	DIRE STRAITS	123/39	125/41	131/47	117/36	93/30
	Making Movies (WB)	A-1	A-2	AO	AO	A-1
Tie	"Skateaway"	H 83	H 82	H 84	H 81	H 82
10	NIGHT	51/39	44/23	30/13	37/6	8/0
	Long Distance (Planet)	AB	A-15	A-13	A-30	A 8
	"Love On The Airweves"	H4	H6	H4	HI	HO
11	BLUE BROTHERS	58/38	74/45	88/55	82/53	60/30
••	Made In America (Atlantic)		AO	A-3	A-4	A-20
	"Who's Making Love"	H-20	H-29	H-30	H-25	H 10

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 alhum title. The first represents total number of our reporting stations playing the alhum 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 alhum's reports in other rotations for the week. The alhum's preferred airplay cut is listed.

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	THE H	O	Т	Π	1	
		2/6	11/30	1/23	17/16	1/9
1	J. LENNON & Y. OND	153/13	7 751/1.	12 151/1.	36 131/1	18 100/8
	Double Fantasy (Geffen)	AO	AO	AO	AO	AO
	"Woman"	M 16	M-18	M 15	M-13	M-11
2	STYX	148/13	0 140/11	2 146/7	10/0	0.10
Tie	Paradise Theater (A&M)	A O	A.7	A-136	A-10	1
	"Best Of Times"	M 18	M 30	M 3	M-0	
2	BRUCE SPRINGSTEEN	148/13	0 148/13	3 148/1:	130/12	20 100/9
	The River (Columbia)	A.O	A.O	A.O	AO	AO
	"Fade Away"	M 16	M-14	M 12	M-10	M 10
3	REO SPEEDWAGON	149/12	9 141/12	1 140/12	1 113/97	7 89/77
	Hi Infidelity (Epic)	A1	A-3	AI	A.0	AO
	"Keep On Lovin"	M 19	M-16	M 18	M-16	M 12
4	STEELY DAN	147/12	7 145/12	7 146/13	4 129/11	
	Gaucho (MCA)	A O	A.1	AO	A.O	AO
	"Hey Nineteen"	M 20	M-16	M-12	M-10	M-6
5	ALAN PARSONS PROJECT	136/10	1 137/97	135/98	112/86	88/65
	The Turn Of A (Arista)	A O	A.0	A-O	A-0	A-O
	"Games People Play"	M-35	M-38	M 37	M-26	M 23
8	ROD STEWART	129/97	138/10	5 144/12	1 127/11	3 95/86
Tin	Foolish Behaviour (WB)	A-O	AO	AO	A-0	A.O
	"Gi' Me Wings"	M-32	M-31	M 23	M 14	Ma
6	POLICE	125/97	124/10	1 125/10	1 115/98	
	Zenyatta Mondatta (A&M)	A-0	A.0	AO	A-0	A-0
	"Don't Stand"	M 28	M-22	M 24	M 17	M 14
7	DIRE STRAITS	123/83	125/82	131/84		93/62
	Making Movies (WB)	AI	A-2	AO	A-0	A-1
	"Skaleaway"	M 39	M-41	M-47	M 36	M-30
8	OUTLAWS	136/79	130/78	128/73	110/51	81/33
	Ghost Riders (Arista)	AO	A.J	A-1	AI	Ad
	"Ghost Riders"	M 67	M-49	M-54	M-58	M-44
9	FLEETWOOD MAC	115/60	115/69	133/93	121/78	89/55
	Live (WB)	A-1	AO	AO	AI	A.3
	"Fireflies"	M 54	84 46	M-40	M 42	M 31
10	STEVE WINWOOD	122/58	122/42	101/25	77/1	13/0
	Arc Of A Diver (Island)	A-12	A-24	A 35	A 72	A-13
	"Chance"	M 52	M 56	M-41	M-4	MO
11	PAT BENATAR	65/48	73/50	65/44	54/39	43/32
	Crimes Of (Chrysalis)	A-0	AO	AO	AO	AO
	"Treat Me Right"	M-17	M 22	M 21	M 15	M 11
12	EAGLES	85.44	70/46	80/55	87/56	61/41
	Eagles Live (Asylum)	A-0	A.0	A-0	AO	AO
	"7 Bridges Road"	M 21	M 24	M-25	M 31	M 20
13	AC/DC	61/41	70:48	69/47	62/42	53/42
	Back In Black (Atlantic)	A-0	AO	AO	AO	A-0
			M 21	M 22	M 20	M 11

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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 tille. The first represents total number of our reporting stations playing the album this week. The sec-ond 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.







#1 Most Added Cash Box **#1 Most Added** Bill Hard **#1 Most Added** Feedback National Breakout Billboard #1 Most Added Album Network #2 Most Added Record World

WILD EYED SOUTHERN BOYS ON THE LOOSE ALL OVER AMERICA...

1/30-31 Portland, OR/2/1 Seattle, WA/2/3 Salt Lake City, UT/2/5-6 Denver, CO/2/8 Kansas City, MO/ 2/9 Wichita, KS/2/11, 13-15 Chicago, IL/2/17 Louisville, KY/2/18 Terre Haute, IN/2/19 Cincinnati, OH/ 2/21-22 Minneapolis, MN/3/1 New Orleans, LA/3/3 Shreveport, LA/3/4 Norman, OK/3/6 Nashville, TN/ 3/7 Birmingham, AL/3/8 Biloxi, MS/3/10 Dothan, AL/3/12 Chattanooga, TN/3/13 Memphis, TN/ 3/14 Huntsville, AL/3/15 Little Rock, AR/3/17 Jackson, MS/3/19 Wheeling, WV/3/20 Charleston, WV/ 3/21 Johnson City, TN/3/22 Williamsburg, VA

> Produced by Rodney Mills • Production Associates: Don Barnes and Jeff Carlisi Management: Mark Spector/David Passick • Agent: Terry Rhodes

WATCH FOR THE FORTHCOMING SINGLE "HOLD ON LOOSELY"

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ON A&M RECORDS & TAPES



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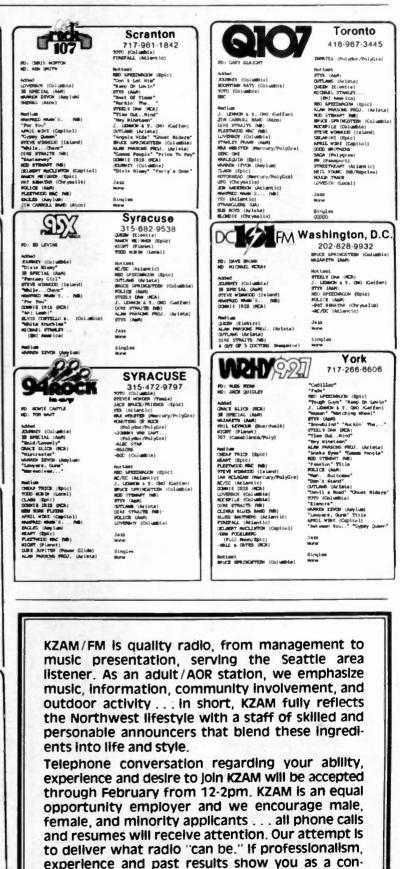
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EAGLES VISIT THE ALLMANS — After discovering that Arista's Allman Brothers were big Philadelphia Eagles fans, WMMR/Philadelphia personalities invited the Eagles to help emcee the group's concert and presented them with Eagles jerseys. Pictured (I-r) are group's Dave Toler, Eagle Louie Giammona, group's Dan Toler and Mike Lawler, Eagle John Spagnola, group's Gregg Allman and David Goldfleace, Arista's Michael Nix, and WMMR PD Charlie Kendall; (I-r, front) unidentified fan, Eagle John Bunting, station's Anita Gevinson, and group's Dickie Betts and Butch Trucks.





Paul Sullivan Program Manager (206) 454-1598



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29/28

29/26

28/23

27/23

Orlando

305-298-5510

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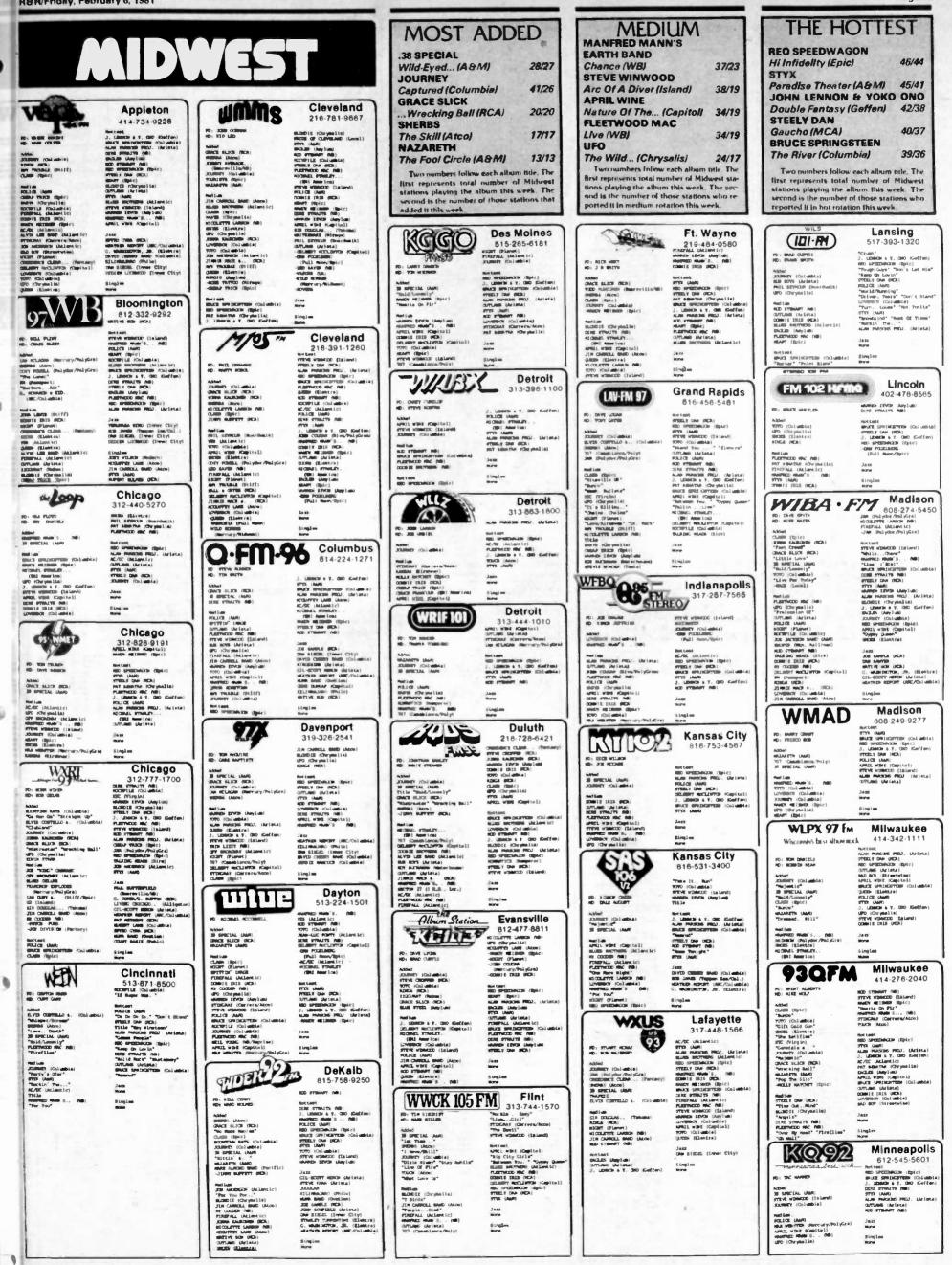
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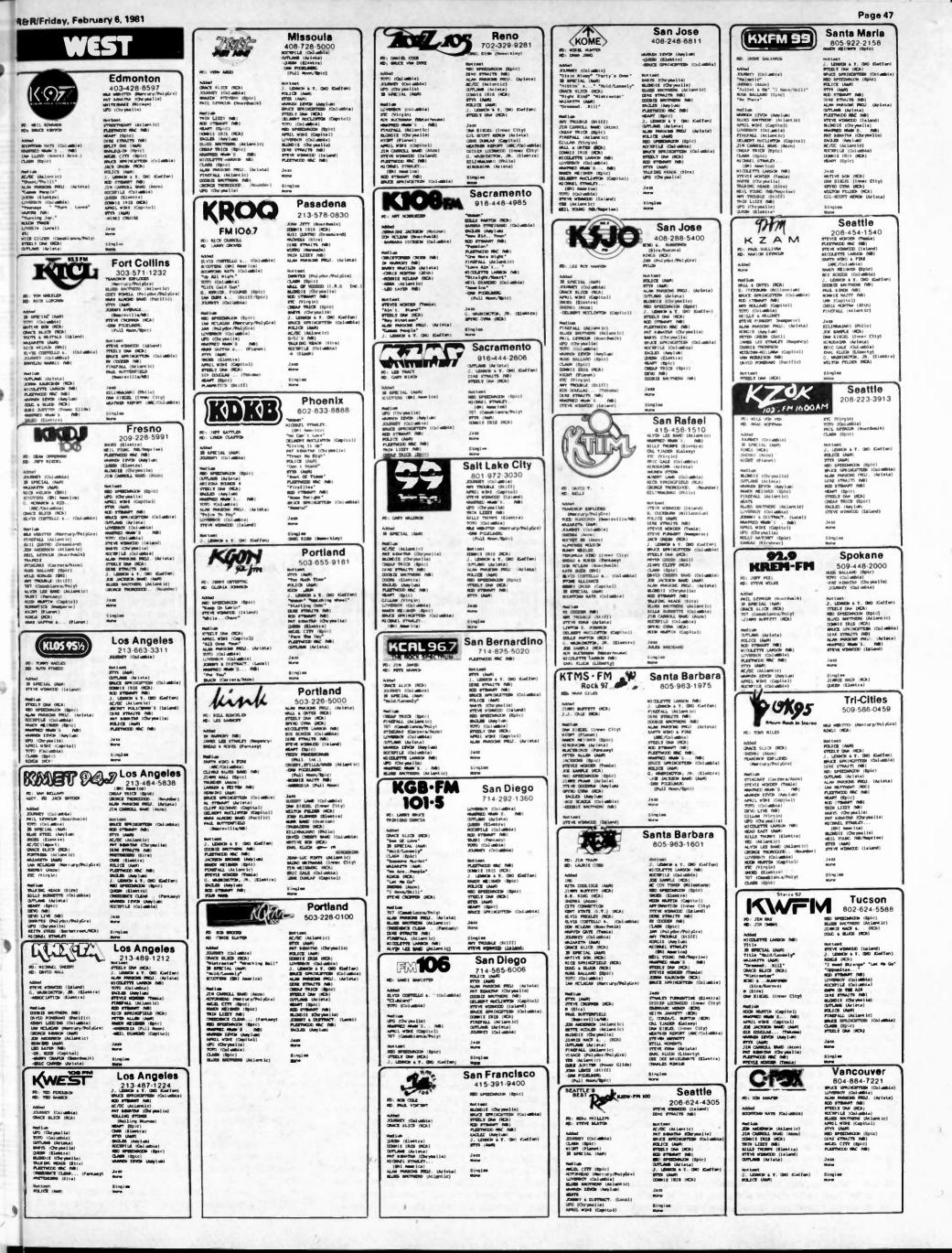
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COMPLEMENTARY COUNTRY COMBOS

WIL & KNIX: AM/FM Powerhouses

Recent ratings have borne out the increased popularity of FM Country radio, sometimes to the detriment of a sister AM facility. When AM/FM combos both program country music, aren't they competing against themselves for the same audience? Not necessarily, say WIL-AM-FM/St. Louis PD Mike Carta and KNIX-AM-FM/Phoenix OM Larry Daniels.

WIL has, until recently, all but owned the St. Louis Country market. The FM showed a healthy gain of 5.7 to 8.7 in the October/November Arbitron results, while the AM remained relatively stable at 3.5. KSD-AM's recent conversion to a Country format doesn't worry the folks at WIL, either, as Mike Carta explains.

'My initial impression is fantastic. It couldn't have come at a more opportune time for us. Obviously when another radio station comes in they're going to be the fairy child of the market, which is going to cause a lot of recognition, a lot of curiosity. So there's going to be quite a lot of sampling. WIL is synonymous with country music and has been for quite a number of years. Having another radio station go Country in the St. Louis market is going to cause an indentation in people's minds "Well, WIL is Country too."

Competing Against Each Other?

While Mike is obviously not worried about outside competition, what about WIL-AM & FM competing against themselves? "Our cell of listeners is 18-34 on the FM, while the AM is strong in 25+," notes Carta. "Our AM side is the alternative to FM a little more personality, a little more gold, more information, more entertainment. The FM offers music in stereo, LP cuts, solid music hours ... things the listeners won't get on the AM side. There's probably just a tad more talk on our AM than there is on the FM. The only simulcasting we do is specialized programs and overnight right now. I think the reason the FM is getting better ratings than the AM at present is due to the popularity of FM across the nation. You can hear your country music in full stereo. If you combine the popularity of country music with the

"My philosophy is that you program a station as if you were being rated 365 days a year, 24 hours a day.

- Mike Carta PD, WIL-AM-FM/St. Louis

modern approach to producing records, listeners can now have the best of both worlds hearing their favorite country artists in stereo."

Mike elaborates further on WIL's longevity. "All our air personalities on both the AM & FM know country music, and they have excellent radio basics. We focus on St. Louis and what's going on in and around the St. Louis area on both radio stations. My philosophy is that you program a station as if you were being rated 365 days a year, 24 hours a day. This year we'll be into Extended Measurement, which I'm looking forward to because it cuts out a lot of radio stations which concentrate all their promotions and bucks into four weeks out of each rating period.

"I think probably the most successful things we did all year were outside the radio station to generate a lot of public awareness (Battle of the Bands, Chili Cookoff, Mechanical Bull Riding Contest, Ugliest Bartender promotion, Great Merrimack River Raft Float, etc.). Last year while discussing where we wanted to be in six months and what we wanted to do, we found that not a lot of radio stations were as visible as they should be. There had been a lot of on-air promoting, but not much outside promoting. Any kind of outside promotions that you do for your radio station are going to build cume, and the on-air promotions just educate your loyals and



help create word of mouth, so you can't have one without the other.

Mike's philosophies of consistency both on and off the air are summed up quite nicely in his radio analogy: "A radio station is just like a taxicab . . . it remains the same but does change drivers, and once in a while you have to take it in and have an oil change and grease job . . . but basically it doesn't change.'

Surviving Separately

Last May KNIX's AM & FM separated, following the AM's expansion to 24 hours a year ago. The Fall book was the first rating period both stations were on their own; the FM side remained stable (and still #1 in the market) with a 9.1, while the AM dropped slightly, 2.9 to 2.4. The AM dip was entirely expected, though, as Operations Manager Larry Daniels explains: "We had just introduced an entirely new staff. The most recent Radio Index reports we've seen show it (the AM) doing much better, so we're very pleased with the progress; and we intend to build on the AM just like we did on the FM. Between the two stations, with an 11+ share, it makes it very good for our sales department. The stations seem to be complementing one another, with the FM slightly stronger 18-24 and the AM picking up the upper demographics.

With 34 stations in the 27th market (four of which are Country), competition is stiff. How does Larry ex-plain KNIX-FM's #1 ranking? "Country has always gotten respectable shares in Phoenix. One of the nicest things about this market is that it's sophisticated, it's unsophisticated, it's large, it's small. You have a lot of Easterners out here in the wintertime, and yet you have a lot of cowboys. It's a beautiful market for radio to be creative with and it is very competitive, as any person who's ever programmed here can tell you. Country music has roots and foundation ... it's been around a long time, and there will always be those people who will love the music no matter how popular. I've always believed that anyone who listens to country music for any small amount of time will be hooked.

"When I first came to KNIX, the AM was a daytimer, while FM hadn't really caught on. I felt our only real opportunity to gain a significant audience in the Phoenix area was to promote the FM because it was on 24 hours a day. Through the years the consistency we

have worked with on the FM has enabled it to be a lot stronger. Everybody can relate to the lyrics of a country song. There are people who are now listening to country music who were into disco and rock that have never understood lyrics in their lives!

Reasons For Success

"Our music mix is very close, but we tend to play a few more oldies on the AM than on the FM. We play album cuts (with the exception of drive time periods) on both stations. We use the same formula for our jocks on

"There are people who are now listening to country music who were into disco and rock that have never understood lyrics in their lives!"

Larry Daniels **OM, KNIX-AM-FM/Phoenix**

both stations. They're very warm, sincere, personable people who don't do a lot of talk but have the opportunity to be themselves on the air.

"We do promotions year-round. We are everywhere auto stickers, nightclubs, shows, newspapers, TV, you name it. We spend a lot of time on music research and have a very stable crew, some of whom have been with us for eight or nine years. We're a very hardworking company, and I have a GM who makes me look awfully good."

That GM is Mike Owens, who is also VP for the stations, and who had some thoughts of his own regarding KNIX's success: "We have a sound, proven product and years of being in the market, not just changing formats because it seemed like the timely thing to do. Once the product was good, we just brought it to everybody's attention with some good advertising campaigns. But the key ingredient to our success is the staff itself ... we have the best air staff, the best sales staff, the

best office staff in town. Everyone is a family here. It's one thing to say it's a job and another thing to say it's fun!"

WIL and KNIX prove that not only can a Country AM/FM combination survive ... it can prosper as well. Carolyn Parks

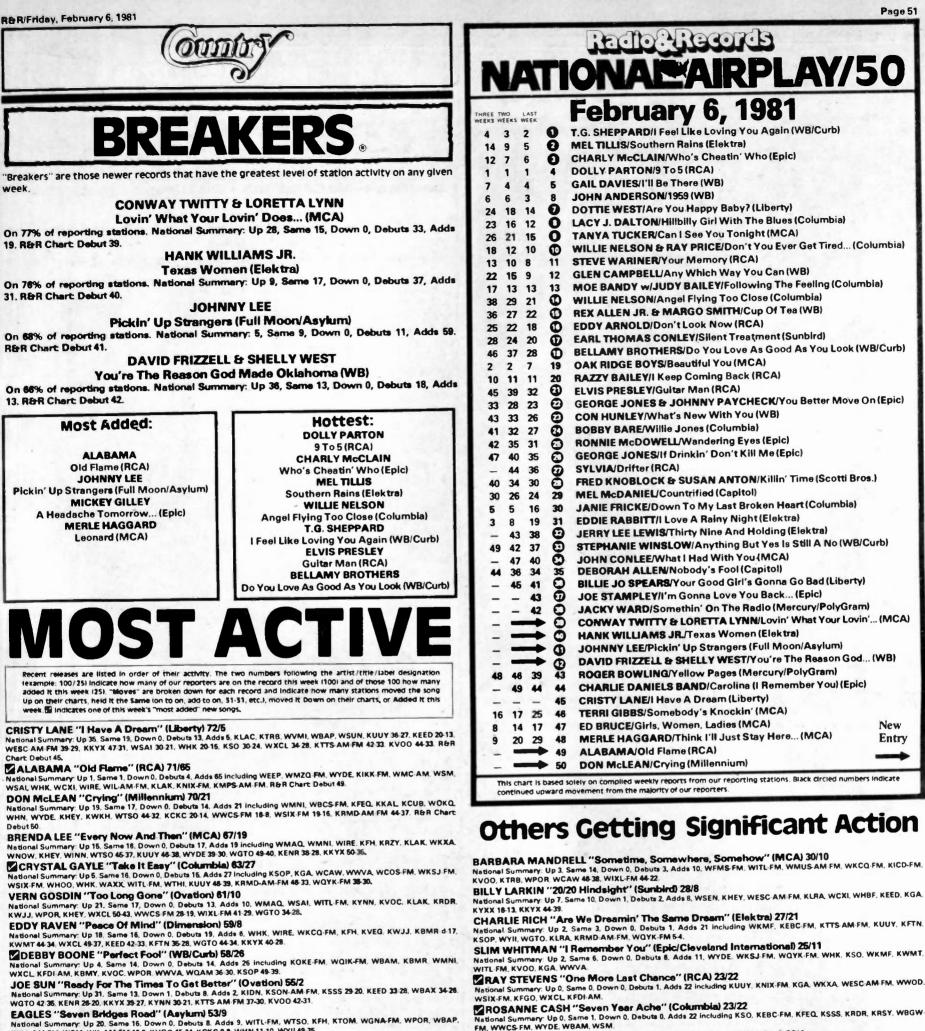
THIS CASH IS GOOD AS GOLD.

ROSANNE CASH AND HER NEW SINGLE SEVEN YEAR ACHE • #11-11426 • WRITTEN BY ROSANNE CASH • PRODUCED BY RODNEY CROWELL • FROM THE SOON TO BE RELEASED ALBUM SEVEN YEAR ACHE • #JC36965 • ON COLUMBIA RECORDS.

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WGTO 42:35, KENR 26:20, KKYX 33:27, KYNN 30:21, KYNS AM-FM 3/30, KYON 42:31. EAGLES "Seven Bridges Road" (Asylum) 53/9 National Summary: Up 20, Same 16, Down 0, Debuts 8, Adds 9, WITL-FM, WTSO, KFH, KTOM, WGNA-FM, WPOR, WBAP, KLLLAM-FM, WSM, WIL-AM-FM 19-8, KYOO 45-34, KCKC 9-8, WHN 11-10, WYII 49-35. C GENE WATSON "Any Way You Want Me" (WB) 52/32 National Summary: Up 4, Same 10, Down 0, Debuts 6, Adds 32 including WHK, KFGO, KTTS-AM-FM, KSSS, KEED, KMAK, KNIX-FM, WCAW, KHEY, KENR, WKSJ-FM, WPOC-FM 8-4, WIXL-FM 43-31.

KNIX:FM, WCAW, KHEY, KENR, WKSJ-FM, WPOC-FM 84, WIAL FM 83-31. RANDY BARLOW "Dixie Man" (Paid) 52/13 National Summary: Up 11, Same 15, Down 0, Debute 13, Adds 13, WSEN, WPOR, KHEY, KYXX, WKLM, WMAQ, WSAI, KWMT, KBUF, WKCQ-FM, KFH, KLAK, KNIX-FM, WIXL-FM 3625, KVOC 48-38. MICKEY GILLEY "A Headsche Tomorrow..." (Epic) 50/48 National Summary: Up 0, Same 1, Down 0, Debute 1, Adds 48 including KIKK-FM, WMC-AM, WSIX-FM, WSAI, KSO, WCXI, WIRE, KLAC, KNIX-FM, KMPS-AM-FM, WM2Q-FM, WYH.

JIM STAFFORD "Cow Patti" (WB) 49/2 National Summary: Up 31, Same 11, Down 2, Dabuta 3, Adda 2, KWMT, KBMY, KBMR 8-6, KSO 14-4, WFMS-FM 15-11, WITL-FM 18-12, KTRB 16-13, WPOC-FM 16-11, WIXL-FM 27-16, WEEP 19-13, WVMI 18-9, WIRK-FM 13-3.

BARBARA MANDRELL "Love Is Fair" (MCA) 46/17 National Summary: Up 4, Same 9, Down 0, Debuts 18, Adds 17 Including WITL-FM, WXCL KVOO, KEED, KONE. KSOP, KGA. WWVA, KHEY, KENR, KWMT 46 35, WSIX-FM 30-20.

MERLE HAGGARD "Leonard" (MCA) 39/38 National Summary: Up 0, Same 1, Down 0, Debuts 0, Adda 3 ts 0, Adds 38 including WIXL-FM, WVMI, WESC-AM-FM, WMC-AM, WSM

WCXI, KEBC FM, KFDI-AM, KUZZ, KNIX-FM, KTOM, KEEN

LARRY GATLIN "It Don't Get No Better..." (Columbia) 37/34 National Summary: UP 2, Same 1, Down 0, Debuts 0, Adds 34 Including KMAK, KWJJ, WKXA, WBHP, WBAM, WSIX-FM. WIRK-FM, WNRS, WCXI, WFMS-FM, WBGW-FM 43-34, WWCS-FM 30-24. MARTY ROBBINS "Completely Out Of Love" (Columbia) 38/11 National Summary: Up 9, Same 12, Down 1, Debut 3, Adda 11, WWVA, WBAX, KOKE-FM, WSIX-FM, WIRK-FM, WSLR.

HBE KETN KGA WIXL FM 39-21

"CRASH" CRADDOCK "It Was You" (Capitol) 34/19 KOMR, WMNI, WAXX, KFEQ, KRDR, KSOP, WYII,

-FM. KCKC 34-21

DAVE & SUGAR "It's A Heartache" (RCA) 33/14 National Summary: Up 4, Same 10, Down 0, Debuts 6, Adda 14 including KSO, WTSO, WKKN, KLAK, WWVA, KHEY, KKYX, WIRK FM, KFGG 40-35, KUUY 50-40, WIXL-FM 48-37, KRMD-AM-FM 50-39.

FM, WWCSFM, WYDE, WDAM, WSM. GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 23/4 National Summary: Up 7, Same 5, Down 0, Debuta 7, Adda 4, WIRE, KEBC/FM, KIKK-FM, KKYX, KVOO 50-41, KCKC 18-17, WWVA 38-33, WESC-AM-FM 4-34, WHOO 29-19, KRMD-AM-FM 38-28.

JOHNNY CASH "Without Love" (Columbia) 23/2 JOHNNY CASH "Without Love" (Columbia) 23/2 National Summary Up 9, Same 8, Down 1, Debuts 3, Adds 2, WSLR, KLLL-AM, FM, KBUF 41-36, KUZZ 34-29, KTRB 35-30, WIXL-

National Summary: Up 9, Same 8, FM 18-4, KHEY 50-42, KKYX 46-41.

RITA COOLDGE "Fool That I Am" (A&M) 23/2 National Summary: Up 5, Same 9, Down 1, Debute 6, Adde 2, KHEY, WGEE, WMAQ 31-19, WIRE d-34, WMUS-AM-FM 17-10

KNIX.EM 37.34

DONNA HAZARD "My Turn" (Excelsion) 22/4 Netlonel Summary: Up 5. Same 10, Down 0, Debuta 3, Adda 4, WWVA, WBAM, KLAK, KMPS-AM-FM, KKYX 49-42, WXCL 48 National Summary: Up 5. Same 42, KFDI-AM 48-43, KEED 48-43.

42, KPDFAM 6643, KEED 6043. MUNDO EARWOOD " Blue Collar Blue" (Excelsion) 21/11 National Summary: Up 2, Same 4, Down 0, Debuts 4, Adds 11, KSOP, KGA, WBGW-FM, WYII, KOKE-FM, WKSJ-FM, WSM. WKMF, KVOC National Summ KRMD AM-FM.

KING EDWARD IV "Dixie Road" (Soundwaves) 21/6 National Summary: Up 1, Same 13, Down 0, Debuts 1, Adds 6, WWVA, KNOE, WQYK-FM, WITL/FM, KICD-FM, KRDR. Om CYL KEDLAM KMPS AM FM

WCRI, KPDI-AM, KMPS AMITM. BURRITO BROTHERS "She's A Friend Of A Friend" (Curb) 18/5 National Summary: Up 6, Same 4, Down 0, Debute 3, Adds 5, KYNN, WXCL, WKKN, KONE, KWKH, KVOC 29-23, KSSS 50-45,

GEORGE BURNS "Willie, Sing A Song" (Mercury/PolyGram) 14/8 National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 8, KUUY, KMAK, KRSY, KSOP, KNOE, WDAF, KYNN, KVOO,

JOHNNY CARVER "Tie A Yellow Ribbon..." (MCA) 13/12 National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 12, WYDE, WBAP, WWOD, WIRK-FM, WJEZ-FM, WKMF, WXCL

National Summary: Up 0, Same 1, De KRDR. KCKC, WOKQ, WKYG, WEEP

J.W. THOMPSON "Two Out Of Three" (NSD) 12/2 National Summary: Up 4, Same 6, Down 0, Debute 0, Adds 2, WNRS, KICD-FM, WCXI 39 37, KVOO 4745. On; KFDFAM, KGA.

Pictures Pictures THANK GOD THEY'RE HOME NOTINE Radio 1380

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SIGN OF THE TIMES – WQHK/Ft. Wayne, IN sent along a copy of one of the ten billboards the station put up the day the former hostages arrived in the U.S.



HARD HAT HONEYS — WIRE/Indianapolis recently held a "Ms. Hard Hat" contest. Top prize included a \$200 gift certificate for western wear. Seen at the festivities are WIRE's Ken Speck and Doug Dahlgren. Speck is also pictured giving a lift to one of the contestants.



PASSING THE BUC — WKDA/Nashville MD Fred Buc is seen receiving a house call from "Dr." Jerry Seabolt of Capitol/EMI-America/Liberty Records and Capitol recording artist Keith Stegall. Seabolt was letting Fred hear Keith's new release, "Anything That Hurts You, Hurts Me. "We're happy to report the operation was a success — only time will tell how the record will do.



CLOWER POWER TURNS SOUR – Jerry Clower (left) visited with KHEY/El Paso's morning man Charlie Russell (right) prior to the Sun Bowl game. However, the Mississippi Stater's smile quickly faded when his Bulldogs lost to the Nebraska Cornhuskers 31-17.

Biff Collie Inside Nashville

POCKET SECRETARY: John Conlee becomes a Grand Ole Opry member this week and WSM/Nashville announces modifications in Opry schedules which will cut down on the frequency of the Opry casts'

appearances (or some of them) ... Jack Greene and Jeannie Seely split their stage mikes after almost 12 years as a concert team Mitch Torok (remember his "Mexican Joe," "Caribbean," and other classic songs?) is painting murals at the Ryman Auditorium (the old Grand Ole Opry House) as commissioned by NLT ... Rumors are circulating in the entertainment community that T. Tommy Cutrer is being nudged to run for Governor next term. He's a State Senator this term ... Jerry Foster (of the great Foster & Rice songwriting team) hosted a TV pilot...Tom T. Hall ap-pointed member of the Board of Directors of Harpeth National Bank ... Andy Williams and Paul Anka both album'ed here; Williams produced by Steve Popovich and Bill Justis; Larry Butler produced Anka ... Loretta Lynn visits the "Tonight Show" February 11 . . . TV's "Those Amazing Ani-mals" cohost and Grand Old Opry grad-uate Jim Stafford's "self-inflicted" birthday present: a \$15,000 electric piano for his \$50,000 Mercedes VAN! ... Kenny Rogers gifted C.K. Spurlock (Rogers's concert manager) and his wife with an all-expense paid trip to anywhere in the world for a month-and-a-half ... Dolly Parton taking Yoga lessons? ... Jerry Clower making his first appearance this weekend at Ownesboro's Executive Inn. It's also the first time Clower has performed in a night-club atmosphere where liquor is served. Clower, a lay-preacher, has heretofore declined bookings in the normal night club atmosphere Joe & Betty Gibson's Nationwide Sound Distributors signed a promo and distribution deal with Josiah Weaver's Mountain Rock Music ... Glen and Tanya having second thoughts about that Valentine wedding?

SCHEMENTERBRANCO

Burkhart

BITS & PIECES: T.G. Sheppard on the "Midnight Special" February 6 with a "Barbara Mandrell Show" appearance scheduled for later in the month. Freddy Fender, who has not recorded for Music Enterprises, Inc. for the past year, is being sued by the firm and Huey Meaux in a \$1 million breach of contract suit . Former Dave & Sugar back-up soprano Sue Powell has been signed to RCA Records. Her first single is due out in early spring ... Also on the RCA roster is wellknown Nashville producer and songwriter Norro Wilson, who has been named Executive Producer of Artists and Repertoire for the Country Division. His first project for the label will be the upcoming Jerry Reed LP ... Johnson City, TN's East Tennessee State University has established the Floyd Cramer Music Scholarship Fund. Announcement made at a ceremony honoring the country great with a proclamation issued by Tennessee Governor Lamar Alexander . Opryland Radio Productions has over 150 markets set to air its syndicated radio program "On Stage" April 1. Radio personality Charlie Chase is the host of the show, which will feature special performances at the Grand Ole Opry as well as onstage interviews with the performers . Bill Anderson taping Nashville-based TV program "Miller & Company" Mel Tillis will sandwich in "Hollywood Squares" and "John Davidson Show" tapings while appearing at Las Vegas's Frontier Hotel January 22-February 4 ... Dolly Parton's



JACK OF ALL TRADES — "The Purple People Eater," Sheb Wooley, is at it again with his soon-to-be-released Sunbird Records novelty song "The Jackhammer Man." Sheb is shown demonstrating his technique to backup singer Hi C. Lea.

February 19-March 4 stand in Vegas, they say, will pay her \$350,000 a week!... Speaking of Nevada, that state's Governor **Robert List** recently presented **Roy Clark** with a trophy honoring the singer for his "outstanding contribution to Nevada's fame as the entertainment capital of the world"... **Don Williams** working on his 13th (lucky?) **MCA** album even as the second -single, "Falling Again," is being released from his "I Believe In You" gold album ...

FURTHERMORE: Kenny Rogers turned down millions in Las Vegas to pursue an acting career . . . Glad John Denver & his Annie are singing the same tune again after domestic waves ... Charlie Daniels, Joe Sullivan and other moneyed friends, they say, will build a superspeedway near Nashville, a \$6 to \$8 million project. Waylon's involved with another racing entrepreneur, Gary Baker, who now operates Nashville's Speedway ... Construction should begin by early spring on the \$2 million Conway Twitty home and museumoffice complex across the road from Johnny's house of Cash in nearby Hendersonville ... MCA signed Taffy McElroy, a 13year old who insiders say "is somethin' else!" (another Tanya Tucker?) Ronnie Milsap opens February 19th for his Las Vegas debut at the Aladdin Hotel with Debby Boone on the bill. Casio Electronics made Milsap a gift of the as yet unmar-keted MT-30 Portable Keyboard, which plays 22 different instrument sounds and cost \$14 million, not counting the \$800,000 he's spending to furnish it ... Internationally-famous attorney Melvin Belli retained by Leona Williams to represent her in that divorce countersuit against Merle Haggard.

R&R/Friday, February 6, 1981

IP-51007

The explosive new single from

that has already been certified platinum in Canada. Watch for The Rovers forthcoming album, Wasn't That A Party.

On Epic/Cleveland International Records.

Produced by Jack Richardson.



THE PARTY HAS ONLY BEGUN!

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oumu

Regional Adds & Hots

R&R/Friday, February 6, 1981

MOST ADDED	EAST	HOTTEST	MDST ADDED	MIDWEST	HOTTEST & MDS	TADDED SOUTI	u .	OTTEST A	ADST ADDED	WEOT	HARRING
	A) & Shelly West (WB	Dolly Parton (RCA)	Johnny Lee (Full Moo Aleberna (RCA)	n/Asylum) Elv	in Presley (BCA) Ale	abame (RCA) hnny Lee (Full Moon/Asylum)	Dolly Partor	n (RCA)	Alabama (RCA) Mickey Gilley (Epic)	WEST	HOTTEST Charfy McClain (Epic) Mel Tillie (Elektrai
Hank Williams	n Jv. (Elektra)	T.G. Shepperd (WB/Curb)			al Tillia (Flaktra) Mi		allamy Brothers (W) John Anderso	B/Curb)	Johnny Lee (Full Mo	ion/Asylum)	John Anderson (W8) Dolfy Parton (RCA)
EAST		MIDWEST						SOUTH			
WGNA FM Bibany NY	WIAL FM Newfon NJ	WSLR WIMAQ Alaron, OH Chicogo, IL	IISO Des Moines, IA		BUF WDAF	Muskenon M	RTTS-AM/FM Springfield_MO	KRRV Awarondria LA	NEW	WORK	WHOD
DAVE & SUCAP PRIZZELE & MEST GROE WATSCH BACLES	JERY WILLIS LANRY GATLEN REGAME CASH REFLE MACLARD	CHARLE BICH COMMAY 6 1 CHARLE BICH COMMAY 6 1	ARETTA SLIM MALTHAN GILLEY (Mandache) M DAVE 6 SLGAR	NUCREY GILLEY JO CHARLIE BICH JA REGARDE CASH DE	NOVBOS CITY, I NOV LEE GEORGE INTO CEI CHAYSON JOHONY LEE JOHONE JOHONY LEE	NO HVNDRELL (Samet, Ime) S GRYSTAL GATLE JOHNY LEE	GENE WATSON "CRASH" CRAEDOCH CRESTERL GAYLE	GENE MATSON ALABANA GILLEY (Mandache)	Houston, TE GILLEY (Needache) HERLE NACEARD HANDRELL (Love In)	Mendion, MS EARL THERE CONL JERFY LEE LEWIS JEE STWELEY	Orlando, PL EV ALADAVA COMANY 6 LORETTA JOHANY LEE
LAMPY BE CLADI DUTTIE WEST WILLIE WEST WILLIE WEST	eva najekedi Hotëret JDE Stampley JEME Hatsch Alabara	JOHENY CASH PARTY IN BOT INVEST IN BOTS HOUSE HOUSE A'JAANN GULLY PART HOSE AND GULLY PART GALL DAVIES GLIDI CANPO	DANKY GATLEN REGARDE CASH BELL REGARD RACCARD	LANNY GATLIN NA NAT STEVENS NO ALAMAMA DO	ADY BARLON BRUNKA LDZ ADMELL (Love IB) ALLEN 5 SHI Recest Bootest LLT PARTON DOLLY PARTO 10 TIMPI GIBBS	TTH COMPTY S LERETTS HOLEPSE DI COLLY PAPTON	JORNY LEE ALABAMA COMPLIE RICH JIH WEATHORLY	ALTA REMEMETTEN LANNY GATLEN Hotembe DOLLY PARTYCN DOTTIE MEST	CIBIE INTERN ALAMAN CLIETER FOTTER TIBASHER BROTHER	JACKY HAND HANDRELL (LOWH I GEORGE JOHES HANR WILLIAMS JR	ROMOTE HE COMMENT
JOE STANFLEY BILLEE JO SPEAKS	NUMBRY HACKEY	HEL TILLIS T.G. SHERE HELSON & PRICE CHARLY NC EDDIE HANDITT CLVIS PRESLEY WSAU	CLADI RECER CONLING	HERLE HACCARD T., Hottest SY T.G. SHEPPARD BO JOBE ANDERSON J.	G. SHOPPARE WILLIE HELS VIA NELLAWY BRO WY MAR ELVIS PRESS CONLEE (What 1)	CASE DAVIES THERE ELVIS PRESLEY EV ROBALCE & ANTON	AAY STEVENS REFLE INCEARD BILL ANDERSON GILLEY (Headeche) ROBIE HE COVEL	JOE STMPLEY J.CORLEE MINEL 1)	KIRK-By	HOTTOST. ALLEN 6 SHITH COM HUNLEY SYLVIA	PRIZZELL & WEST GZENE WATSON RCGZR MONTING Noticest
WSEN BOIOWINSVIIIII ILIV MMEY BARLON HME WILLIAMS JR.	Portersburg WV JICKRY LEE LIBITS HORM IE HE DOWDL	Cincinnati O WNRS ALABANA Ann Arbor, MI GILLEY UNIX	idache)		WITL FM GEE Lonsing, MI Ben Boy, WI Christiau Gay	REBC-FM Oklanoma City, DK	Notion: T.G. SHEPPARD HEL TILLIS ELVIS PHESLEY	KOKE-PM Austin TX RMPTY ROBE DIS	Housign, TE GELLEY (Mondactro) GLER CHARMELL	WOAM MIONIL PL	JOH ANDERSON T.G. SHEPPHAD GALL DAVIES GLIN CANNELL SARTY & BILLY
COMAT & LORETTA PRIZELL & MEST SAMPI SPITH BILLY LANEIN	DEBICINAH ALLED SYLVIA JOBNIT CARVER Hottest T.G. SHEPPARD	HERLE INCEARD JOHNY LEE BADGA LEE RANGO BARG GBBE WATSCH LEE TON COEDIN BUTYTET ALMEST FRIZZEL &	Deltor, Mi	ROVERS PRO	DICA LEE ALINE EDWARD 122 BL & MEST MAGRESL (LI BARE MAGRESLL (So BARE OEDWARLSL (So DET ACOME	IV GALDE CAMPBELL : TV BAY STEVENS I GULLEY (Numberbur) INT (INF) ROCANNE CASH NUMBERCASH	STEVE MARINEN SVLVIA	CURTIS POTTER GENE MATSCH COMMAY & LORETTA RUNCO EANNOOD JEENY NOONY	HERE BREAKD	EARL THERAS COLL ELVES PRESLEY COMMAY & LORETTA JORNAY & LORETTA	KAYE San Antonio, Til
HOTLOBE GAUL DAVIES JOH ANDERSON BLVES PRESLEY	CHARLY MATCH	COB RUCCH CONT GILLEY (Insular hr) RUCCH CONT DOMEY LIZE GILLEY CONT LANNY GITLEN CONTERNATION	NG JOBBY LAT DINEL LANY LAT S CONST LATTY	GILLEY (Handache) AL/ OWALIE RICH GIL BILL ANDERSON LAN DENEY ROOM RIT	ABARA SELIFIER UNITROM VIDe GOEDIN LLEY (Heederbe) EAGLES WY GATLIN Hotcest. TA CODLIDGE VIDE ANTRON	PERLE INCOME JOHNY LEE LANKY GATLEN CONSLEE BION	SI JOBERN MO	"CHASH" CHAZECCH Rottest RAZZY BADLEY HELSON & PRICE	WBHP Huntsvite AL JONGEY LEE ALADAMA	DUTTLE WEST Hottost. DELLY PARTON HOLDCH & ANTON WILLIE WELSON	ACABAY G., RICE DAVE & SUGAR LANNY GROUN
MOBLOCH & ANTON WROC FM Ballmore MD	WEEP Prisburgh PA JOB STIMPLEY SYLVLA	SAMAL SALTH MELLANY INC J.J., THORPEON CHAPLIE RICH MARK	THENS CUMMAY HATTY BILLY LAWER TEMESSEE JACH Noteest	SLER NET THAN KER BILLY PAREZS HOT HUNCO CARRODO DOL NROVCA LIZE DIN	HIERCONVELL T.G. SHEPPAN REAL TILLIS HELTPARTON HELTILLIS INTERNATION DAVEY & MAIL S (HEPPAN) LACY J. DALY	Notcest) G CHALT HE CLAIM H TERMI GIMES H HUNKIE HE COMPLI	ILLEY (Imediache) ISGLI IMOGANO ISGAINE CASH ISE NATSON	TANYA TUCKER BECHY HOBES BELLARY BROTHERS	LANKY GATLEN GINE WRTSCH NotLent DOLLT PRITER	COH HUNLEY WILSJAN	HERLE HACEAND CHARLEE RECH INDERS HERRES CLEN CAMPRIEL DON RE LEAN
MARDY & MAILEY GLEN CANDRELL MELLANY ENOTHERS	ALABAMA XCBBHY CUIVER HAR HILLIANS JR. HEL HC GANIEL	JANTE PRICKE ALABARA SAL TROPAS CONLEY SLIM HITMA TAN'A TUCKING CONLEY	GRENCE JOHES WILLIE HELSEN	Hottest DALTON DE	DIE NAMITY WITSO LANY MINITY WITSO Madison WI		EL TILLIS	WVM BROW MS CRISTY LANE	T.G. SHEPPARD THAYA TACKER GLEN CARPELL WILLIE HELSON	Modile, AL DEBRY BODRE ORYSTAL GAYLE SLIR MICTHAN	RA (BLAR AATHORY RZITH STHEALL RISANDZ CASH Botlost:
HOLLY PARTON TOPIC (1885 GBME WATSON WILLIE WELLSON	HOREADE: COLLY PARTON MAZZY BAILEY JANIE PRICEE	KING CHILDREN CHISTAL GAY JONON'Y LEE KING CHIL KATSON CHI	Eau Claire, Wr Jaileery Lizz	MELLANY INCOMENS WFI JACKY NAND Indi JACKY NAND JAC	MS-FM DAVE & SUGAN Ionopolia, FN Christial Gard No MARD XOMBIY LIZE BI WILLLAME JR. GAGLES	E BILL ANDERSCH D DDH HE LEAN GROUE HANNES	ILLIE JO SPEARS	SAMRI SMITH DEBOUAH ALLEH BILLIE JO SPEARS HAMF WILLIAMS JR.	WQIK-FM Jacksonville, FL	JODY PANE AURO GANICOD WYYCH ALCUNTED GERE WATSCH	HAND WILLIAMS JR.
JIA STAFFORD	T.G. SHEPPARD WRQB Portland, ME	Besmorch, ND Hottest, "Chase" Charlos Hottest, REITH STEALL HEL TILLS DEBNY BOCHE STEPHONIE	Y CRIMPY BUCKNE De HAME WITCLLAME JR. DAVE & SUGAR DISLOW ALABAMA	PI Dodge IA LAN JOHONY LEZ JOH GILLEY (Mandache) Mot	DRELL(Scenetime) AV GATLEN May GATLEN May LEE Leets DELLAPY MACTOR	Y CIBNE HATSON SI NENS IRVAR VILLIANE JR. DC KURNECKY/JECLEN Y	I LOUIS MO	REDAY DALE NERLE INCLARD NOLLASE DOLLY PAPTON T.G. SHEPPARE	SAMAI SALTH CRISSTAL GAYLE HAND WILLIAMS JR. CRIM F MOLTE GRIE WATSCH	STILLMELL/CONTINELL Not LOBE: COLLY PARTON COMPLY RE CLADI TARYA TUCKER	GENE WATSON BANKLITO BRUTHERS BREAKA LEE
Bongor ME GILLEY (Handache) HERLE BACCARE DAVE & SICAR	MAERELL (Semat Law) MIZZELL & MEET MRACE LEE	JORDEN LEZ OWALTE RE CI OWALTE RICH Rottest: When PRIZEL & HEST Courts OF EXER RAVEN	ADI AVI STEVINS REITH STIEALL "CHARN" CHAIDOCH BOLLOBL,	HAND WILLIAMS JR., COM SLIR HEITHAN WILL ALAMANA JIM JIM STMPAND ALLI	ALT RE CLADI STATUSKO STATUSKO M & BRITH RE SRITH RE SRITH MANDAGE WI	HCM SAME AL VERN GOSDA BU 2016 F BOOME DO BLERITO BROTHERE DO	Staat. 3	MALE MALCHE	MELSON & PRECE *CRASH* SRADDOCK HOCKARK. DOLLY PARTON	MEL TILLIS DAL THORS COMEY	JOBBNY LEE DEBNY BOOME DEBNY BOOME BELLEY PARKER
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WRAA Brunwarch ME MAY ETEVENS HAM WILLIAMS JD.	WM20-FM Washington DC			DELL.	ANT INCOMENC NC LEAN WILLIAMS JR.	HADRELL (Love 1a) Hot JOHNY LEE HA HARTY REMOTES P.G GLUEY (Mundache) HEL	ILEOL: JI LEY BAILEY ST S. SHEPPARE . TILLIS	TIVIA	GILLEY (Handactus) LANRY GATLEN DENEY COLOG BILLY LANREN Not Canto	DOLLY PARTON T.G. SHERWARE MELSON & PRICE ROBBITE HE DOWELL SYLVIA	JOINNY LEE RAT STEVENS ALAMAN CONRLIE BICH
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Dover, NH	DELLY PAPTON RAZIY BALLEY REL TILLIS REDULE NC DEMOLI	CHARLY HE CLADE GILLEY (Hendae HE, TTILLIS BILL ACCEPTOR BORNY DAVE GIBE HATECH ELVIS FRESLEY JINEY OUPPET	Period Connection (Connection)	TTEVE HARDNES CONTLL BILL . ELG. SHEPPINE JIHTY HELL HARDNES HARDNES	IE RICH GILLEY Minders ADERECH LAMBY GATLEN BURYET Notrest. BE MEL FILLIS	Not ALL ALL ALL ALL ALL ALL ALL ALL ALL AL	INT. TACKES	Y DISC. TH	Notteet DDLLY PN/75# JOBE ANDERSON GAIL DAVIES	CRYSTAL GAYLE LANRY GUTLEN HELE INCLAND JOINTY LEE RUCER RUMLING	PRIZZELL & MEST Rottest DOLLY PARTON STEVE MARINED WILLIE WELSON
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JACHY MAND CIMMAY & CONSTA Hottert, DULLY PARTON MEL TILLIS	HERLE HACLAND ALABAMA GILLEY (Beadache) BILL ANDERCH	CODIE BOOME BLLAMY INCIDE CODIE INCIDENT INCIDE NOT LINE INCIDENT INCIDENT T.G. SHEPPING Demain, CO	GILLEY (Implacing) GJ How willings JR. Co COMMY A LONGYTA CO JC STORFLEY	ALL ONVIES, CARE OF MALLY AC CLARE OF DISTA PTTLE WERT CHMALLE RECOMPANIELL CHMALE	NTSUM SLIP HELTHAN EANNEDD HANTY REMEDIS L GATLE JUDIEY LEZ I LICH HELTO EANNEDD	HINDEA LEE ETHE EXMUDITY DEBUY INCOME HINDELLISONE(Inn) HINDELLISONE(Inn)	UNDER COLLER JACK JACK	WILLIAMS JR. PT LANE GRAYEON ITTMPLEY	Welk, AM Memphis Th RAYBURD APPropriet	ALABAMA RAT STEVENS MATLON & JESSE LANEY GATLIN GATTIN GATLE	JACKY HAND RAMDY BARLON XCRANY LEX COMMAY & LORETTA DOI: NO. LOAN
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	T.G. SHEPTAL	DERIGRAM ALLER R. BATLEY (BUCK) JOBBY CHANDER GALL DAVIES MODY BALLER CHAR BARL TREPAS CER	DELT PARTON ROC CANALY & CLADI DOL JOBS ANCERSCH COM	TCORE: JOINT MILITY IN LT PAPTON MELSON (MALT RE CLADIN DOTTIE N IVE MARINER	MEL TILLIS MILLAN MOUNTERS	THIS WEEK:	123	TUCKIN HC KOMELL	and Dic Dic	1 TILLS 122 ELL & MEST 100 COMER T CLARK LLART ENOTHING	Nottest - GAIL DAVIES JOB ARCERSIN MADY & BAILEY ELVIS PRESLEY
Hottest T	anaka.				Statement of the local division in which the local division in the local division in the local division in the		and the second second				Talean or a

Hottest Tracks:

- "Object Of My Affection" "Louisiana Saturday Night" GAIL DAVIES (WB) MEL MCDANIEL (Capitol)

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay. MOE BANDY - Following The Feeling - (Columbia) "Todey I Almost Stopped Loving You" "It's Batter Then Being Alone" BELLAMY BROTHERS - Sons Of The Sun - (WB) "Honey, We Don't Know No One In Neshville" "Illusions Of Love" "Endengered Comment" "Older Into I and Apart"

Know No One In I "Givin' Into Love Agei

Species "Givin Into Love Agein" DEBBY BOONE - Savin' It Up - (WB/Curb) "When You Love Me" "It il Be Him" "Every Day I Have To Cry" "Too Many Rivers" GAIL DAVIES - I'll Be There - (WB) "Object Of My Affection" "Farewell Sang" "Get That Feelin' Inside" "It's A Lovely, Lovely World" "Kentucky" "Grandma's Song"

MAC DAVIS - Texas In My Rearview Mirror - (Casablanca) "Hooked On Music

JOHNNY DUNCAN - You're On My Mind - (Columbia)

CRYSTAL GAYLE - A Woman's Heart - (Liberty) "Loving

You So Long Now" TERRI GIBBS - Somebody's Knockin' - (MCA) "Rich Man" MERLE HAGGARD - Back To The Barrooms - (MCA) "I Don't Went To Sober Up Tonight"

JOHNNY LEE - Lookin' For Love - (Asylum) "Dreams Die

CHARLY McCLAIN — Who's Cheatin' Who — (Epic) "I'm Ready Me, You're Ready You'" "Make Believe It's Your First Time" "I Think I Could Love You (Better Than She Did)"

MEL McDANIEL - I'm Countryfied - (Capitol) "Louisiana

ORION - Rockability - (Sun) "Susie Q" "Crazy Little Thing Celled

DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA) "Sing For The Common Men" "The House Of The Rising Sun" "But You Know I Love You" "Poor Folks Town" "Working Girft" "Hush-A-Bye Herd Times" "Derk As A Dungeon"

MEL TILLIS -- Southern Rains -- (Elektra) "Louisians Lonsty" "Sweet Desire" "One-Night Fever" "Time Hes Treeted You Well" "Shame On You, Sheme On Me" "Pyramid Of Cens" "Forgive Me For Giving You The

CONWAY TWITTY - Rest Your Love On Me - (MCA) "For All The Right Reesons"

HANK WILLIAMS JR. – Rowdy – (Elektra) "Foodights" "You Can't Find Many Rissers" "Are You Sure Hank Done It This Wey" "Tennessee River" "Dixie On My Mind" "I Got A Right To Be Wrong"

Most Requested:

DOLLY PARTON "9 To 5" (RCA) JIM STAFFORD "Cow Patti" (WB) WILLIE NELSON "Angel Flying Too Close" (Columbia) BELLAMY BROTHERS "Do You Love As..." (WB/Curb) CHARLY McCLAIN "Who's Cheatin' Who" (Epic) ELVIS PRESLEY "Guitar Man" (RCA)



Mike Kasabo

The Rotation Migration

Since we have converted nearly 65 reportng stations to conform with our new rotaional music methodology (R&R 1-23), the esponse has been pouring in - so far all in avor of the conversion. It's regarded as a nusical system that Pop/Adult radio can ompletely identify with, reflecting rotations is opposed to less meaningful station numers, giving everyone an accurate perspectve of what is actually happening musically cross the nation.

Eight varied P/A stations came forth with their erceptions of why and how the rotation system works est. Since their comments were brief, and for the most art unduplicated, we offer them individually

First, John Wetherbee, Music Director at WFYR/ hicago:

"Rotations are more important to me because for dult radio, sales are not as important a factor as they night be for CHR stations. A P/A station tends to arget for an adult 25-49 and will play a record that isn't CHR hit - so the rotation system is more important ind helpful to me because I can find out what my fellow A stations are reacting to, not with a number, but with now much air time they're giving a piece of product. And since all of them are now going by that system, that ecomes the most accurate way of finding out what hey're doing with different pieces of product. Whether t's a big country hit or a black hit or a big CHR item, ach market has to position itself differently and the way you break it all down is very helpful to me.

Director

Pat Patterson

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WTMJ/Milwaukee . . Bill Towery has been named Production Director and weekend personality at WFYR/Chicago after a four-year stint at WRJZ/Knoxville as Operations Director ... Dick Pomerantz has joined KSTP/Minneapolis as nighttime talk show host coming from WSOC/Charlotte ... Peter Dean has been named Production Director of WCLR/ Skokie, IL; he had previously been the Operations Manager of KRCH/Rochester, MN Rick O'Connor is the new Program Director and Music Director of WATR/Waterbury, from WRCQ/Hartford; he replaces Chris Evans, who has moved on to WATR-TV ... Veteran pro-grammer Don Hofmann has joined the swelling ranks of former PD's who've made their move into management, as he takes over the Station Manager position at KOKQ/Seaside, CA. Darnell Holmes takes over the 7-mid air slot at KLTE/Oklahoma City from across town at K107

Joe Bennett is the new 9-12noon air personality at WSLI/Jackson, MS replacing Don Vaughn, who moves on to WKOR/Starkville, MS.

We go next to a Rocky Mountain high opinion from KPPL/Denver Program Director Jim Heath

I really don't believe that much in numbers, never have. I can't go by them because I don't really get any truth in them from sources like record stores and things like that. I still continue to use your numbers because I know how they are determined, but basically our rotation is not determined by whether a record is #1 or #2 from any other source. New stuff from a Kenny Rogers or any other hot artist of the time will never see low rotation - it will go right into a heavy rotation. And this is where numbers can be so misleading. A new hot artist receiving heavy play might be listed as #28 or even lower on a numerical chart, giving the impression that it's not as big as say a No. 5 record on the same chart that may only be played a couple of times a day. A lot of times a record may be reflected in a market as being No. 1, but in actuality, it's in low or even a recur-rent rotation at the station. If we tried to go strictly by the numbers, I think we'd get caught with our pants down.

A former Denver programmer and personality, Scott Fischer, now PD of WFTL/Ft. Lauderdale, said:

'We feel that a rotation system can give a much better flow to the sound of our radio station. The rotation of our music happens for a reason - we want certain records to play at certain times, and I've always used the rotational pattern - I've never dealt with a numerical thing."

Next the Sage of the East, Walt Pinto, Music Director of WELI/New Haven, responded:

"At this type of station, which is as P/A as you can get, numbers don't really mean anything, and frankly, it would be a hell of a lot of extra work for no reason to try and determine the specific number or ranking of a record. So what we do, based on publications like R&R, is strictly determine a record's value by its sound and artist acceptability plus some indication of local activity in order to place a record in one of the rotational categories. A numerical list just wouldn't make any sense for us because we don't worry about playing a record because someone says it's number so-and-so. Numbers are totally irrelevant to what we do."

Jumping to the West Coast, Bruce Murdock of KING/Seattle related:

"A rotation list (in R&R) reflects more accurately the worth of a record at any given time to a lot of radio stations like mine. I think when you distill the process of taking the 30 or 40 songs you play and looking at them, I think they logically bunch into three groups - heavy, medium, and light. And I think that any record in a heavy rotation is probably worth as much as any other record in the heavy rotation. Trying to look for a No.1 or 2 or 15 record, no matter what your research might tell you, is looking for a piece of data that isn't necessarily there. Plus I think that a record moving from a light rotation to a heavy rotation in the course of two weeks is more significant, and means more to me personally, than saying it goes from 30 to 19 to 11."

WBEN/Buffalo Program Director Bob Wood, coming off a fantastic book for his station, parallels his rating success with numbers vs. rotations:

"It occurred to me all through this current rating analysis, the results of which showed us to be No. 1, that while I'm happy and proud to be No. 1, the question is -what does it really mean? We're No. 1 in people 12+ but if you look really close we're No. 1 again in 25-54, but not 18-24, but we are 12+, but not really in all parts of it it's kind of meaningless. I think the country is too No. 1 conscious. It takes a lot of integrity to not be No. 1, which everyone seems to forget about. And that brings us to the rotational lists you have for your musical input. I find that the emphasis on No. 1, or any other number, is incomplete. There should be a quality attached to it. You're applying that quality by expressing the type of rotation given each record. No one really cares if it's

number one this or that, just how often they are hearing

the songs they want to hear. In other words, when you say No. 1, you're assuming quality, and it ain't necessarily so."

Down in Florida, we fished out Tom Kennington, WDBO/Orlando PD:

'I've worked with a numbered chart in the past, and I can tell you that once you've gotten past the top ten or twelve tunes, then all you're really doing is playing games with numbers. By using rotations, I can always keep a better handle on what is actually happening in terms of accurate exposure of any record.

WIP/Philadelphia's Al Herskovitz replied:

"I find numbers meaningless. After the top several songs, there is no way to accurately measure by numbers what is going on. The record companies should realize that assigned numbers, which I could easily do, are not giving the proper perspective as to what is actually happening in terms of the airplay exposure. The rotation system gives us a better balance and enhances our musical posture. It also eliminates 'personal preference' from our personalities, thereby insuring automatic play in their proper categories numbered system may not give us such much-needed accuracy.'

Update



WHUPPED WITH AN UGLY STICK ?: WASH/ Washington and over 60 area bars combined to raise over \$50,000 for the Multiple Sclerosis Society recently, holding D.C.'s first "Ugliest Bartender" contest. The city-wide event featured personality John Bodnar (left), who helped promote the search by making several guest bartending appearances, and packing the house each time. Bodnar is captured here with a couple of merry mirth makers from a local watering hole.

THE RAZOR'S EDGE: KSTP/Minneapolis is looking for an audio production whiz. Unto itself, that's no big newscast – but the station is really going major league with its scouting. KSTP would like tapes and resumes from all over the country, with the finalists being flown into the Twin Cities for the "Grand Splice Off." Each applicant will get a turn to show what magic he or she can perform with a multi-track studio. All information should be addressed to Robert Oakes, Oper-ations Manager, 3415 University Avenue, St. Paul, MN We received a very interesting programming 55114 . feature from Time Capsule, Inc. It's a 90-second feature that challenges listeners to identify random months from 1960 to the present, and includes a 70-second quiz, a cutaway for spots and a 20-second answer and close. Anyone interested call the company's automatic hookup to hear a sample program - (617) 771-8484 ... WGBS/ Miami News Director Robert Cain has been named to the Board of Directors of the Radio Television News Directors Association . . . Darrell Aune, Sports Director of KEX/Portland, has been named Oregon's Sportscaster of the Year for 1980, making it the seventh time in 11 years he has received the award WIOD/Miami has picked up the ABC Information Radio Network serv-William Viands Jr., VP/GM of the station, points ice out, "This signals a new direction for WIOD Radio and its programming which will evolve throughout the month of February."



POP/ADULT



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

BARBRA STREISAND & BARRY GIBB What Kind Of Fool (Columbia)

64% of our reporters are on it. Adds include WLW, KSL, WTIC, WELI, WATR, WFTL, WLVA, KXIC. Added into Medium rotation: WAKR, WFDF, KBAI, KMJJ, WRVA, KFMB. Increased rotation at WHBC, KRMG, WJON, WSGW, WDIF, KWOS, WHBY, KLO, WORG, WMAZ, WSLI, WABZ, WTMJ, WGAR, KEX, WHAS, WIP, WGR. Heavy rotation: WNAB, WEIM, WSBA, WKHM. Jumps 30-21 on the P/A chart.



sents total n ber of those stations that added it this w

TERRI GIBBS "Somebody's Knockin'" (MCA) 47/14 add WCCO-FM, WIP. WELI, WBEN. WABZ. WJBO. KOB, KMJJ. KBAI, KRKK, KFOR, WDIF, WKHM, WFOF. Increased rotation: KMBZ, WHIO, KSFO, WGIR, WACI, WSBA, WCHV, WSLI, WORG, KFQD, KMED, WIBW, WJON, KMRJ, Hot and Heavy at WSB, KAAY. Strongest action in the South and Midwast. Debuts at No. 27 on RIA chart

DELBERT MCCLINTON "Giving It Up For Your Love" (Capitol) 39/7 add WSIX, WBT, KDKA, WGR, WJBO, WSTV, KLTE, Heavy rotation: WCCO-FM, WTVN, WLW, WGY, WNAB, WABZ, WCHV, KAAY, WFIR, KRZI, WHIZ, WJON, WOOD, Medium rotation: WGAR, KNBR, WASH, WPRO, WEIM, WCFR, WMAZ, KFQD, KLO, WHBC, WBOW, Action evenly spreed in all regions but West, Debuts et No. 28 on P/A chart.

STEVIE WONDER "I Ain't Gonna Stand For It" (Tamla) 38/4 edd WLW, WPRO. WGR, KXIC. Heevy rotation: WCCO-FM, WASH, WIP, WORG, WFIR, KOLO, KLMS. Medium rota-tion: KRKK, KPPL, WDAE, WSIX, WBT, WCBM, KDKA, WEIM, WCFR, WABZ, WCHV, WMAZ, KRZI, WOWO, KWOS, WBOW, WHIZ, WHBC, Strong Midwest action, picking up in South and spreading East Debuts at No. 29 on P/A chart.

KOOL & THE GANG "Celebration" (De-Lite/PolyGram) 35/9 edd WGAR. WASH, WGR, WRVA. KBAI, WHBC, KFOR, WSGW, WFDF, Heavy rotation: WBZ, WIP, KDKA, WTAE, WSIX, WFYR, WLW, WCCO-FM, WABZ, WEIM, WOWO. Medium rotation: KOGO. WBT, WPRO, 3WS, WJBO, WJON, KWOS, WKHM. Showing very strong action wherever played. Debuts at No. 30 on P/A chart.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 44/10 add KSTP. WGIR. WATR. WDBO, WRVA. KMJJ. KBLF. WAKR, KFOR. KXIC. Medium rotation: WELI, WBT. KPPL KEX. WCCO-FM, WQUA. WSLI, WSBA. WEIM, WJON. Increased to Medium: KSL WHAG, WDEF, WNDB, KAAY, WYMC, WORG, KLO, KLTE. Greatest strength in the South. some good action in Midwest.

PHIL EVERLY "Dare To Dream Again" (Curb/CBS) 37/6 edd KFMB, WACI, WCHV, WSU, WTAR, KUGN, Heevy rotation: KLO, KMED, WQUA, WLTA, Medium rotation, KM8Z, KLOK, KSL WDEF, KRKK, KOB, WAKR, WJON, WOOD, KXIC, WHBY, Strong everywhere but in the Eest ELVIS PRESLEY "Guitar Man" (RCA) 33/5 edd WHIO, WEIM, WJON, KMRJ, KXIC. Heavy rotation: WNAB, WKHM. Medium rotation: WCCO-FM, WBT, WGY, WHAG, WNDB, WQUA, WFIR, KLO, KRMG, WSTV, WDIF. Best action in the South and the Midwest.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 31/2 add KSFO, KLTE. Heavy rotation: WTMJ. KLO, WRVA, WSBA, Medium rotation: KSL, KEX, KPPL, WLTA, WACI, WCHV, WFTL, WLVA, WFIR, KFQD, KBLF, KRKK, WHBC, WKIQ, KFOR, WJON, KMRJ, WDIF, WFDF. Continued strength in the West, South and Midwest.

ASSOCIATION "Dreamer" (Elektra) 29/11 add WHIO, WLW, KSFO, KFMB, WDEF, WNDB, KMED, KLO, WHIZ, WBOW, WSTV, Medium rotation: WKIQ, KFOR, WJON, WKHM, WHBY, WFIR, WSBA, Growing in the Midwest and South.

STYX "Best Of Times" (A&M) 29/7 add WTVN, WFYR, KPPL, WHAS, WEIM, WGIP KBLF, Heevy rotation; KNBR, WMA2, Medium rotation; WOWO, KBAI, WFIR, WSLI, WCHV, WAR2 WEIR, WIP, WTAE, WSIX, WLW, WGAR, WCCO-FM, Very even spread with all regions.

ROBBIE DUPREE "Nobody Else" (Elektra) 27/2 add WTMJ, KXIC. Heavy rotation; KRKK, WEIM. Medium rotation: WHBC, WJON, KOLO, KBLF, KMED, KUGN, KFQD, WSLI, WQUA, WJBO, WSBA, WHIO, KEX, KPPL, WDAE, WOAI-FM. Strongest in the West, growing in the South and Fest

			723	
P		D		DULT AIRPLAY / 30
Three	Two	Las		
	Week			February 6, 1981
9	7	4	0	DOLLY PARTON/9 To 5 (RCA)
4	3	1	2	BLONDIE/The Tide Is High (Chrysalis)
8	6	5	0	ABBA/The Winner Takes It All (Atlantic)
5	2	2	4	EDDIE RABBITT/I Love A Rainy Night (Elektra)
1	1.	3	5	BARRY MANILOW/I Made It Through The Rain (Arista)
-	22	12	0	JOHN LENNON/Woman (Geffen)
11	9	8	7	STEELY DAN/Hey Nineteen (MCA)
13	11	9	8	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
20	14	10	9	RONNIE MILSAP/Smoky Mountain Rain (RCA)
2	4	6	10	AIR SUPPLY/Every Woman In The World (Arista)
14	13	11	11	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
-	30	19	Ð	DON McLEAN/Crying (Millennium)
19	16	14	13	BOZ SCAGGS/Miss Sun (Columbia)
29	23	18	14	CLIFF RICHARD/A Little In Love (EMI America)
3	5	7	15	NEIL DIAMOND/Love On The Rocks (Capitol)
30	27	21	Φ	EAGLES/Seven Bridges Road (Asylum)
18	15	15	17	BETTE MIDLER/My Mother's Eyes (Atlantic)
-	-	25	0	NEIL DIAMOND/Hello Again (Capitol)
6	8	13	19	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
7	10	16	20	DIANA ROSS/It's My Turn (Motown)
-	-	30	2	B. STREISAND & BARRY GIBB/What Kind Of Fool (Columbia)
10	12	17	22	JOHN LENNON/(Just Like) Starting Over (Geffen)
24	21	20	23	RITA COOLIDGE/Fool That I Am (A&M)
-	_	29	☑	SPYRO GYRA/Cafe Amour (MCA)
27	29	26	25	TIERRA/Together (Boardwalk)
25	25	22	26	ANDY GIBB/Time Is Time (RSO)
-			0	TERRI GIBBS/Somebody's Knockin' (MCA)
-			0	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
-			0	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
-			0	KOOL & THE GANG/Celebration (De-Lite/PolyGram)

Radio A Records

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

LEO SAYER "Living In A Fantasy" (WB) 26/14 add WCCOFM, WCBM, WBEN, WHAG, WGIR, WACI, KRZI, KFQD, KBLF, KOLO, KRKK, WKIQ, WHIZ, WBOW, Medium rotation, WFIR, WEIM, WCHV, WSLI, WSGW, WDIF, Even start in all regions.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off) (20th) 25/13 add WEIM, WGIR, WDEF, WSLI, KFOD, KMED, WHBC, WKIQ, WIBW, WJON, KWOS, WKHM, WFDF, Madkum rotation: KSL, KRKK, WRVA, WLVA, WNDB, WHBY, KFOR, South, West and Midwest

HALL & OATES "Kiss On My List" (RCA) 24/10 add WCCO FM. WGAR. WLW, WBT. WCBM, WFIR, KFQD, KBAI, WBOW, WOWO. Medium rotation: WPRO, WEIM, WCFR, WABZ, WCHV, WSLI, WMAZ, KOLO, WDIF, South has strongest action at this point.

DEBBY BOONE "Perfect Fool" (WB/Curb) 24/8 add wHIO. WEIM, WLVA, WQUA, WIGN, WKIQ, WKHM, WIBW, Heavy rotation: WRVA, Medium rotation: WCCO AM, KNBR. KUGN, WKIQ, WKHM, WIBW, Heavy rotation: WRVA, Medium i WNAB, WNDB, KFOR, WJON, Strongest in Midwest, spreading South

Others Getting Significant Action

FIREFALL "Staying With It" (Atlantic) 19/3 add WCCO-AM, WOAI-FM, KBAI. Heavy rotation: WJON, KLTE. Medium rotation: WCCO-FM, WGY, KRKK.

GROVER WASHINGTON JR. "Two Of US" (Elektra) 17/15 add WCCO-FM. KMBZ, KEX, KPPL WSLI, WMAZ, WORG, KOLO, KRKK, WHBC, WSTV, KWOS, WKHM, WHBY, WCYV.

TASTE OF HONEY "Sukiyaki" (Capitol) 17/6 add KEX, KPPL, WHBC, KFOR, WJON, WKHM, Madlum rotation: WNAB, WEIM, WSBA, WNDB, WSLI, KNBR, WDAE, WSB.

BOBBY HART "Lovers For The Night" (Ariola) 17/0, Heavy rotation: WTMJ, WDEF, KLMS, Medium rotation: WNDB, KMED, KLO, KRKK, WHBC, WHBY.

LOBO "Fight Fire With Fire" (Elektra/Curb) 16/8 add wHAG, WATR, WSLI, WLVA, WORG, WKIQ, WSTV, KWOS, Medium rotation, KFOR, WKHM, WHBY, WLTA. RANDY MEISNER "Hearts On Fire" (Epic) 14/3 edd WHAS, KLTE, WGR. Medium ro-tation: KRZI, WFIR, WMAZ, WABZ.

PETER ALLEN "Fly Away" (A&M) 14/2 add WLTA. WOOD, Heavy rotation: WNAB, WHAG, Medium rotation: KLO, WLVA, KMRJ, KLTE, WKHM.

FLEETWOOD MAC "Fifties" (WB) 12/11 add KPPL WEIM, WACI, WCHV, WMAZ, KLO, KOLO, KRKK, KWOS, KXIC, WHBY.

AMBROSIA "Outside" (WB) 11/6 add WCCO-FM, WOAI-FM, WHAG, WLVA, KBLF, WHIZ Medium rotation: WFIR, WCHV.

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 11/2 add KSL, KFOR. Medium rotation: WDIF, WHAG, WSBA, WORG,

REO SPEEDWAGON "Keep On Loving You" (Epic) 11/2 add WGR. KDKA. Heavy rotation: WTVN, WSIX. WOWO. Medium rotation: KOGO, WMAZ. WCHV (dp). WNFL WBOW (dp). GEORGE BENSON "Turn Out The Lamplight" (WB) 11/1 add WHIO. Heavy rotation: WHAG. Medium rotation, KLO, WLTA, WSBA, WDEF, WORG, WFDF.

BARBARA MANDRELL "Sometime, Somewhere, Someplace" (MCA) 10/5 add KMBZ, KSL KAAY, WKIQ, KRMG, Madjum rotston; WDEF, WHAG. EARTH, WIND & FIRE "And The Love Goes On" (ARC/Columbia) 9/3 add

WILLIE NELSON "Angel Flying Too Close To The Ground" (Columbia) 9/2 add KLO, KLTE, Heavy rotation, KRMG.

ROD STEWART "Passion" (WB) 9/1 add WLW. Heavy rotation: WGAR. WCHV. WFIR.

JOHNNY LEE "Pickin' Up Strangers" (Full Moon/Asylum) 8/3 add KMBZ. KRMG. WKHM. Heavy rotation: WTAR,

CONNIE FRANCIS "I'm Me Again" (MGM/PolyGram) 8/2 add WKIQ, WKHM. JIM STAFFORD "Cow Patti" (WB) 8/2 add KFQD, WNAB. Heavy rotation: WJON. HARRY CHAPIN "Remember When The Music" (Boardwalk) 7/7 add KUGN WRVA, WFTL WTAE, KMRJ, WOOD, WHBY

GLEN CAMPBELL "I Don't Want To Know Your Name Anymore" (Capitol) 7/3 add WGY, WMAZ, WORG

Most Added:

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REIL DIAMOND Hello Again (Cepito Added at 25% of our reportin BARBRA STREISAND & BARRY GUBB

BARBRA STREISAND & BARRY GUB Whei Kind Of Fool (Columbia) Added et 22% of our reporting stations. GROVER WASHINGTON JR. Just The Two Of Us (Elektre) Added at 15% of our reporting stations. TERRI GIBBS Somebody's Knockin' (MCA) Added at 14% of our reporting stations. LEO SAYER Living In A Fantasy (WB) Added at 14% of our reporting stations. CHRIS MONTAN Let's Pick It Up (Where We Left Off) (20th) Added at 13% of our reporting stations.

Hottest:

DOLLY PARTON 9 To 5 (RCA) orted hot at 61% of our stations, BLONDIE The Tide Js. High (Chrysalis) orted hot at 41% of our stations, JOHN LENNON Women (Gaffen)

Woman (Geffan) Reported hot at 37% of our stations.

STEELY DAN

STEELY DAN Hey Nineicen (MCA) Reported hot at 34% of our stations. DAN FOGELBERG Same Old Lang Syne (Fuli Moon/Epic/ Reported hot at 30% of our stations. BARY MANILOW I Made II Through The Rain (Ariste) Reported hot at 26% of our stations. EDDIE ABBITT I Love A Painv Nink (Elektron)

I Love A' Rainy Night (Elektra) Reported hot at 26% of our stations,

WIP/Philadelphia Bob Russo

ob ne... Gibbs , Robinson t. Holmes (Blackjack) MOTTEST A. Gibb E. Rabbitt C. Richard D. Perton Steely Dan

KDKA/Pittsb Randy Flick

F. Knoblock & S. Anton(ra) RED

S. Artonita RED D. McClinton B. Streisand & B. Gibb (Fool) WOTTEST Blondie (Tide) E. Rabbitt D. Parton Kool & Gang Steely Can

REGIONAL ADDS & HOTS

EAST

WCBM/Baltimore Hal Martin N. Diamond (Hello) L. Sayer (Fantasy) Hall & Oates Eagles HOTTEST D. McLean J. Lennon (Woman) C. Richard

WBZ/Boston Wendy Furiga

None HOTTEST Kool & Gang D. Williams D. Parton A. Gibb Air Supply

WNAB/Bridgep

C. Richard EV&F (Goes) J. Stafford Champaign HOTTEST D. Parton R. Milsap J. Lennon (Woman) P. Allen

WBEN/Buffalo Roger Christian

Rovers T. Gibbs L. Sayer (fantasy) MOTTEST Blondie (Tide) J. Lennon (Woman) Abba E. Rabbitt C. Richard

WGR/Buffak Jerry Reo Spyro Gyra Kool & Gang S. Monder D. McClinton R. Meisner PED

RED HOTTEST Steely Dan C. Richard J. Lennon (Moman) R. Hilsap Abba

WRIE/Erie Ted Abbot

None HOTTEST J. Lennon (Woman) D. Parton D. McLean Blondie (Tide) Tierra

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Oli/Albuquerque sul Douglas . Diamond (He11o) pyro Gyra . G1bbs	H. Diamond (Heilo) E. Rabbitt KMJJALas Vegaa Kevin O'Brien Abba Dooble Bros. (Wynken) T. Gibbi B. Streisand & B. Gibb (Fool) HOTIEST B. Meniton
Oli/Albuquerque sul Douglas . Diamond (He11o) pyro Gyra . G1bbs	H. Diamond (Heilo) E. Rabbitt KMJJALas Vegaa Kevin O'Brien Abba Dooble Bros. (Wynken) T. Gibbi B. Streisand & B. Gibb (Fool) HOTIEST B. Meniton
OB/Albuquerque aul Douglas . Diamond (Heilo) pyro Gyra . Gibbs	H. Diamond (Heilo) E. Rabbitt KMJJALas Vegaa Kenio Barien Abba Dooble Bros. (Wynken) T. Gibbs B. Strefsand & B. Gibb (Fool) HOTIEST B. Manilow D. Parton Streiy Dan J. Leanon
OB/A/Duquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST Iondie (Tide) Rabbitt Fogelberg McLean Parton	H. Diamond (Heilo) E. Rabbitt KMJJALas Vegaa Kenio Barien Abba Dooble Bros. (Wynken) T. Gibbs B. Strefsand & B. Gibb (Fool) HOTIEST B. Manilow D. Parton Streiy Dan J. Leanon
OB/A/buquerque aul Douglas Diamond (Hello) pyro Gyra Gibbs OTTEST londie (Tide) Rabbitt Fogelberg McLean FOGD/Anchorsge	H. Diamond (Heilo) E. Rabbitt KMJJALas Vegaa Kevin O'Brien Abba Dooble Bros. (Wynken) T. Gibbi B. Streisand & B. Gibb (Fool) HOTIEST B. Meniton
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs OTTEST iondie (Tide) Rabbitt Fogelberg McLean Parton	M. Disamond (Heilo) E. Rabbitt KMJJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mymten) T. Gibbs B. Streisand & B. Streisand & B. Streisand & D. Parton Steely Dan J. Lennon (Moman) D. McLean
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs OTTEST iondie (Tide) Rabbitt Fogelberg McLean Parton	M. Disamond (Heilo) E. Rabbitt KMJJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mymten) T. Gibbs B. Streisand & B. Streisand & B. Streisand & D. Parton Steely Dan J. Lennon (Moman) D. McLean
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs OTTEST iondie (Tide) Rabbitt Fogelberg McLean Parton	 H. Disamond (Heilo) E. Rabbitt KMJJALas Vegas Kevino'Balen Abba Dooble Bros. (Wymten) T. Gibbs B. Strefsand & B. Gibb (Fool) HOTIEST B. Hanilow D. Parton Steely Dan J. Lennon (Woman) D. Ricken KMED/Medford
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	M. Disamond (Heilo) E. Rabbitt KMJJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mymten) T. Gibbs B. Streisand & B. Streisand & B. Streisand & D. Parton Steely Dan J. Lennon (Moman) D. McLean
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	H. Disamond (Heilo) E. Rabbitt KMJJALas Vegsa Kevio Barlen Abba Dooble Bros. (Wynken) T. Gibbs B. Streisand & B. Gibb (Fool) HOTIEST B. Henilow D. Parton Streiy Dan J. Lennon (Woman) D. McLean KMED/Macdford Charlie Kirk
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	H. Disamond (Heilo) E. Rabbitt KMJJALas Vegsa Kevio Barlen Abba Dooble Bros. (Wynken) T. Gibbs B. Streisand & B. Gibb (Fool) HOTIEST B. Henilow D. Parton Streiy Dan J. Lennon (Woman) D. McLean KMED/Macdford Charlie Kirk
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OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	H. Disamond (Heilo) E. Rabbitt KMJJALas Vegas KenjJALas Vegas KenjJALas Vegas KenjJALas Vegas KenjJALas Vegas KenjJALas Vegas Dooble Bros. (Wynken) T. Gibbo (Brool) B. Streisand & B. Streisand & Dob (Fool) HOTIST B. Manilow D. Parton Streiy Dan J. Lennon (Moman) D. HcLean KMED/Machord Charlis Kirk Ratily & Haloney Aston (Raton
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OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon Steely Dan J. Lennon McLean KMED/Medford C. Hontan G. D'Sullivan Worten G. D'Sullivan
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon Steely Dan J. Lennon McLean KMED/Medford C. Hontan G. D'Sullivan Worten G. D'Sullivan
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon McLean KMED/Medford Chartis Kirk Railly & Maloney Raiton S. Taibane McLean Motan G. D'Sullivan Motan S. Manilow S. Manilow
OB/Albuquerque sul Douglas Diamond (hello) pyro Gyra Gibbs DTTEST londie (Tide) Rabbitt Fogelberg McLean Parton	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon McLean KMED/Medford Chartis Kirk Railly & Maloney Raiton S. Taibane McLean Motan G. D'Sullivan Motan S. Manilow S. Manilow
OlfA/Duquerque au Douglas . Diamond (Hello) pyro Gyra . Gibbs OTTEST londie (Tide) . Rabbitt . Rabbitt . Rabbitt . Rogelberg . Recean . Parton . Stafford . Strefsand § . B. Gibb (Fool) . Sayer (Fantasy) all & Oatas . Lennon (Woman) WITEST	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon McLean KMED/Medford Chartis Kirk Railly & Maloney Raiton S. Taibane McLean Motan G. D'Sullivan Motan S. Manilow S. Manilow
OB/A/Duquerque aul Douglas Diamond (Hello) pyro Gyra Gibbs OTTEST Iondie (Tide) Rabbitt Fogelberg McLean Parton (FGO/Anchorage Aark Lewia Strefsand & B. Gibb (Fool) Sayer (Fint Say) (Fint Sat Montan (Monson) (M	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon McLean KMED/Medford Chartis Kirk Railly & Maloney Raiton S. Taibane McLean Motan G. D'Sullivan Motan S. Manilow S. Manilow
OB/A/Duquerque aul Douglas Diamond (Hello) pyro Gyra Gibbs OTTEST Iondie (Tide) Rabbitt Fogelberg McLean Parton (FGO/Anchorage Aark Lewia Strefsand & B. Gibb (Fool) Sayer (Fint Say) (Fint Sat Montan (Monson) (M	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon J. Lennon McLean KMED/Medford Chartis Kirk Railly & Maloney Raiton S. Taibane McLean Motan G. D'Sullivan Motan S. Manilow S. Manilow
OlfA/Duquerque au Douglas . Diamond (Hello) pyro Gyra . Gibbs OTTEST londie (Tide) . Robbitt . Robbitt . Robbitt . Parton . Stafford . Strefsand & . Stafford . Strefsand & . Stafford . Starford . St	 H. Disamond (Heilo) E. Rabbitt K.M.JJ/Las Vegas Kevin O'Brien Abba Doobie Bros. (Mynten) T. Gibbs B. Streisand & B. Streisand & B. Gibb (Fool) MOTTEST B. Manilow D. Parton Steely Dan J. Lennon J. Lennon Steely Dan J. Lennon McLean KMED/Medford C. Hontan G. D'Sullivan Worten G. D'Sullivan

on itt iow on B. Streisand & B. Gibb (Fool) Hall & Dates Firefall T. Gibbs Kool & Gang HOTTEST J. Lennon (Moman) D. Parton Abba Moore od Mad

lgn Of Honey Lington Jr G. Mashingtor HOTTEST Steely Den Abbe D. Fogelberg R. Milsep J. Lennon (Momen)

KUGN/Eugens Brian James H. Chapin G. O'Sullivan D. Boone P. Everly C. Gayle HOTTEST D. Parton B. Manlow Abba P. Hilsap J. Lennon (Momen) B. Streffand & B. Gibb (Fool) T. Gibbs MOTTEST D. Parton C. Richard J. Lennon (Momen)

D. Fonelberr G. Campbell (Name) HOTTEST Blondie (Tide) Air Supply E. Rabbitt D. McClintor D. Parton WCFR/Sprin Jeft Taylor Blondie (Rapture) N. Diamond (Hello) S. Minwood HOTTEST D. Parton Steely Dan S. Monder Hall & Dates D. McClinton WSYR/Syracusa Larry Martin D. McLean N. Diamond (Hello) HOTTEST D. Parton J. Lennon (Woman) Eagles F. Knoblock & S. Anton R. Milsap WASH/Washing Bob Duckman B. Streisand Å B. Gibb (fool) Kool & Gang HOTIEST J. Lennon (Woman) D. McLean S. Wonder M. Diamond (Hella) M. Diamond (America)(1p) tR/Waterbury Streisand & Gibb (Fool) b) of the set of the s SBA/York n Horn

WGY/Schenectady Bill Buchner

Rick Jacobs Kool & Gang Rovers .R. Holmes (Blackjack) Taste Df Honey G. Mashington Jr. C. Montan WOTEST Steely Dan J. Lemon (Woam) Eagles B. Streisand & B. Stoel (Fool) Fogelberg Mard Arnold TTEST ba ba McLean Lennon (Woman) Diamond (Hello) Rabbitt

KBAI/Morro Bay Donna St. John

Abba D. Fogelbarg Steely Dan

KLO/Ogden Barbars M. Ri

Association B. Dickson N. Diamond (Hello) Fleetwood Mac W. Nelson Stys R. Unitaker MOTIEST D. Parton P. Everly Abba

J. Stafford D. Fogelberg

WFYR/Chicago Stys D. McLean HOTEST Blondle (Tide) Kool & Gang B. Streisand & B. Gibb (Guilty) Air Supply L. Sayer (More)

MIDWEST

WAKR/Akron Bill Hart

Billmart N. Diamond (Hello) B. Streisand B. B. Gibb (Fool) Spyro Gyra Dooble Bros. (Wymten) HOTTEST E. Rabbitt B. Manilow Biondie (Tide) D. Parton D. Fogelberg

WHBY/Appletor Jeff Clark

Jeff Clark N. Diamond (Hella) Flectwood Mac H. Chapfin G. Washington Jr. G. D'Sullivan J. Buffett HOTTEST Blandle (Tide) D. Fogelberg Steely Dan J. Lennon (Woman)

WKIQ/Bowli John Swan

John Swen D. Boone B. Mandrell (Sometime) McGuffy Lane B. Stretsand & B. Sthol (Fool) C. Montan R. Milsap Spyro Gyra Lobo L. Sayer (Fantasy) J. Bucchino C. Francis HOTTEST D. Fogelberg WHEC/Canco

WHBC/Canton Rick Jacobs

KEX/Portland Bob Swanson Taste Of Honey G. Mashington Jr. J. Buffett HOTTEST Steely Dan D. Parton B. Scaggs Eagles J. Lennon (Moman) KBLF/Red Bluff Bruce Allen

B. Streisand & B. Gibb (Fool) Dooble Bros. (Wynken) L. Sayer (Fantasy) Ambrosia Stwa Ambrosia Styr HOTTEST Blondie (Tide) D. Parton J. Lennon (Woman) R. Milsap Steely Dan

KOLO/Reno Mike Hegerty D. McLean L. Sayer (Fantasy) G. Mashington Flaetwood Mcc HonTEST 8. Manilow Blondle (Tide) Steely Dan D. Parton S. Monder KRKK/Rock Sp Rod Tucker inge nod Tucker (Fartasy) G. Mashingto H. Diamond (Hello) Fleetwood Mai T. Gibbs S. Winmood MOITEST R. Milap D. Fogelberg P. Dupree B. Midler

None HOITEST D. Fogelber Blondle (Tide) J. Lennon (Homan) C. Richard Styr

WOWO/FL Wayne Sem DeVincent WLW/Cincinnat Greg Picciano Greg Picciano R. Stewart S. Monder D. McLean R. Milsap Hall & Dates Association B. Streisdand & B. Gibb (Fool)' HOTISST Blondis (Tide) Kool & Gang D. Parton D. Parton D. Fogelberg J. Lennon (Wown) R. Milsap A. Parsons Hall & Oates HOTTEST O. Parton Steely Dan E. Rabbitt D. Fogelberg D. McLean WOOD/Grand Ra Bill Striker WGAR/Cleveland Chuck Collier Kool & Gang Hall & Oates HOTTEST Blondle (Tide) J. Lennon (Over) D. Fogelberg E. Rabbitt Steely Dan J. Lennon (Woman) HOTTEST K. Rogers Blondie (Tide) REO Steely Dan WTVN/Columbus Denny Nugent N. Diamond (Hello) KXIC/lows City Randy Lee Styn HOTTEST D. Fogelberg D. Parton E: Rabbitt REO Steely Dan WHIO/Dayton Peggy Powell

G. Benson M. Diamond (Heilo) Association Elvis D. Boone J. Lennon (Woman) D. West HOTTEST B. Manilow Abba D. Parton D. Foceberg D. Marwick WKHM/Jackson Jerry Barnhart EWSF (Goes) D. Boone R. Whittaker C. Francis G. Mashington Jr. C. Montan T. Gibbs R. Bailey Taste Df Money A. Martino J. Lee HOTTEST Elvis Eagles D. McLean J. Lennon (Woman) WFDF/Filmt Paul Landino C. Montan B. Streisand & B. Gibb (Fool) Kool & Gang T. Gibbs HOTTEST B. Manilow Blondie (Tide) Abba

Abba D. Parton Steely Dan

KWOS/Jefferson City Stave Morse

Sleve Morse Fleetwood Mac Lobo Climar Blues Band C. Montan G. Mashington Jr. K. Walker B. Oickson HOTTEST Blondie (Tide) B. Manilow Abba Styr W. Diamond (Hello)

KMBZ/Kansas City Stave Bell J. Lee L. Gatlin G. Mashington Jr. B. Manfell (Sometime) N. Lerson R. Flack & P. Bryson HOTEST Blondie (Tide) B. Manilow D. Parton D. Papeberg Engles KSL/Salt Lake City George Lemich

KFOR/Lincoln Cathy Blythe KFM8/San Diego Larson/Anthony T. Gibbs Kool & Gang Dooble Bros. (Wynken) Taste Of Honey M. Manchester & P. Bryson MITEST Blondie (Tide) D. Fogelberg D. Parton R. Milsap Eagles B. Streisand & B. Gibb (Fool) Association P. Everly HOTTEST B. Manilow R. Milsap E. Rabbitt J. Lennon (Wown) N. Diamond {Rocks}

KOGO/San Diego Sandi Baniatar KSFO/Sen Francisco John Hardy

D. McLean N. Slamond (Hello) HOTIEST E. Rabbitt D. Fogelberg J. Lennon (Voman) 8. Manilow R. Milsep A. Martino N. Diamond (Hello) Association E. Dan & J.F. Coley HOTTEST E. Rabbitt D. Parton Blondie (Tide) J. Lennon (Women) KNBR/Sen Fri Bryan Eaton cisco

KLMS/Lincoln Gary Claus None HOTTEST N. Olamond (Rocks) B. Goldsboro B. Manilow B. Streisand & B. Gibb (Guilty) WDIF/Marlon Tim Fox T. Gibbs(dp) Bill Striker P. Allen B. Strefsand & B. Strefsand & B. Gibb (Fool) Spyro Gyre H. Chapin C. Wyrtren HOTIEST N. Diamond (Hello) D. Focelberg D. Holean D. Parton WISN/Milwaukee Dave Denver J. Lennon (Woman) D. McLean M. Diamond (Hello) HOTTEST Abba D. Parton Steely Dan R. Milsap C. Richard WNFUGreen Bay Bob Hooper WTMJ/Milwa Sam Armato N. Diamond (Hello) Tierra R. Dupree HOTTEST D. Parton EW&F (You) B. Scaggs Steely Oan D. McLean Fleetwood Mac Dooble Bros. (Wynken) B. Streisand & B. Gibb (Fool) S. Wonder Elvis R. Dupree NOTIEST Eagles R. Milsap C. Richard D. Parton KSTP/Minnes Don Michaels N. Diamond (Hello) Doobie Bros (Wynken) HDTTEST Blondie (Tide) D. Parton Steely Dan R. Milsap WCCO-AM/ Firefall J. Farrar J. Lennon (Homan) G. O'Suilivan HOTTEST N. Diamond (Hello) B. Streisand & B. Gibb (Fool) D. Parton Steely Can T. Gibbs WCCO-FM/Minne Curt Lundgren L. Sayer (Fantsy) G. Mashington Jr. T. Gibbs Steely Dan (Time)(Tp) S. Minwood Hall & Gates Ambrosia HolTEST D. McLean R. Milsap D. Fogelberg D. Parton KLTE/Oklahom John Williams R. Meisner D. McCiliton M. Melson Eagles E. Dan & J.F. Coley MOTEST D. Fogelberg B. Manilow S. Scaggs N. Diamond (Hello) C. Fox KMRJ/Pittaburg

B. Scages J. Buffett N. Diamond (Hello) H. Chapin Elvis Climae Blues Band HOTTEST B. Manilow E. Rabitt Blondle (Tide) Abba D. Parton

WQUA/Quad Cillea Jack McKay

B. Streisend & B. Gibb (Fool) D. Boone HOTTEST D. Fogelberg D. Parton Spyro Gyre P. Everly D. ReLean WSGW/Seginew Rick Beicher Kool & Gang HOTTEST B. Manilow D. Parton Air Supply Abba Blondle (Tide)

KLOK/San Jose Donna Bischoff None Hone HOTTEST Air Supply B. Streisand A R. Gibb (Guilty) D. Parton J. Lennon (Moman) L. Pabbitt

	Greg Inccuriougn
	D. McClinton N. Diamond
	(Hello)
	Association
	Spyro Gyra G. Washington Jr.
	Lobo L. L. Jones
	HOTTEST
	E. Rabbitt
	D. Parton B. Manilow
	D. Fogelberg
	D. McLean
	COUTU
	SOUTH
	1
	WABZ/Albemarie
	Mark Robinson
	B. Springsteen
	(Ende)
•	P. Seymour T. Gibbs
	HOTTEST
	Steely Dee
	D. Parton
	J. Lennon (Woman)
	Kool & Gang
	WLTA/Atlanta Allen Saunders
	D. Fógelberg
apolia	Steely Dan J. Ward + Capt. & Tennille
	Capt. & Tennille
	/ First)
	P. Allen
	P. Allen R. Nelson HOTTEST
	R. Coolidge
	Abba
	Blondie (Tide)
	8. Midler
	B. Midler R. Milsap
	WSB/Atlanta
	George Fisher
	B. Midler
	G. O'Sullivan
epolie	HDTTEST
	E. Rabbitt N. Diamond
	(Rocks)
	R. Milsap
	D. Parton T. Gibbs
	WJ80/Baton Roug Laurie Hardison
	C. Richard
	D. McClinton N. Diamond
	(Hello)

W JON/St. Cloud Tom Scott

C. Newton C. Nontan Elvis Taste Df Honey O. Siegal HOTTEST J. Stafford E. Rabbitt Blondie (Tide) Abba Kool & Gang

WSTV/Steubenvill Greg McCullough

N. Diamond (Hello) Spyro Gyra T. Gibbs HOTTEST Steely Dan D. Parton R. Milsap WBT/Charlotte Andy Bickel

B. Streisand & B. Gibb (Fool) R. Nelson Hall & Oates D. McClinton M. Diamond (America)(1p) MOTTEST Blondie (Tide) R. Milsap Eagles Dooble Bros. (Wynken) W. Diamond (Hello)

WCHV/Charlottes Thomas H. Twine

Thomas H. Twine Fleetwood Mac. 6. Springsteen (Fade) Blondte (Rapture)(dp) 6. Strefstand A 8. Gibb (Fool) 9. Everly 6. Wathington Jr. HOTTEST 0. McClinton 0. Parton Steely Gan Blondle (Tide) R. Sceages

WDEF/Chatte Stanley Hell C. Gayle Association C. Montan J. Cerver HOTTEST E. Klugh (Rum) Abba

ba McLean Richard Lennon (Woman)

Mark D'Angio B. Streisand & B. Gibb (Fool) Association Steely Dan J. Lee (Lover)(filp) C. Newton MOTTEST B. Manilow Blondie Blondie D. Parton F. Knoblock & S. Anton J. Lemon (Woman) WFTUFL Lauderdale Scott Flacher R. Whittaker B. Streisand & B. Gibb (Fool) H. Chapin HDTTEST N. Diamond (Rocks) D. Ross B. Manilow R. Coolidge WSLUJackson Watt Grayson Watt Grayson H. Diamond (Hello) Champaign G. Washington Jr. C. Hontan Lobo P. Everly HDTTEST D. Parton J. Lennon (Woman) C. Richard Dooble Bros. (Wynken)

n Rauge lison

KAAY/Little Rock Rey Lincoln

Ray Lincoin N. Diamond (Hello) Champaign P. Seymour B. Mandrell (Sometime) EWAF (Goes) HDTIEST B. Manilow D. McClinton T. Gibbs Dooble Bros. (Wynken) WHAS/Louis Jerry Melloy

N. Diamond (Hello) R. Melsner R. Meisne Styr HOTTEST Blondie (Tide) Abba Eagles

WLVA/Lynchburg

A. Stewart

WMAZ/Mecon Steve Murphy

Bieve Murphy G. Mashington Jr. S. Mineconf Climas Blues Rand M. Larson Fleetwood Mac J. Buffett G. Campbell (Name) HOTIST Blondle (Tide) Steely Dan D. Parton P. Milsap T. Gibbs

WPTF/Raleigh Jimmy Dean WYMC/Mayfield Mike Brophey C. Richard J. Lennon (Woman) R. Coolidge HOTTEST N. Diamond (Rocks) B. Manilow D. Parton E. Rabbitt None HOTTEST Blondie (Tide) Air Supply E. Rabbitt F. Rnoblock & S. Anton J. Lennon (Women)

KRMQ/Tulsa Don Bishop

B. Mandrell (Sometime) R. Nelson J. Lee HOTTEST D. Parton Abba M. Nelson D. Fogelberg W&CLAN

WACI/West Fr

L. Sayer (Fantasy) P. Everly P. Seymour Fleetwood NOTEST Blondie (Tide) D. Fagelberg B. Midler Eagles-D. McLean

WSIX/Nashvil Dave Nichola

D. McClinton HOTTEST Kool & Gang Steely Dan D. Parton D. Fogelberg J: Lennon (Woman)

WTAR/Nortolk Date Parsons

N. Diamond (Hello) Eagles P. Everly HOTTEST Blondie (Tide) Abba

Abba J. Lee B. Manilow R. Milsap

WORG/Oran Stu Wright

G. washington Jr. Lobo G. Campbell (Name) HOTTEST Blondle (Tide) Steely Dan R. Milsap E. Rabbitt S. Wonder D. Parton

WDBO/Orland

Dooble Bros (Wynien) Tierra Spyro Gyra HOTTEST M. Diamond (Rocks) E. Rabbit D. Parton Blondie (Tide) J. Lennon – (Moman)

WBOW/Terrs Haute Larry Joseph

N. Olamond (Hello) Hall & Oates L. Sayer (Fantasy) Association HOTTEST D. Fogeberg J. Lennon (Woman) C. Richard D. McLean

WIBW/Topel Khris Favor

Eagles C. Montan R. Bailey D. Boone HOTTEST B. Manilow D. Fogelberg E. Rabbitt F. Knoblock & S. Anton Blondie (Tide)

WNDB/Daytons Beach Mark D'Angio

WHIZ/Zane Dave Criat

L. Sayer (Fantasy) Ambrosia N. Diamond (Hello) Association Rovers HOTIEST E. Rabbitt Sitely Dan D. Parton D. McClinto D. HcLean

WRVA/Richr Dick Grant

Dick Grant Kool & Gang Spyro Gyra H. Chapin Dooble Bros. (Wymien) B. Streisand & B. Streisand & Gibb (Fool) HOTTEST H. Diamond (Hello) Steely Darton B. Streisand & B. Streisand & B. Streisand &

WFIR/Roanoke Carl Riddlebarg

Hall & Oates Blondie (Rapture) HOTTEST Blondie (Tide) J. Lennon (Over) Air Supply Tierra D. Parton

WOALFM/Se Tom Lopez

Ambrosia Firefall L. Sayer (Fantosy) HDITEST B. Manilow Blondie (Tide) Steely Dan R. Hilsap D. Fogelberg WDAE/Tempe Vance Dillard

KRZI/Waco Clay Steele

L. Sayer (Fantasy) C. Richard HOTTEST Steely Dan D. Fogelberg Abba D. McClinton

A. Stewart Lobo D. Boone B. Streisand & B. Streisand & Ambrosia R. Holmes (Blackjack) S. Robinson MOTTEST Spyro Gyra D. Parton R. Milsap P. Allen D. McLean

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Commissioner Tyrone Brown — The Last Interview

During his 3¹/₂ years as an FCC Commissioner, **Tyrone Brown** has become one of the leading proponents of minority broadcasters' rights. He has been interviewed before in this column as well as in other sections of the paper, and on the eve of his departure from the Commission, I felt it would be interesting to speak to him again. As always, he was candid and forthright in our talk, which by a quirk of scheduling took place just 15 minutes before his resignation took effect, making it his last interview as an FCC Commissioner.

R&R: What prompted your resignation from the FCC?

TB: A number of factors. Commissioners' salaries don't keep pace with inflation. Over the years my income has decreased by $35 \ \% \ \%$. The second factor is I am a lawyer by training. I always knew I would like to go back to a law practice, and I have an opportunity to do that. The third and most important reason is that the Commission, in my judgment, is going to go through a period of quiescence as the new Chairman and Commissioners, along with the new communications leadership on the Hill and the new administration get their

"I expect the initiatives for minorities" employment and participation for ownership will continue."

agendas together, get their education, get their key staff people in place. During that period I don't expect to see extensive dealing with the major issues as was the case when (exiting Chairman) Charles Ferris and I came to the agency. Under those circumstances I expect it's going to be a year to a year-and-a-half before the big issues begin to move again, and I'm an impatient guy. I didn't feel I wanted to sit and wait.

R&R: You are one of the more outspoken Commissioners. What do you feel will be the effects of your departure in the long run? TB: That's difficult for me to answer. Certainly between Charles Ferris and myself the cause of increased minority particiption and involvement has been a major item on our agenda. At the same time, all the initiatives the agency has attempted to push forward during the past 3½ years have had the unanimous or near-unanimous endorsement of the entire Commission. So I expect the initiative for minorities' employment and participation for ownership will continue, because that commitment has become an institution. I'm more concerned about certain proposals which may not move forward as guick-

"I very much hope and expect that President Reagan sees fit to appoint a minority to replace me... It's very important to have the minority perspective represented at the highest levels of the Commission."

ly as they might otherwise or may indeed die - I have in mind some proposals that look forward into further expansion of AM radio outlets, TV outlets, and FM. I think these proposals are important because they provide opportunities for new ownership, a large proportion of them, I would hope, being minorities. More importantly, they would provide a greater degree of competition in the marketplace, with a greater level of variety and services available to the American people.

R&R: Since you are the last minority Commissioner. at least for the present, what do you think will happen to the minority broadcaster, whose views will not be directly represented?

TB: Let me say I don't look at myself as the last of the minority Commissioners. I have heard many of my colleagues publicly speak out for the minority voice, and I have tried to do the same. I very much hope and expect that President Reagan sees fit to appoint a minority to replace me. I hope he will do that; I hope he will see that communications play a very important part in all of our lives, and that in setting policy it's very important to have the minority perspective represented at the highest levels of the Commission. **R&R**: Will you stay close to the communications industry?

TB: I will always be close to the communications industry, because in the past 3½ years it has become an important part of my life. During the next year as part of my law practice I will be involved in some aspects of communications.

R&R: I'd like to bring up your no vote on deregulation ...

TB: I found myself in a very difficult and disappointing position on the matter of radio deregulation, something I spoke out for very early. I was one of the first Commissioners to come forward on deregulation. Indeed, the day we took the vote, I went in expecting to get a full report. But I felt there was a lessening of obligation of the radio broadcasters to serve their local communities by providing local programming, local information. I feel that is the bedrock of our institution.

R&R: Any words you would like to pass on to broadcasters?

TB: Just that I would say think about the challenge of the medium.

People

Pam Robinson has exited her post as an airstaffer at L.A.'s KACE for an Associate Director post at a new TV company, On Line Entertainment.... WJZZ/Detroit's PD Herman Haynes has moved into the station's sales department; MD Dorian Paster has been named interim PD ... Guy Broady has rejoined the airstaff of WVON/Chicago. Broady was most re-cently with WWIN/Baltimore ... "Singing" Curtis Anderson, WWIN/Baltimore's PD, is recuperating from an appendix ailment and is expected back to work soon. Get well, Curtis! ... Leo Jackson has been upped to PD at WEDR/Miami. Jackson had served as MD in recent . WANT/Richmond's Jim Minor will accept months a point-of-purchase display award from the Retail Advertising Board this weekend in Chicago ... Mike Frisby, former PD of WDIA/Memphis and National PD for Sheridan Broadcasting, is going to be a father. Frisby is now a practicing attorney with the firm of Strote & Whitehouse in the Los Angeles area... Barbara O'Banion has joined the staff at KDKO/ Denver as Office Manager.

Places

WOIC/Columbia recently celebrated its seventh year under Nuance Broadcasting ... Houston is the place that the February meeting of the Young Black Programmers Coalition (YBPC) will hold its workshop meeting. YBPC Secretary-Treasurer and WKXI/Jackson MD Jerry Mason challenges all persons to come and get involved in the February 10 meeting.



WINNING ISN'T EVERYTHING, IT'S THE ONLY THING: Not content with winning in the recent ARB ratings, Norfolk's WOWI is challenging all radio stations with basketball teams to a do-or-die contest. PD Chester Benton says, "We average 104 points a game and can beat any team up or down the eastern seaboard." Any takers? ... WVON/Chicago is decreasing its talk show's hours from four to two hours nightly. The show will now be heard from 10pm to midnight . . February is Black History Month: it's a time to reflect on our rich heritage. However, the time is now to pursue a fruitful future because "growth is the only evidence of Please send all your station's news items, life." photos, etc. to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067.



SEAWIND WINDS UP IN ATLANTA — A&M's Seawind blew into the studios of WIGO/Atlanta recently, where they shot the breeze with station Music Director Melvin Jones (second from right). Seen at the scene are, from left Seawind members Bud Nuanez, Larry Williams, Ken Wild, Bob and Pauline Wilson, and Kim Hutchcroft.

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Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity

GAP BAND

"Burn Rubber On Me" (Mercury/PolyGram) **YARBROUGH & PEOPLES** "Don't Stop The Music" (Mercury/PolyGram) WHISPERS "It's A Love Thing" (Solar) LAKESIDE "Fantastic Voyage" (Solar) **STEVIE WONDER** "I Ain't Gonna Stand For It" (Tamla) JACKSONS "Heartbreak Hotel" (Epic) SLAVE "Watching You" (Cotillion) BAR-KAYS "Boogie Body Land" (Mercury/PolyGram) **CON FUNK SHUN** "Too Tight" (Mercury/PolyGram) **JONES GIRLS** "I Just Love The Man" (Philadelphia International)

CLIMBERS

Following are listed in order of their airplay activit

ISLEY BROTHERS "Who Said?" (T-Neck) 59% reporting. Added at WXYV with medium activity at WWIN and WKND in the East. New at WHRK and WVEE. climbing at KMJQ. WVOL. WAOK, WKXI and WJMI, and hot at WLOU, WPDQ and WOIC in the South. Climbing at KAEZ. WKWM, WJMO, WJLB, WWWS and KATZ while hot at WCIN in the Midwest. The West shows it hot at KLIP and KDAY with medium airplay at KSOL.

TIERRA "Together" (Boardwalk) 59% reporting action. The South shows it hot at KMJQ. WOIC and WOWI with medium activity at WHRK, WVEE, WOIA, WVOL, WKXI and WENN, Added at KYAC, climbing at KDKO, and hot at KLIP and KSOL in the West. Hot at WVON, WJMO, WBMX and WJLB; climbing at KAEZ and WKWM in the Midwest. Medium sirplay at WXYV, WWIN, WAMO and WKND in the East.

SUGARHILL GANG "8th Wonder" (Sugarhill) 56% of our reporters are on it. Climbing at KSOL in the West. Hot at WTLC, WKWM, WCIN, WWWS and KATZ with medium airplay at WJMO and KMJM in the Midwest. Hot rotation at WVOL WAOK, WENN and WANT; climbing at WPDQ, WEDR, WHRK, WVEE, KMJQ, WKXI and WOWI in the South. Climbing at WXYV and WAMO; hot at WWIN in the East.

TOM BROWNE "Thighs High" (GRP/Arista) 56% reporting sirplay. Added at WKWM, climbing at KAEZ. WJMO, WBMX, WWWS end KATZ, and hot at WDAO in the Midwest. The South shows an add at WEDR, medium airplay at WLOU, WHRK, WVEE, WDIA, WAOK, WOIC, WJMI and WGIV, and hot rotation at WPDQ. New at WAMO; climbing at WXYV in the East. Hot at KDKO; climbing at KLIP and KYAC in the West.

NORMAN CONNORS "Melancholy Fire" (Arista), 54% reporting. Added at WXYV with medium activity at WAMO and WWRL in the East. New at WHRK and WVEE, climbing at WLOU, WEDR, WVOL and WGIV, and hot at WDIA. WJMI and WOWI in the South. Medium airplay at WVON, WJMO, WCIN, WBMX, WJLB and KATZ, hot at WDAO in the Mid. west. The West shows It climbing at KYAC and KSOL.

ZAPP "Be Alright" (WB) 54% reporting action. Debuting at WJMO, climbing at KAEZ, WJLB and KATZ, and hot at WKWM and WCIN in the Midwest. Hot at KDAY; climbing at KLIP and KYAC in the West. Climbing at WXYV and WAMO while hot at WWRL in the East. The South shows it hot at WLOU, WPDQ, WDIA and WENN while climbing at WHRK, WVEE, WVOL WAOK and WGIV.

ARETHA FRANKLIN "United Together" (Arista) 51% reporting activity. Hot rotation in the East at WXYV, WWIN, WAMO and WOL Climbing at KDKO and KLIP; hot at KYAC and KSOL in the West. Climbing at WKXI; hot at WHRK, WVEE, KMJQ, WVOL and WOWI in the South. Hot at WJMO and KATZ, medium airplay at KAEZ. WVON, WBMX and WWWS in the Midwest.

ROBERTA FLACK w/PEABO BRYSON "Make The World..." (Atlantic) 51% of our reporters are on it. Hot at WAOK: climbing at WHRK, WVEE, WDIA, WVOL WKXI, WENN and WOWI in the South. The East shows hot rotation at WWIN with medium airplay at WXYV, WAMO and WKND. Climbing at KSOL, with hot rotation at KLIP and KDAY in the West. Hot at WCIN; climbing at WJMO, WBMX, WJLB and KATZ in the Midwest.

ROBERT WINTER & FALL "Magic Man" (Buddah) 51% reporting. Added at WKWM and WVON with medium airplay at WDAO, WTLC, WJMO and WJLB in the Midwest. The South shows an add at WLOU, WHRK and WVEE with medium activity at WDIA, WAOK, WKXI, WOIC and WENN. New at WAMO and WXYV while climbing at WKND in the East. Debuting at KSOL with medium airplay at KLIP and KYAC in the West.

SISTER SLEDGE "All American Girls" (Cotillion) 49% reporting action. The South shows an add at WHRK. WVEE, WPDQ and WENN, and medium activity at WLOU, WDIA, WVOL, WKXI, WJMI and WOWI. New at WJLB, climbing at WTLC, WJMO, WWWS and KATZ, and hot at WDAO in the Midwest. Hot at KDKO in the West. Added at WXYV and WAMO in the East.

T.S. MONK "Bon Bon Vie" (Mirage) 49% reporting activity. Climbing at KDAY in the West. Added at WKWM, climbing at KAEZ, WJLB and WWWS, end hot at WDAO, WVON and WBMX in the Midwest. New at WHRK and WVEE, climbing at WPDQ. WAOK, WKXI and WOIC, and hot at WLOU and WJMI in the South. Debuting at WXYV; climbing at WKND and WWRL in the East.

SKYY "Here's To You" (Salsoul) 49% of our reporters are on it. Added at WPDQ, climbing at WDIA, WJMI and WOWI, and hot at WEDR and WGIV in the South. Medium airplay at WAMO and WWRL while hot at WKND in the East. New at KSOL climbing at KLIP, and hot at KDKO in the West. The Midwest reflects hot rotation at WDAO and WJLB with medium airplay at WTLC, WKWM, WJMO, WCIN and WWWS,

BLACKBYRDS "What We Have Is Right" (Fantasy) 44% reporting. Climbing at WLOU, WHRK, WVEE, WDIA, WENN and WJMI and hot at WAOK in the South. The Midwest shows medium airplay at WTLC, WKWM, WCIN and WJLB. Added at KDKO in the West. Hot at WWRL: climbing at WAMO, WXYV, WWIN and WKND in the East.

A TASTE OF HONEY "Sukiyaki" (Capitol) 44% reporting. Climbing at WDAO and WJLB in the Midwest. New at KDKO in the West. Added at WLOU, WOIA and WVOL, climbing at WPDQ, WHRK, WVEE, WAOK, WOIC and WGIV, and hot at WOWI in the South. Oebuting at WAMO, climbing at WXYV and WWIN, and hot at WWRL in the East.

SWITCH "Love Ovar And Over Again" (Gordy) 41% of our reporters are on it. Hot rotation at WHRK. WVEE and WKXI while climbing at WENN, WOWI and WGIV in the South. Climbing at WWIN; hot at WXYV, WAMO and WKND in the East. The West shows it climbing at KYAC. Medium airplay at KAEZ and WCIN; hot rotation at WKWM, WVON and WJMO in the Midwest.

SILVER PLATINUM "Dance" (SRI) 41% reporting action. The East shows it climbing at WWIN and WKND. Added at WENN, climbing at WPDQ. WEDR, WDIA, WVOL WKXI, WOIC and WJMI, and hot at WAOK in the South. Climbing at KYAC and KSOL while hot at KDAY in the West. Hot at WTLC; climbing at WJMO in the Midwest. SHALAMAR "Full Of Fire" (Solar) 41% reporting. Hot rotation at WOIC and WJMI with medium airplay at KMJQ, WAOK, WOWI and WGIV in the South. Climbing at KLIP and KYAC with hot rotation at KDAY in the West. Climbing at WKND in the East. New at WVON, climbing at WKWM, WJMO, WJLB and WWWS, and hot at WCIN in the Midwest.

LENNY WHITE "Fancy Dancer" (Elektra) 41% reporting activity. Hot at KDKO and climbing at KLIP in the West Medium airplay at WTLC, WCIN, WBMX and WJLB in the Midwest Debuting at WXYV and WKND; climbing at WAMO and WWRL in the East New at WVEE and WHRK, medium airplay at WLOU, WKXI and WGIV, and hot rotation at WJMI in the South.

JERMAINE JACKSON "Little Girl Don't You Worry" (Motown) 41% reporting. Added at WHRK and WVEE; climbing at WKXI and WENN in the South. New at WXYV, climbing at WWIN, WAMO and WKND, and hot at WWRL in the East. The Midwest shows medium airplay at KAEZ, WVON, WJLB and KATZ. Hot at KYAC; climbing at KSOL in the West.

KANO "I'm Ready" (Emergency) 38% reporting. Climbing at WXYV in the East. Hot at WVOL; climbing at WHRK. WVEE, KMJQ and WKXI in the South. Climbing at WTLC, WVON, WJMO, KMJM, WCIN and KATZ; hot at WBMX in the Midweat. Hot at KDKO while climbing at KSOL in the West.

DRAMATICS "You're The Best Thing In My Life" (MCA) 36% of our reporters are on it. Added at WLOU; climbing at WEDR, WVOL, WOIC and WGIV in the South. The Midwest shows an add at WBMX, medium airplay at WJMO and WCIN, and hot rotation at WDAO and WJLB. New at WAMO and WWRL in the East. Added at KSOL; climbing at KDKO In the West.

T-CONNECTION "Everything is Cool" (Capitol) 36% reporting. New at WWIN and WKND in the East. Added at WDIA and WAOK; climbing at WLOU, WKXI and WOIC in the South. Hot at KLIP and climbing at KDKO in the West. Debuting at WDAO, WJLB and WWWS; climbing at WTLC and KAEZ in the West.

JOE SIMON "Glad You Came My Way" (Posse) 33% reporting. Hot at WDAO and climbing at WJLB in the Midwest. Medium airplay at WXYV in the East. Hot at WOIC and WGIV; climbing at WLOU, WHRK, WVEE, WDIA, WVOL WAOK, WKXI and WENN in the South,

ZINGARA "Love's Calling" (Wheel) 33% of our reporters are on it. Climbing at WBMX and WJLB; hot at WDAO. Medium airplay at WLOU, WHRK, WVEE, WVOL, WOIC and WGIV in the South, New at WWIN and climbing at WXYV in the East. Hot at KDKO; climbing at KDAY in the West.

LEON HUFF "I Ain't Jivin', I'm Jammin' " (Philadelphia International) 31% reporting sirplay. Climbing at WXYV, WWIN and WKND in the East. Hot at WDIA and WVOL; climbing at WHRK, WVEE and WENN in the South. New at WCIN while climbing at WKWM, WVON and WJLB in the Midwest.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 31% reporting action, Added at WDAO and WJMO; climbing at KATZ in the Midwest. New at WOIC: climbing at WHRK, WVEE, WAOK and WJMI in the South. Hot at WWRL; climbing at WXYV in the East. Debuting at KDAY while climbing at KDKO in the West.

LENNY WILLIAMS "Messing With My Mind" (MCA) 31% reporting activity. Added at WDAO, climbing at WKWM and WWWS and hot at KAEZ in the Midwest. New at WAOK, climbing at WEDR, WHRK, WVEE, WENN and WJMI, and hot at WKXI in the South. Medium airplay at WXYV in the East.

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 31% reporting. Added at WWIN and WKND; climbing at WWRL in the East New at WAOK; climbing at WDIA in the South. Debuting at KDKO and KYAC in the West. Added at WDAO, KAEZ, WKWM, WCIN and WBMX in the Midwest.



SMOKEY ROBINSON "Being With You" (Tamia) 28% reporting sirplay. Added at WDAO, WTLC, WVON, WCIN and WWWS in the Midwest. New at WHRK, WVEE, WDIA and WOIC in the South. Debuting at WXYV and WWIN in the East.

UNLIMITED TOUCH "I Hear Music in The Streets" (Prelude) 26% reporting. Climbing at KDAY in the West. Hot at WTLC; climbing at WCIN in the Midwest. Hot at WAOK with medium airplay at WLOU, WHRK and WVEE in the South. The East shows medium activity at WXYV, WWIN and WKND.

CHAMPAIGN "How 'Bout Us" (Columbia) 26% reporting action. Added at WJLB in the Midwest. New at KDAY in the West. Debuting at WAOK and WOIC; climbing at WHRK, WVEE. WDIA and WVOL in the South. Medium airplay at WXYV and WWRL in the East.

B.T. EXPRESS "Stretch" (Columbia) 26% reporting activity. Climbing at WAOK, WLOU and WENN while hot at WJMI in the South. The Midwest shows hot rotation at WWWS and medium activity at WTLC end WKWM, Climbing at WWIN and WKND in the East Climbing at KLIP in the West.

JERRY KNIGHT "Perfect Fit" (A&M) 26% reporting. Climbing at WXYV in the East. New et WLOU and WPDQ: climbing at WHRK, WVEE and WAOK in the South. Added at WTLC, KAEZ and WWWS; showing medium airplay at WDAO in the Midwest.

KLEEER "Get Tough" (Atlantic) 26% of our reporters are on it. Added at KLIP in the West. New at WDAO, WTLC, KAEZ and WJLB in the Midwest. Hot at WOL in the Eest. Debuting at WLOU, WPDQ and WJMI while climbing at WKXI in the South.



EAST: WHUR/Washington, D.C., Jesse Fax: WEBS/Baltimore, MD, Cheuncey Lewis; WYBC/New Haven, CT, Jonethan Bresleu. SOUTH: WCLK/Atlanta, GA, 'Requeye Ward: WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorien Paster. WEST: KJLH/Los Angeles, CA, Lewrence Tenter.

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ertford, CT Idle Jordan	Eather Phillips	Smokey Robinson	Citri Winston	ADDED	We to p	Cameron Jerry Knight	ADDED
idia Jordan DDED	Dee Dee Sherp Gamble Michael Urbaniak	Conversation Z.Z. Hill	ADDED	Earth, Wind & Fire "Love" George Benson	WJLB Detroit, MI	Grover Washington Jr. "Two"	Stylistics "See" Enchantment
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remetics	R.J.'s Latest Arrival	T-Connection	Silver Platinum	A TESTE OF HURION	Bar-Kaya Dramatica		
obert Winter & Fall	Tom Browne Delegation	A Taste Of Honey Elite	Sister Sledge	HOTTEST	Tierre	ADDED Michael Hendemon	HOTTEST Isley Brothers
Taste Of Honey	Johnny & Michelle Hill		HOTTEST	Gap Band		One Way	Yarbrough & Peoples
	Jimmy Cliff Ashford & Simpson	HOTTEST Gap Band	Rockie Robbins Stevie Wonder	Kool & The Gang		Smokey Robinson Ambrosia	Gap Band Lakeside
		Yarbrough & Peoples	Zapp	Jecksons Sugarhill Gang	WBMX	T-Connection	Slave
ebra Laws	Vicky Anderson		Bar-Kays	Yarbrough & Peoples	Chicago, IL	Jerry Knight	Con Funk Shun Flack/Bryson
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R&R/Friday, February 6, 1981

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Openings

EAST

Mature Pop/Adult sound needed for afternoons at WKSN/Jamestown, NY. Production skills a must. The nght person will move up with the new owners. Beautiful Western NY small market year-round recreaters Experiment only need apply to Dana Bollas. tion area. Experienced only need apply to Dana Bolles, Box 1199, Jamestown, NY 14701. EOE M/F (2-8)

WGRQ/Buffalo is accepting tapes for future part and openings. Send tape and resume to George , PD, WGRQ, 59 Virginia Place, Buffalo, NY 14202, EOE M/F (2-6)

WKYG/Parkersburg/Marietta looking to add to our air staff. Require experience, good production, know-ledge of equipment, and ability to work within struc-tured format. Need someone who can communicate, make people think, and becqme part of our listeners' routine. Excellent money. Tapes and resumes to Jack Randell, WKYG, Box 368, Parkersburg, WV 26101. EOE (2-6)

WHCN/Hartford seeks a News Director. College graduate, minimum three years commercial radio experience. Tapes and resumes to Chip Triest, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (2-6)

Good opportunity for full-time on-sir positions Good opportunity for full-time on-air positions, AC-cepting tapes and resumes at one of Boston's 50,000-watt FM contemporary stations. Knowledge of oldies and contemporary music a must, plus good production skills. Send to PD, 33 Franklin St., Lawrence, MA 01840. EOE M/F (2-6)

WCOU/WAYU-FM is accepting tapes and resumes for future openings. Send to Charlie Edwards, WCOU, Box 330, Lewiston, ME 04240. (2-8)

Immediatel WGBB/Long Island needs an experi-enced, hard working pro to direct its locally-oriented news operation. Send tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EOE M/F (2-6)

Metromedia's top-reted Pop/Adult FM seeks a polished performer to entertain the nighttime audience in the nation's capital. We are looking for a well-rounded human being with a warm, friendly, intelligent presence on the air. Show us you can be creative within a format and document your success with adults 25-49. Dead-line for tapes and resumes is February 20. Mall to Bob Hughes, PD, WASH-FM, Washington, DC 20016. No calls please EOF(26) calls please. EOE (2-6)

WLVL/Lockport, NY, "The Spirit Of Niagara," seeks WLVL/Lockport, NY, "The Spirit Of Niegers," seeks an aftemoon news anchor for established Pop/Adult leader in suburban Buffalo. Our last aftemoon news-man went to WBEN/Buffalo. Send tapes and resumes (with references) to Ma. Robin Lynn, ND, WLVL, Box 474, Lockport, NY 14094, EOE (2-8)

Looking for afternoon newsperson for station with heavy local news commitment. Must also cover meet-ings, produce features. One year experience required. Must be a digger. Tapes and resumes to Ann Murphy, ND, Box 727, WEIM, Fitchburg, MA 01420. (2-8)

WLPL/Battimore can be your next I.D. We're still looking for unique air talents. Send tapes and resumes to Jack Beach, WLPL, 6623 Reistertown Road, Balti-more, MD 21215. EOE M/F (2-6)

WEIR/Weirton, WV looking for afternoon news per WEIN/weinton, wy looking for a termoon news per-son for information-oriented Ohio Valley station. Ag-gressive in gathering and writing with strong delivery. Experience a must. Member of Gilcom Corp. Send tapes and resumes to Gene Stabile, WEIR, 3578 Pennsylvania Ave., Weirton, WV 26062. EOE M/F (2-8)

SOUTH

WRNL/Richmond is expending its news department. We need someone who knows how to dig for local news and who can write and deliver the news so that it will grab the listeners' attention. Tapes, resumes, and writing samples to Joel Meltzer, ND, WRNL, 7100 Bethlehem Rd., Richmond, VA 23228. No cells places 506 (26) calls please. EOE (2-6)

Openings

SOUTH

Immediate opening for experienced selesperson or announcer-sales combination. Excellent opportunity for individual with good overall skills in copywriting, pro-duction, fece-to-face selling and preferably on-air capa-bilities for conversational-style talk show. Mail tapes and resumes to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EOE (2-6)

WBAP/Ft. Worth has several on-air openings. Send tapes and resumes to Hal Jay, PD, WBAP, 3900 Barnett, Ft. Worth, TX 76103. No calls please, EOE (2-6)

Morning drive personality wanted for soon-to-be 10kw Pop/Adult FM In coastal Carolina. Sports beck-ground helpful and salary commensurate with exper-ience. Tapes end resumes immediately to Robert Powell, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (2-8)

WQOK/Greenville, SC needs morning person for AM drive, male or female. Send tapes end resumes to Dave Crockett, ND, WQOK, Box 7777, Greenville, SC 29610, or call him at (803) 246-8960. EOE M/F (2-8)

Kickin' Southwest AOR needs Chief Engineer sensi-tive to needs of both airstaff and managament. Solid on maintenance and studio design. Emergency jock po-tential desirable. Warm climate, hot station. Contact G. Haston, KPAS, 3901 N. Mese, Suite 401, El Paso, TX 79902, or call (915) 533-8211. (2-6)

For future expansion in news depertment, WLOF/ Orlando Is now accepting tapes and resumes. Send to Allen Gardner, News Director, WLOF, Box 15748, Orlando, FL 32808. No calls please. EOE M/F (2-6)

The listeners say we're Richmond's #1 FM and #1 overall 12-49. The national music report said we were "the bast medium market statlon in the nation" in 1980. Our staff proves we pay major merket money. If you'd like to be considered for future opening, and tapes and resumes to Bill Thomas, OM, WRVQ-FM, Box 1394, Richmond, VA 23211. EOE (2-6)

WGIV/Cherlotte, NC is in need of a full-time on-air personality with production ability. We are also building our talent bank for future openings for air talent and dependable news people. Send tapes and resumes to Jim Black, Station Manager, Box 3856, Charlotte, NC 28203 EOE M/F (2-6)

We need tapes. Country format looking for some good that is wanting to move up. Contact Jeff Sarich, Box 6350, Odessa, TX 79762, or call (915) 366 KOYL 2801. (2-6)

Wouldn't you rather be at the beach? 63MFD-AM Contemporary now looking for right person to fill after-noon drive slot and handle moderate production load. Must have good voice and good production skills. Also looking for automation Superstar to work with FM Program Director on our sister station, WWQQ, which is TM Country. Tapes and resumes only to Greg Bunce, PD, WMFD, Box 1889, Wilmington, NC 28402. No cells please EOE M/F [2-6] please. EOE M/F (2-6)

Middey personality for coastal Carolina Country station. Minimum 1 to 2 years experience. Must be hard worker. Tapes and resumes to Mark Robertson, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (2-6)

WNOE-AM/New Orleens is now Country and looking for one-to-one personalities for various shifts. Call Joe Patrick at (504) 529-1212. EOE (2-8)

WGBS/Miami is in search of a reliable weekend/ fill-in air talent in the South Florida area. Rush tapes and resumes to Brian Scott, 710 Brickell Avenue, Miami, FL 33131. EOE M/F (2-8)

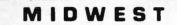
If you are an interesting and entertaining radio per sonality who can communicate with adults and is tired of playing "all the hits that fit," I have what you are look-ing for. If you want to become dominant moming personality in San Antonio, send tapes and resumes to Pat Rodgers, WOAI, 6222 NW IH 10, San Antonio, TX 78201. EOE (2-6)

Openings

WJMI/Jackson, MS has opening for full-time DJ strong in production. Prefer femele. Tapes and reaumes to Carl Haynes, WJMI, Box 3320, Jackson, MS 39207. (2.6)

The country's fastest-growing FM Country station and EI Peso's new #1 is looking for a morning per-sonality. Warm, bright sounding, Intelligent, communi-cative, content-oriented personality needed now! Ex-cellent chance of becoming PD tool Send tapes, resumes and production samples to Lee Masters, VP/ GM, K102, 444 Executive Center Boulevard, El Paso, TX 79902. No calls please. (2-6)

KYKS is seerching out talent for future openings. Number one rated, powerful multi-county stereo. Unique Pop/Country format. You must sound GOOD, with energetic Pop/Adult delivery. Tapes, resumes and selary requirements to Steve Reed, KYKS, Box 2209, Lufkin, TX 75901. EOE M/F (2-6)



AM drive personality needed for a growing 5000-watt Pop/Adult station. Must be creative, experienced and intelligent. New building and equipment. Tapes and resumes to Larry O'Brien, KVOX, Box 97, Moorhead, MN 56560. No calls please. EOE M/F (2-6)

WJJD/Chicago soon to go 24 hours. Looking for talented persons to fill new positions. Tapes and resumes to John David Spangler, 180 N. Michigan Ave., Chicego, IL 60601. (2-6)

Based upon a recent promotion, Y-95 FM/Grand Forks, a 100,000kw Top 40 rocker, has an opening for our overnight show. Send tapes (reel-to-reel) and resumes to Don Bowers, OM, Box 1638, Grand Forks, ND 58201. No beginners or floaters need apply. (701) 772-7197. EOE (2-6)

Opening for experienced Program Director in charge of announcera, music and to work short airshift. Ex-cellent working and living conditions. Contact Norm Engatrom, WDAY Radio, 301 S. 8th St., Fargo, ND 58103, or call (701) 237-6500. EOE M/F (2-8)

WDRQ/Detroit needs afternoon drive personality. Send tapes and resumes to Bill Garcia, 20300 Civic Center Drive, Southfield, MI 48076. No calls please. EOE (2-6)

Our teem is #1 in Topeke 12-49 even with Kanses City booming into our market. We're a P3 reporter in the process of rebuilding. Looking for moming drive and midday sir personalities who smile, are fun, and can communicate like another human. Right money for right person. Also looking for nighttime 6-10pm personality who is also capable of MD duties. Send tapes and resumes to Tony Stewart, KDVV-FM, Box 1478, Topeka, KS 66601, or call (913) 234-3444, EOE M/F (2-8)

PROGRAM DIRECTOR. WBNS full-service Pop/Adult and WBNS-FM Schulke Beautiful Music need highly-motivated leader for these major Columbus, OH power-houses. Send resume, tape and salary requirements to Christian R. Ceggiano, GM, WBNS-AM-FM, 62 E. Broad St, Columbus, OH 43215. No calls please. EOE EOE M/F (2-6)

Cepital city leader needs a great morning person-elity, entertainer, communicator who can also do killer production. CHR, but applicants from all formats welcome. Tapes and resumes to Greg Thomas, WCVS, Box 2989, Springfield, IL 62708. No calls please. EOE M/F (2-6)

Our most recent book has us #1 12+. We're looking for a talented female to anchor our 7pm-12mid shift. Good pay and benefits — we will take care of you. Tapes and calls fine — just get in touch as soon as possible! We are a broad-scale Superstars station looking for the right person. Send tapes to Dave Logan, WLAV, Waters Building, Grand Rapids, MI 49503. (2-6)

WUBE/Cincinnati looking for experienced news caster/reporter for general assignment reporting and some anchoring. Tapes and resumes to Doug Anthony, WUBE News, 225 E. 6th St., Cincinnati, OH 45201. EOE M/F (2-8)

Openings

'79 Billboard station of the year congratulates Jim Roberts on his career move to Viacom's WRVR in Memphia. It will take one heck of an Operations Manager to replace him after six years with this Pop/ Adult FM. Just moved into our new \$1.1 million facility and have the welcome mat out for the right manager. Send resume and your station's best tape, in confi-dence, to George Scantland, President, WDIF, Marion, OH 43302. (2-6)

Air talent and newsperson wanted for new Pop/ Adult station in fast-growing Midwestern market. Send tape and resume to PD, Box 1783, Sloux Falls, SD 57101. EOE M/F (2-6)

flegship station of an aggressive Midwest group needs a strong authoritative news person NOW/ Salary corresponds to ability. Send tape and resume to Mike Hewkina, WDBQ/KIWI, 1170 Iows St., Dubuque, IA 52001. EOE M/F (2-6)

How come no one wants to play radio in North Dekota? Here 1 am at KCJB, a 24-hour Country Place, with an opening for a Production Director, a position for which I pay over \$50 a week, and I have no takers...and this KCJB Country Place has got two numbers! Call (701) 852-0361 and ask for Mark Ess or send tape to Box 1686, Minot, ND 58701. (2/6)

WSAI-AM is accepting applications for all-night per-sonality. Two years minimum announcing expenence required. Females and minorities encouraged to apply. Send tape and resume to Dale Turner, PD, WSAI-AM, West 8th and Matson Place, Cincinnati, OH 45204. EOE (2:6)

Are you the number two salasperson with nowhere Are you the number two salasperson with nowhere to go? A growing broadcast group has openings for experienced, aggressive street pros. Several geographic locations. Tell us where you've been and where you want to go. John M. Carpenter, CDI Communications, Inc., Bankers Bldg., Suite 942, 105 W. Adams St., Chi-cago, IL 60603. No phone calls please. (2-6)

Needed immediately! Midday jock with personality Northern Indiana station. Send aircheck and resume to Allen Strike, WTRC, Box 699, Elkhart, IN 48516. No calls please. EOE M/F (2-6)

WXY2/Detroit seeking person experienced in Telk radio for assistant Operations Manager position. Can be talk host interested in management. Send resume to Michael Packer, OM, WXYZ, Box 789, Southfield, MI 48037. EOE M/F (2-6)



KAZY/Denver, powerful AOR FM, seeks produc-tion expert. If you want to be creative and have fun with state-of-the-art production equipment, send tope of your work and some air work to Marvin Rosen-berg, GM, KAZY, 2149 S. Holly Street, Denver, CO 80222. EOE M/F (2-6)

KNTB/Bakersfield's News/Talk station is seeking tapes and resumes for future reporting and talk show host openinga. Send to Pete Yockley, ND, Box 1499, Bakersfield, CA 93302. EOE M/F (2-6)

Major radio syndicator seeks self-motivated aggressive bright individual for station sales trainee position. Send resume to Judy Gold, VP, Westwood One, 9540 Washington Blvd., Culver City, CA 90230. (2:6)

KZAM-FM/Seattle has career opportunity. Please refer to the ad in the AOR section or call Paul Sullivan, PD, refer to the ad in the AOR (206) 454-1598. EOE (2-6)

PLEASE NOTE:

You may place your ad in the Opportunities section by mall or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail It to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

RUTH COLLANDER has been appointed Public Service Director and Administrative Assistant in charge of Public Affairs at KRLA/Los Angeles, CA.

AMY MATHESON joins KYUU-FM/San Francisco, CA as Account Executive. SOL (SCOOP) SIMAN appointed Account Executive at KYW/Philadelphia, PA

CHARLIE MICHAELS, formerly with KGHO/Aberdeen, WA, joins WXLQ/Berlin, NH as Operations Manager. MIKE ALLEN joins WXLQ/Berlin, NH as MD from WLAM/Lewiston, ME.

DENNY LUELL, formerly PD at KTNT/Tacoma, WA, appointed Operations Director at KACY-AM-FM/Oxnard/Ventura, CA.

JOHN RANDALL promoted to PD and middays at 16QT/Latrobe, PA

GARY MITCHELL, formerly PD & morning man at QT101/Grafton, WV, moves to afternoon drive at 16QT/Latrobe, PA. TONY FRANCIS joins 86WAZE/Tampa, FL from WWBA/St. Petersburg, FL

DON ROBERTSON moves to KRZI/Waco, TX from WHOO/Waco, TX

GEORGE MILLER appointed News Director at WQIO/Canton, OH from WHLO/ Akron, OH

JOHN GASTON named General Sales Manager at KOAX/Dallas, TX.

ELAYNE GEIGER has joined KTAC/Tacoma, WA as Account Executive MYLES CAMERON, formerly with KYTE/Portland, OR, moves to KLIF/Dallas, TX. RIC WAYMAN (J.T. JACKSON) named MD at KIQO-FM/Atascadero, CA from KTSM/El Paso, TX.

BO JAGGER (SHOTGUN STONE) moves to WRBQ/Tampa, FL, from 96X/Miami, FL.

Record

RICH HATHORNE named District Manager, Cleveland, for Capitol/EMI America/ Liberty Records Group.

HARRIET STERNBERG named Director of Publicity & Artist Development at LAX Records.

Industry

RON BARON promoted to Senior Vice President at Norman Winter Public Relations. SANDY WARDLAW appointed Vice President at Norman Winter Public Relations.

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Openings

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WEST

K-FIG-FM in Freeno has immediate openings for mature Pop/Adult personelities. Send tapes and resumes now to Sean O'Calleghan, Box 4265, Freeno, CA 93744. EOE M/F (2-6)

QUAD 99, Northern Colorado's number one Pop/ Adult atation, 100,000 watts, still looking for topnotch air personality and creative production person. Begin-ners don't waste time and tape. Beautiful Colorado surroundings. Tapes and resumes to John Brown, Box 117, Winsor, CO 80550. No cells please. EOE M/F (2-8)

K93-FM still looking for multi-track production wizerde. If you are hot in a studio, we've got the studios for you. Send demo tape, sample scripts, resume to Donovan Blue, K93-FM, Box 309, Heelds-burg, CA 95448, or cell (707) 433-4895. No begin-ners please. EOE (2-6)

56 KLZ/Colorado Country needs an all night drive Jock. Personality, community-oriented communicator. Tapes and resumes to Bill Bredley, PD, KLZ, 2149 S. Holly Street, Denver, CO 80222. EOE M/F (2:6)

KOPA-KXAM/Phoenix has a weekend opening. Tapes and resumes to Steve Rivers, Box 1827, Scotts-dale, AZ 85251. Only experienced pros need apply. EOE

COUNTRY KOKK-FM is looking for two good people. Experienced or not, desire and energy are the important ingredients. Rush alrcheck and resume to Lee Nye, KOKK-FM, 237 W. Vosemite Ave., Manteca, CA 95336, or call (209) 239 2200. (2-6)

Experienced morning personality with production needed now at Pop/Adult leader in growing Rocky Mountain market. Tapes, resumes and salary require-ments to Mike Connors, PO, KEXO, Suite 1016, Grand Junction, CO 81501. EOE M/F (2-6)

KPLS is looking for topnotch production talent to work afternoon drive on a Country kicker. Tapes and resumes to Roger Shannon, KPLS, Box 6004, Santa Rosa, CA 95406. EOE M/F (2-6)

WANTED: Urban Cowboy to do afternoon drive in small market Country format. Need 1st ticket. Able to tinker with equipment. Tapes and resumes to Rick Lockman, Box 1210, Rifle, CO 81650, or cell (303) 625-0200. Feature 1210, Rifle, CO 81650, or cell (303) 625-2299. Females encouraged to apply. EOE (2-6)

We're looking for a combo play-by-play/sales person. To do sports in Northeast Colorado and sales for 100kw FM. Tapes and resumes to Geary Morrill, KSTC, Box 830, Stearling, CO 80751, or call (303) 522-1609 (2.4) 1609 (2-6)

Miscellaneous

WOKL/Eau Claire, Wi needs record service from all labels for CHR product. Contect John Stewart, WOKL, 1819 Mitchell St., Eau Claire, WI 54701 or (715) 833-5420 (24) 1629 (2-6)

Positions Sought

Dedicated newsman looking for the right chal-lenge West or Northwest. Strong reporter and enchor, currently employed at prestige top 30 market station, looking for similar position in major market or as News Director in medium market. Experienced with News/ Talk. (415) 348-0203 evenings. (2-8)

5 year AOR pro wants to relocate. All formats con-sidered. NEIL, (805) 964-9264. (2-6)

2 years experience on-air including MD and music research. Good production, looking for comp grow with. ROB CUTTER, (815) 232-4814. (2-6)

Graduate college in June. Have done everything but traffic. Experience in progressive, AOR, CHR, oldies. 3 years commercial, 3 years educational. (804) 358-4072 after 2pm. STAFFORD. (2-8)

MD looking for stable market and growth within a winning company. Cell MARK before 5pm MST (605) 343-6161 or after 5pm MST (605) 342-6699. (2-6)

All night DJ, 3 yeers medium market experie Tight board, smooth delivery. Looking for all-night tion in CHR. (704) 377-2545 or (704) 545-4830. (2-8)

JACK RANDALL, formerty WNNO, WDUZ, WZEE, WZUU is vacationing in Key Largo but is waiting for your call. (414) 228-7173. (2-8)

My station lost its broadcast rights for major college football and basketball. I need a job. 4 years major college experience. Paat UPI award winner. Will relo-cate anywhere. Call SCOTT, (314) 878-7615. (2-8)

Marketable voice and articulate announcer. 2% years experience. Looking to move up and get back into Pop/Adut, CHR or AOR. Experience: KLBK and KPAN, Also know how to shovel snow. BRUCE, (915) 692-8783. (2-6)

Female announcer, 6 years experience, seeking on-air position. CHRIS, (213) 368-9285, (2-6)

4 year pro seeks Production Director and/or midday shift. Album/adult rock. Visual radio sales support systems, dynamic, well sold production. Promotions and community involvement. KAZY, KYNO-FM, KTFM. Performance speaks for itself. Weat Coest mejor market team leaders who desire team pleyers contact 1.5511 Y (202) 802-7008 (2.4). J. KELLY. (303) 693-7008. (2-6)

Goods & Services

Say Something Funny Instantly

Easy-to-follow book reveals comedy writers' secrets. Explains six instant joke formulas. Tips from Johnny Carson, Steve Allen, Bob Orben, etc. Proven by pros. 95 postprid. Jack Posner, Box 259, Great Neck, NY 11022 11022

KHJ Aircheck

93 minutes of KHJ/Los Angeles. The aircheck of the transformation from the legendary rocker to Country music. A collectors piece. Send 95 to Steven Kosch, 3816 Cinnamon Ct., Bakersfield, CA 93309.

FREE ISSUE OF GALAXY

Radio's most complete personality biweekly: current artist bios & updates, record facts, deliy calendar/ almanac, trivia, etc., all Airshift Readyl Sample: GALAXY, Box 20093R, Long Beach, CA 90801. (213) 438-0508.

Current Artist Bio's Published Bi-Weekly

Rock, Top 40, Country, plus humor, record-tie-lins, morel Send four 15C stamps for current issue. (Stamps a must.) Radio Times, 200 South Glenn, Sulte 98, Camarillo, CA 93010.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197

Broadcasters Action Line

Job Referral Service. 940 - 12 months. R 3 Box 84, Lexington, IN 47138. (812) 889-2907. Free to employers.

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humon servicel For sample, write *on station letterhead* to: O'LINERS, 1448 R West San Bruno Avenue, Fresno, California 93711 . . . or phone (209) 431-1502.

Sound Effects

Complete 26 LP sound effects library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195.00 for the entire set plus \$5.00 shipping. Send for catalog.to VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 or phone (212) 246-4675

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FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE – 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEDE WRITE HYPE, INK, BOX 69581, LOS ANGELES, CA 90069

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Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties, no clearances, 975.00 plus 95.00 shipping. Write or call today VALENTINO INC.; 151 West 46th St. N.Y., N.Y. 10036 (212) 246-4675.

Oldies But Goodies 45's

20,000 titles available – all records New not Used. Personal service. Giant catalog. Send \$1,00. The Gold Vault, Box 202, Oshtemo, MI 49077, (616) 349-9413.

Goods & Services

Making your classifieds come alive or getting Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified De-pertment. Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Positions Sought

You can save money each year by using recycled dental floss. Yep, that's right! CHR jock seeks medium market work. I am funny, topical, energetic and hard working with 1st phone. Experienced in automation, production and engineering. ROB, (312) 894-3987. (2-6)

Emerson College, grad. Presently employed as news sports person seeking to move into all sports. Willing to relocate. Reply Box 19, South River, NJ 08882. (2-6)

Major market moming news anchor/reporter for all-news radio KSD/St. Louis looking for similar oppor-tunity. Former Newa Director talk show host. GREG LaMOTTE. (314) 569-1680. (2-6)

Mature Pop/Adult PD, 75% adult increase last book, currently doing airwork in Chicago. Willing to relocate. KURT SCHAEFFER, (815) 874-7084 or (312) 472-6550. (2-6)

DON COHEN, formerly WEEI-FM/Boston. 8 years in Boston as MD and announcer atlll looking for that perfect wave. If you're looking, why not hire one of the best, (617) 964-4661. (2-6)

MORGÀN EVANS, 2 years at KRUX/Phoenix, 3 years TV experience. Good production. Available Immediately. (602) 846-0517. (2-6)

Positions Sought

I went to move back West. Presently at Midwest n, interested in making a home in a location w good stable Pop/Adult or CHR personality station. LES, (915) 949-1103. (2-8)

Experienced radio ennouncer looking for West Coast position, programming end/or on-eir. Heve worked at KFA, KMEO and most recently 96 Rock/Tucson. MIKE HESTER, (602) 327-8644. (2-6)

Communicate now. WLUP/Chicago, KZLA/Los Angeles, KLOL/Houston, KZOK/Seattle, KTFM/San An-tonio. That's my resume. Impeccable references. KEN NOBLE, (213) 645-9705. (2-6)

8 years experience. Radio newsman seeks major market position. (914) 297-7281. (2.6)

Big volce, news vet seeks employment with stable operation in major market. Delivery style tellored to your format. Excellent reporting/writing ability. Broadcast degree and 13 years experience. Currently working as MD at medium market #1 FM rocker. (803) 762-0820 afternoons. (2-6)

Experienced top 50 market PD/MD/night rocker, looking for major market PM drive or night gig. Have programmed in the Norfolk market and did nights at WGH. Currently 8-10pm at WRVQ and am available around March 1. JJ, (804) 355-3877 or (804) 648-9151 after 4 pm. (2-6)

AOR personality. 2 years experience. Excellent music knowledge and music mixing ability. Flexible and famillar with AOR formats. Experience in programming, production, and personality sports. Searching for AOR growth opportunity. Will relocate. (912) 232-1744, (2-6)

Assistant PD and MD of one of Billboard s Pop/Adult stations of the year looking for stable major or medium market air shift of PD slot, medium market. Exper-ience, topnotch references and stability are just a few of my credentials. Prefer Midwest. TIM, after 5pm EST (614) 392-2728 (2-8) (614) 382-2728. (2-6)

Good programming doean't have to cost mega-bucks! Having GERI ANDREWS on your team is like having a major merket PD at a small market salary! Box 6224, Ventura, CA 93006. (805) 648-4715. (2-6)

Looking for a killer jock to lock up that book? Read on, my friend. Network pipes and can do extremely creative production. Have many voices and dialects to make your production come alivel! Have worked at F105/Boston and WAAF/Worcester. Have expansive knowledge of all music. Get my cet and me off Cape Cod where the snow is up to your adams apple. BOB BURKE, (617) 385-3488. Don't delay, your book won't wait. (2-6)

Personelity with 7 years experience looking for air/ production shift. Prefer East/Midwest medium or large Pop/Adult station. Cell morning or evening (614) 383-5375. (2-6)

Recent college grad with college radio experience (Jock, news, public affeirs, etc.) seeks entry level posi-tion in any aspect of radio. Will go anywhere. Loysity and dedication are my top billings. DAVE, (213) 342-2715 (2.6) and dedice 2715. (2-6)

Medium market air personality available immediate-ly. Experience in all time slots, also Operations Mana-ger, MD, production and engineering. Former Chief Engineer and currently doing agency production. Re-cently laid off and can't wait to get back on the air. (717) 243-3702 anytime. (2-8)

If BOB SCOTT of WOL/Washington, DC and WBMX/ Chicago thought it was worthwhile to call me, then so Chicago thought it was worthwhile to call me, then so can you. All East Coast programmers call me now at (913) 334-3456 before 8:30am CST. (2-6)

3 year CHR and AOR veteran, female announcer type Is out of job. Major market or Superstars experience. Want midday or afternoons, West, Midwest. (402) 895-2728. (2-6)

Attention middle and mejor market employers. Available June, alr personality with 2% years exper-ience at 50,000-wett Chicagoland Pop/Adult station. College degree in communications and one year of upper level station management. One tape and/or interupper level station management. One tape and/or inter view will prove I can do the job in your important market. (313) 420-3437 Monday-Friday, noon to 6pm (2-6)

Who wents great ratings? Rated #1 in all categories during nights at WAAY and afternoons at Q101. Look-ing for CHR station in top 100 market while holding over at WCRQ. Good references. JJ JONES, (205) 881-1344. (2-6)

PAUL LEE, formerly KMEN, KYNO-FM, KKDJ-FM. Medium and major n CA as announcer, MD or production. (714) 525-1382 afternoons. (2.6)

6 years strong track record in AOR. Interested in moving in the direction of programming. For references, resume and tape contact MOBY, (815) 792-7564 (2.61) 7591. (2.6)

City girl gone Country and wants to stay that way Licertion and format. One year experience with present location and format. One year experience with present midday ahift and News Director responsibilities. Prefer Midwest or western states. No station too small or too big for me, looking more for location and good people. ANNE CAROL, Box 1250, Roosevelt, UT 84006, (2:6)

Announcer, 1st ticket, one year experience. Country preferred, will consider Pop/Adult. Ron Bailey Broad-cast School grad. Call Ray Johnson, (916) 529-3728. Aveilable immediately. (2-6)

Positions Sought

Talented AOR, CHR or Pop/Adult elr ace seeking medium or small market gig with loads of produc-tion, Lots of 4-track experience. Midwest or South. TOM SULLIVAN, (213) 281-0409 anytime. Excellent references and I'm looking now! (2-8)

Disc jockey/newsman with 4 years professional experience. 2 years Country, 2 years AC/CHR. Also previous experience with jazz and progressive rock music. Primanly looking for jock work, but might be interested in the right news positions. (717) 455-2365 or write for resurne and type. PAUL J. MINDA, Dippel Manor, Box 212, Hazleton, PA 18201. (2-8)

WES SILER from KRUX/Phoenix with 1st ticket and big pipes. Available for CHR or AOR. Great attitude. (602) 939-2263. (2-6)

Creative personality with solid background. Top numbers in highly competitive markets. Advertising ex-perience as writer/producer at two top agencies. Pro-gramming, promotion and music knowledge. Public service and community involvement. May I help you? (915) 542-0037 (MST) (2.6)

Wanted upper Midwest: announcing position in small market, prefer Minnesota. Some experience. Quiet and clean cut. (218) 226-3968. (2-6)

Still looking in PA, central/northeast. (Allentown-Harrisburg-Wilkes-Barre). Presently AM drive and MD. Prior PD-PM drive experience. 10 year personality Good numbers. Skilled production-promotion and research specialist with knowledge and contact in the Commonwealth. Yours in return for stability and responsibility. After 3pm call (717) 622-2319. (1-30)

Energetic, enthusiestic CHR personality who would be an asset to your station. LEE ADAMS, (601) 956-9330 for tape and excellent references. (1-30)

I'll prove it all night that this talented beginner with 5 years on-air and related experience is ready to bust loose for amail or medium market CHR. High-energy delivery, sizzling board, great teen communicator. Powerful production and agency quality copywriting separates your regular run-of-the-mouth jock from me. Own mobile DJ unit and light show, a plus for remotes. DAN McKAY, (504) 895-6112. (1-30)

Minority jock with CHR and AOR experience cur-rently working R&B. Ready to make a switch. BILL MORGAN, (312) 638-3717 after 5pm Central time. (1-30)

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Super Start For A Superstar.

96KX add **CKGM** add **Z93 deb 28** 940 29-23 WDRQ add CKLW on **KBEQ** on KJR on **KIMN** on **KOPA** add **KUPD 26-24** WFBR on WTRY on WFLY 25-22 WPST 31-28 Q106 on WKBO add 30 WAQY add WHYN add WKEE on KSRR add 39 **KRBE** deb 29 **KSET-FM** add KWIC deb 32 KXX106 deb 30 WAAY on Y103 35-26 WBBQ add 920 on WSKZ on **WOKI add** WRJZ add WAYS deb 26



WQRK deb 25 WRVQ 27-25 WAKY add 30 KJ100 add WVLK add WVIC on WAKX on KIOA add KWEN deb 26 WCSC deb 30 KRAV add WISM on Z104 28-26 WNAM on WIKS on WMEE add KEZR 23-15 KKXX on KIDD on KROY 15-9 KYSN add FM103 add K96 add 29 KMJK on KLUC deb 27 KENO add KZZP 30-26 KRQ add 29 KHYT add **KTKT deb 30** WJBQ add WLAM add WIGY add **13FEA add** WCIR add WHHY on Z102 on 95SGF add WFOX deb 30 WCGQ on WISE deb 35 WXLK on WROV add 32 FM99 on **KSEL** add **KPUR deb 27 KVOL** add WANS 35-28 **KKXL** add **KKRC** add **KKLS** add WSPT deb 30 KWWL deb 30 **KENI add KDZA** add **KATI** add **KQDI** on **KBOZ** on **KYYA** add **KOOK** on **KRLC deb 29**

STEVE WINWOOD "While You See A Chance"



Menufactured and Distributed by Warner Bros. Records



1

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

BARBRA STREISAND/BARRY GIBB What Kind Of Fool (Columbia)

67% of our reporters on it. Moves: Up 100, Same 15, Down 0, Adds 34 including WABC, WKBW, WRKO, KDWB, WZUU, WOKY, 13K, WBBF, KC101, WHYN, KTSA, KXX106, Y103, KSPZ. See Parallels, debuts at number 29.

BRUCE SPRINGSTEEN

Fade Away (Columbia) 60% of our reporters on it. Moves: Up 55, Same 36, Down 0, Adds 42 including WKBW, CHUM, KIMN, WFBR, WTRY, WBLI, V100, KINT, WERC, WAPE, WAYS, KZ93, WMEE, KHYT. See Parallels, debuts at number 30.



Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song Up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week, Complete airplay activity on all songs listed in New & Active can be found in the parallels. Dindicates one of this week's "most added" new songs.

OUTLAWS "(Ghost) Riders In The Sky" (Arista) 117/14 Moves: Up 65, Same 36, Down 2, Adds 14, Z93, G100, CK101, WOKI, WRJZ, KJ100, WMEE, KNBQ, WLAM, WTSN, WFBG, WHHY, WTRU, KDVV. QUEEN "Flash's Theme" AKA "Flash" (Elektra) 103/5 Moves: Up 72, Same 23, Down 3, Adds 5, WGCL, WAEB, WOKI, WSEZ. KWWL, Q105 24-20, WDRQ 21-15, Q102 24-21.

JACKSONS "Heartbreak Hotel" (Epic) 102/0

Moves: Up 44, Same 28, Down 30, Adds 0, JB105 18-13, CKLW 13-10, KJR 11-8, WFMF 7-4, WIKS 10-7, WFBG 9-7, KSEL 7-5.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 98/26 Moves: Up 44, Same 28, Down 0, Adds 26 including WKBW, WFIL, KRLY, Z93, CKLW, KSLQ, KFI, KFRC, KPLZ, KIMN, B97, WSGN, BJ105, KJRB.

FIREFALL "Staying With It" (Atlantic) 97/14 Moves: Up 48, Same 35, Down 0, Adds 14, JB105, CKGM, KUPD, WTRY, WBLI, G100, WSKZ, KHYT, WLAM, 14WK, Z102, KSEL, KKRC, WTRU. POLICE "Don't Stand So Close To Me" (A&M) 95/43

Moves: Up 32, Same 19, Down 1, Adds 43 including 94Q, Q105, CKLW, KIIS-FM, 13K, Q106, WTIX, B97, BJ105, WOKI, WDJX, KEZR, KLUC, KRQ. STEVE WINWOOD "While You See A Chance" (Island) 93/40. Moves: UP 26, Same 27, Down 0, Adds 40 including 96KX, CKGM, WDRQ, KOPA, WAQY, KSRR, WBBQ, WRJZ, KJ100, WVLK, WMEE, FM103, K96

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 83/15 Moves: Up 49, Same 19, Down 0, Adds 15, KRLA, WOLF, WAXY, WSKZ, WTWR, WAKX, Z104, WIKS, KJRB, KTAC, KTKT, WTSN, 14WK, WISE, KDZA

DONNIE IRIS "Ahl Leahl" (MCA) 81/10

Moves: Up 41, Same 25, Down 5, Adds 10, WPGC, KJR, KNUS, WSKZ, WGRD, WIKS, KEZR, KIDD, WXLK, KQDI.

TERRI GIBBS "Somebody's Knockin' " (MCA) 79/19 Moves: Up 48, Same 12, Down 0, Adds 19 including WKBW, WIFI, KXOK, KOPA, WTRY, KC101, WAQY, KQ94, WSEZ, WQRK, WVIC, KZZP.

SHEENA EASTON "Morning Train (Nine To Five)" (EMI America) 73/60. Moves: Up 5, Same 8, Down 0, Adds 60 including WNBC, WIFI, WCAO, WROR, PRO-FM, KRLY, WDRQ, CKLW, KSLQ, WOKY, KPLZ, WAEB, WERC, WRVQ, WAKY, KSTT, KNBQ.

ELVIS PRESLEY "Guitar Man" (RCA) 73/23

Moves: Up 30, Same 20, Down 0, Adds 23 including WCAO, WROR, WRKO, PRO-FM, Z93, KPLZ, WRJZ, WNOX, WQRK, WVIC, WOHO, KROY, KSPZ, KATI

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 71/0. Moves: Up 36, Same 23, Down 12, Adds 0, WABC 32-25, 96KX 3-2, WLS 20-12, KFRC 27-21, WJDX 17-13, Z104 24-21, FM103 8-7. AC/DC "Back In Black" (Atlantic) 59/0

Moves: Up 37, Same 19, Down 3, Adds 0, WIFI 30-28, KFRC 29-26, 13K 27-23, WFMF 21-16, WAKX 27-20, KKXX 5-2.

APRIL WINE "Just Between You & Me" (Capitol) 57/34

Moves: Up 11, Same 12, Down 0, Adds 34 including WIFI, WDRQ, KSLQ, WGCL, KIMN, WFLY, KWIC, WAPE, WOKI, WNAM, KIOY, KIDD, FM103, KTKT.

FLEETWOOD MAC "Fireflies" (WB) 50/12

Moves: Up 22, Same 16, Down 0, Adds 12, KIMN, WHFM, WFLY, WBLI, WKEE, WVLK, WISM, WISE, KFYR, KENI, KOOK, KFXD.

Others Getting Significant Action

LOVERBOY "Turn Me Loose" (Columbia) 49/8

Moves: Up 20, Same 21, Down 0, Adds 8, WGCL, WHFM, KRBE, WAAY, WSEZ, WIGY, KCBN, KQDI.

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R		I	K	DNAE AIRPLAY/30
THREE	-	-	-	and the second se
AGO	AGO	WEEK	-	February 6, 1981
22	11	6	0	JOHN LENNON/Woman (Geffen)
16	8	4	0	DOLLY PARTON/9 To 5 (RCA)
12	6	3	3	REO SPEEDWAGON/Keep On Loving You (Epic)
3	2	2	4	STEELY DAN/Hey Nineteen (MCA)
1	1	1	5	BLONDIE/The Tide Is High (Chrysalis)
8	5	5	6	EDDIE RABBITT/I Love A Rainy Night (Elektra)
9	7	7	7	KOOL & THE GANG/Celebration (Delite/PolyGram)
27	22	13	0	STYX/The Best Of Times (A&M)
17	12	12	0	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
13	9	9	10	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
4	4	8	11	ROD STEWART/Passion (WB)
26	18	14	Ð	CLIFF RICHARD/A Little In Love (EMI America)
14	10	10	13	BOZ SCAGGS/Miss Sun (Columbia)
25	19	15	0	ALAN PARSONS PROJECT/Games People Play (Arista)
30	28	23	G	DON McLEAN/Crying (Millennium)
2	3	11	16	JOHN LENNON/(Just Like) Starting Over (Geffen)
-	24	20	Ø	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
29	27	22	18	PAT BENATAR/Treat Me Right (Chrysalis)
-	30	27	O	NEIL DIAMOND/Hello Again (Capitol)
28	25	24	20	RONNIE MILSAP/Smoky Mountain Rain (RCA)
24	20	18	21	EAGLES/Seven Bridges Road (Asylum)
-		25	2	ABBA/The Winner Takes It All (Atlantic)
-	-	28	23	BLONDIE/Rapture (Chrysalis)
-	29	26	2	RANDY MEISNER/Hearts On Fire (Epic)
5	14	16	25	AIR SUPPLY/Every Woman In The World (Arista)
10	15	17	26	BARRY MANILOW/I Made It Through The Rain (Arista)
-	-	29	Ø	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
-	-	30	\odot	LEO SAYER/Living In A Fantasy (WB)
-			Ø	BARBRA STREISAND/BARRY GIBB/What Kind (Columbia)
-			0	BRUCE SPRINGSTEEN/Fade Away (Columbia)
is ch	art is I	based	solely	on airplay statistics compiled weekly from our CHR reporting stations.

Radio? Records

Black circled numbers indicate significant upward movement from at least 60% of our reporters,

MOST ADDED

SHEENA EASTON "Morning Train" (EMI America) POLICE "Don't Stand So Close To Me" (A&M) BRUCE SPRINGSTEEN "Fade Away" (Columbia) STEVE WINWOOD "While You See A ..." (Island) LEO SAYER "Living In A Fantasy" (WB) Complete Regionalized Listings on Pages 30 and 31

HOTTEST

JOHN LENNON "Woman" (Geffen) REO SPEEDWAGON "Keep On Loving You" (Epic) DOLLY PARTON "9 To 5" (RCA) STYX "The Best Of Times" (A&M) KOOL & THE GANG "Celebration" (Delite/PolyGram)

6

allel Listings Begin on Page 32

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 48/16 Moves: Up 18, Same 14, Down 0, Adds 16 including CFTR, KUPD, KQ94, Y103, BJ105, WVIC, WJBQ, WIGY, 95SGF, KODI KRIC

SUZI QUATRO "Lipstick" (Dreamland) 41/6

Moves: Up 11, Same 24, Down 0, Adds 6, KFI, KRBE, KWIC, WTIX, Y103, WVLK, WBBQ 22-18, WSPT 30-26. EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 40/15

Moves: Up 9, Same 16, Down 0, Adds 15, WFIL, WROR, PRO-FM, JB105, WGCL, KFRC, KPLZ, WKEE, G100, WAAY, WAXY, WSEZ, WQRK, KTAC, KCPX.

YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 36/14 Moves: Up 15, Same 7, Down 0, Adds 14, WIFI, KEARTH, 13K, WKEE, KELP, WTIX, KEEL, 96X, WAPE, KX104,

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 33/16

Moves: Up 6, Same 11, Down 0, Adds 16, KJR, WFBR, WKEE, WBBQ, WRJZ, WVLK, KNBQ, WCIR, WSGA, WFOX, WISE, WXLK, KKRC, KKLS, WSPT, KQDI.

DIRE STRAITS "Skateaway" (WB) 33/1

Moves: Up 16, Same 12, Down 4, Adds 1, KCBN, CHUM 25-21, KUPD 17-9, K104 13-8, KKLX 12-9. NIGHT "Love On The Airwaves" (Planet) 32/4

Moves: Up 15, Same 13, Down 0, Adds 4, WPST, WAEB, KWIC, KZZX, WBEN-FM 37-34, WCIR 26-21.

LTD "Shine On" (A&M) 27/1

Moves: Up 16, Same 3, Down 7, Adds 1, WSGA, WXKS 3-2, Y100 14-6, WCKX 13-7, KHS-FM 20-16, FM100 9-6. **DOOBIE BROTHERS "Keep This Train A-Rollin" "(WB) 22/16** Moves: Up 1, Same 5, Down 0, Adds 16, K104, KSRR, KQ94, KXX106, WAAY, Y103, WQRK, KEYN-FM, Z104, WGUY, 14WK, 95XIL, WHHY, WFOX.

SPYRO GYRA "Cafe Amour" (MCA) 22/4

Moves: Up 11, Same 7, Down 0, Adds 4, KINT, WGUY, WFLB, WTRU, WKBW 25-22, WBBF 23-21, KEYN-FM 29-24. LAKESDIE "Fantastic Voyage" (Solar/RCA) 20/1

Moves: Up 15, Same 3, Down 1, Adds 1, KCPX, WXKS 5-3, KFRC 19-14, KINT 37-26, FM99 4-2, KVOL 5-1. McGUFFEY LANE "Long Time Lovin" You" (Atco) 20/1 Moves: Up 9, Same 10, Down 0, Adds 1, KWWL, Q102 29-26, WDJX 2-1, WCIR 15-10.

GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 19/3 Moves: Up 9, Same 7, Down 0, Adds 3, KO94, WAPE, WNOX, WBEN FM 32-29, WOKY d-27, WTIX 31-27.

ASSOCIATION "Dreamer" (Elektra) 18/1 Moves: Up 8, Same 9, Down 0, Adds 1, WERC, WFBR 30-27, WLCY 29-26, Y103 40-35, WFLB 32-22.

RITA COOLIDGE "Fool That I Am" (A&M) 18/0 Moves: Up 8, Same 7, Down 3, Adds 0, KXOK 6-5, WZUU 24-21, KIMN 23-13, WLCY 6-6, WCIR 19-14. CLIMAX BLUES BAND "I Love You" (WB) 17/13

Moves: Up 1, Same 3, Down 0, Adds 13, 96KX, WPST, WKEE, KRBE, WAAY, WGH, WRVQ, KKXX, KTKT, WFOX.

WCGO, FM99, KKLS

TOUCH "Don't You Know What Love Is" (Atco) 16/4

Moves: Up 5, Same 7, Down 0, Adds 4, CKLW, WAPE, WDJX, KKXX, WBEN-FM 34-31, K104 34-32, WSPT 29-25.

Continued on Page 34