

# Radio & Records

ISSUE NUMBER 307

THE INDUSTRY'S NEWSPAPER

NOVEMBER 9, 1979

## Benson Joins Western Cities As VP/Programming

Don Benson has resigned as PD of 94Q and WQXI/Atlanta to accept the position of VP/Programming at Western Cities Broadcasting, a seven-station radio chain based in Phoenix. Benson had been with WQXI and 94Q for five years, starting as Research Director, becoming PD at 94Q three years ago and PD for both a year and a half later.

"I'm totally in charge of programming the chain," Benson told R&R, adding that he will be headquartered in Phoenix and will report directly to Western Cities' owners.

Benson commented, "WQXI and 94Q have been phenomenal to work at, to grow, and to learn for the past five years. I'm leaving some wonderful people. It's a tough decision to leave, and it's a big risk, but it's a great shot. The bigger the risk, the bigger the reward, and I'm willing to take the risk. The people at Western Cities are exceptional radio people."

Western Cities owns KZAP/Sac-



Don Benson

ramento (AOR), KMJJ (P/A) & KLUC-FM/Las Vegas (Top 40), KMGX (P/A) & KRQQ/Tucson (Top 40), and, pending FCC approval, will take charge of KQXE & KIOG-FM/Phoenix shortly.

## DRISCOLL HEADED TO 96X

### WDRQ Drops Dancemusic For Top 40 Direction

WDRQ/Detroit, one of the more prominent major market Dancemusic stations to convert to the format following WKTU/New York's lead, has returned to a Top 40 format. PD Mark Driscoll, who

## COX-GE DEAL IN TROUBLE

### FCC Approves Viacom-Sonderling Merger

The Commission unanimously approved the Viacom-Sonderling merger Tuesday (11-6). Most all Sonderling Broadcasting Co. stations will be assigned to Viacom International. The exceptions are WOL/Washington, which will probably be sold under the distress sale policy to a local black group (R&R 11-2), and WOPA-WBMX-FM/Oak Park, IL, which will be retained by Egmont and Roy Sonderling. Sonderling stockholders have the option of Viacom stock worth \$28 per share or cash.

In allowing the merger, the Commission noted it will scrutinize the proposed WOL distress sale at a later date to make sure the seller

is not getting full market value. WOL, which has been designated for a hearing on payola allegations, was spun off in order not to hold up the merger.

Stations now assigned to Viacom are WMZQ-FM/Washington, WWRL-WRVR/New York, WDIA-WQUD/Memphis, KIKK/Pasadena, TX, KIKK-FM/Houston, and KDIA/Oakland.

### More Opposition To Cox-GE

Two additional citizens' groups challenged the proposed merger of Cox Broadcasting Corp. and General Electric Co. last week. Both the National Black Media Coalition (NBMC) and Friends of the Earth (FOE), an anti-nuclear

group from California, asked the FCC to block the merger on the grounds that GE would cover up news of a nuclear disaster if one occurred at one of its plants. GE called the charges "insulting and unsubstantiated," and challenged the FCC to examine its 50-year record as a broadcaster.

The Commission has also heard from Marcus Garvey Wilcher, plus Virginia Beach Telecommunications Corp., which objects to the issuance of tax certificates to Cox for spinoffs resulting from the merger. Unless the merger is approved by the FCC before May 30, 1980, either Cox or GE under their agreement can terminate the deal.



Jim Long



Patrick S. Shaughnessy

## SHAUGHNESSY NAMED TM PRESIDENT

### TM Co-Founder Long Resigns To Run Radio Stations

Jim Long, President of the TM Companies and a co-founder (with Tom Merrinan) of the organization, has resigned as of December 31, 1979, in order to take a more active role in administering a number of radio stations he owns. Patrick S. Shaughnessy, VP/GM at KIQQ (FM100)/Los Angeles for the last six years, has been appointed President of TM.

Long, who will consult TM, commented, "This has been in the works for several years. TM is the biggest and best broadcast services company in the world; however, I find that I'm just not enjoying the role of a full-time executive in a big company and I want to get into more of a 'hands-on creative' situation." Long, who joined TM in 1967 and supervised its growth to a \$6 million four-tiered company (TM Productions, TM Programming, TM Special Projects, and TM International), has recently purchased KSSN-FM/Little Rock and (subject to final approval) KLRA/Little Rock, along with KEYN-AM-FM/Wichita,

with two other station purchases in negotiation. He said, "I'm excited about working with the stations and having some uninterrupted time to work on some creative projects I've been thinking about."

Bruce Johnson, President of Shamrock Broadcasting (owners of TM), told R&R, "We're sorry to lose Jim; he's built a great company. We've been talking about this for about two years now, and had planned and structured the company for this." Commenting about Shaughnessy's appointment, Johnson said, "His vast experience in broadcast syndication and knowledge of broadcast management makes him ideally suited to replace Jim Long."

Shaughnessy, who was Executive VP/GM of Drake/Chenault before joining FM100 and had earlier served as VP/GM of KMEN/San Bernardino, told R&R, "I've been with FM100 for six years and it's been great. The TM position offers tremendous challenges and growth potential, and I'm very excited about the opportunities."



**COHO COLA CAPTURES CHICAGO** — "It's been a record-breaking day. You've spent six hours listening to WLUP radio and burning disco albums, and you feel the satisfaction of a job well done. Now comes the time for a break. Now comes Coho Cola time. Coho Cola — the soft drink that leaves you looped!" The preceding was an imaginary commercial for WLUP/Chicago's latest smash promotion, a cola drink named after air personality Steve Dahl's famous anti-disco army, the Insane Coho Lips; but apparently it captures the feelings of a lot of young Chicagoans. WLUP PD Jesse Bullet reports that 10,000 cases of the stuff are being marketed in Chicago only, mostly at "Loop stores," which carry other WLUP-related merchandise. "I've walked down Michigan Ave. with a six-pack and kids are begging me for it. It could turn into an ongoing thing," Bullet relates. Coho-Cola was conceived by WLUP GM Les Elias, and costs \$1.99 a six-pack. Dahl, the inspiration for the idea, commented simply, "It wasn't my idea, but I love it."

will leave the station to take over the PD position at 96X/Miami (like WDRQ a Charter station), explained that WDRQ had been "diluting the disco" for some time and that prospects for success were felt to be greater with a full re-conversion to Top 40.

Driscoll told R&R, "I think, after researching the market in the four months I've been here, that there's a definite opportunity for an FM station in this market to be very successful in the mass appeal Top 40 sense, with a mature, dynamic approach. I think there's been a hole in the market for some time. The disco thing didn't generate the audience excitement that was hoped for. We sure gave it a shot, and it was relatively successful, but we hope to be greatly successful."

Asked why the station switched formats in the midst of a ratings period, Driscoll said that he, WDRQ GM Joe Bacarella, Charter President Russ Wittberger, and station consultant Kent Burkhardt had determined that the switchover would not have a harmful effect on the station's ratings. He added that the conversion was not abrupt, with the most noticeable aspect being a move toward "mellow" music, and that reaction so far was positive.

Driscoll also said that he would be leaving WDRQ this week for 96X, currently a Dancemusic station. "I will be working with Russ Wittberger and Burkhardt/Abrams in researching the market," Driscoll commented. Jim Ryan, former WDRQ MD and present evening air personality, has been named interim PD at WDRQ.

# HOW TO DRAMATICALLY IMPROVE YOUR STATION'S SOUND...

# FOGHAT

## “Third Time Lucky”

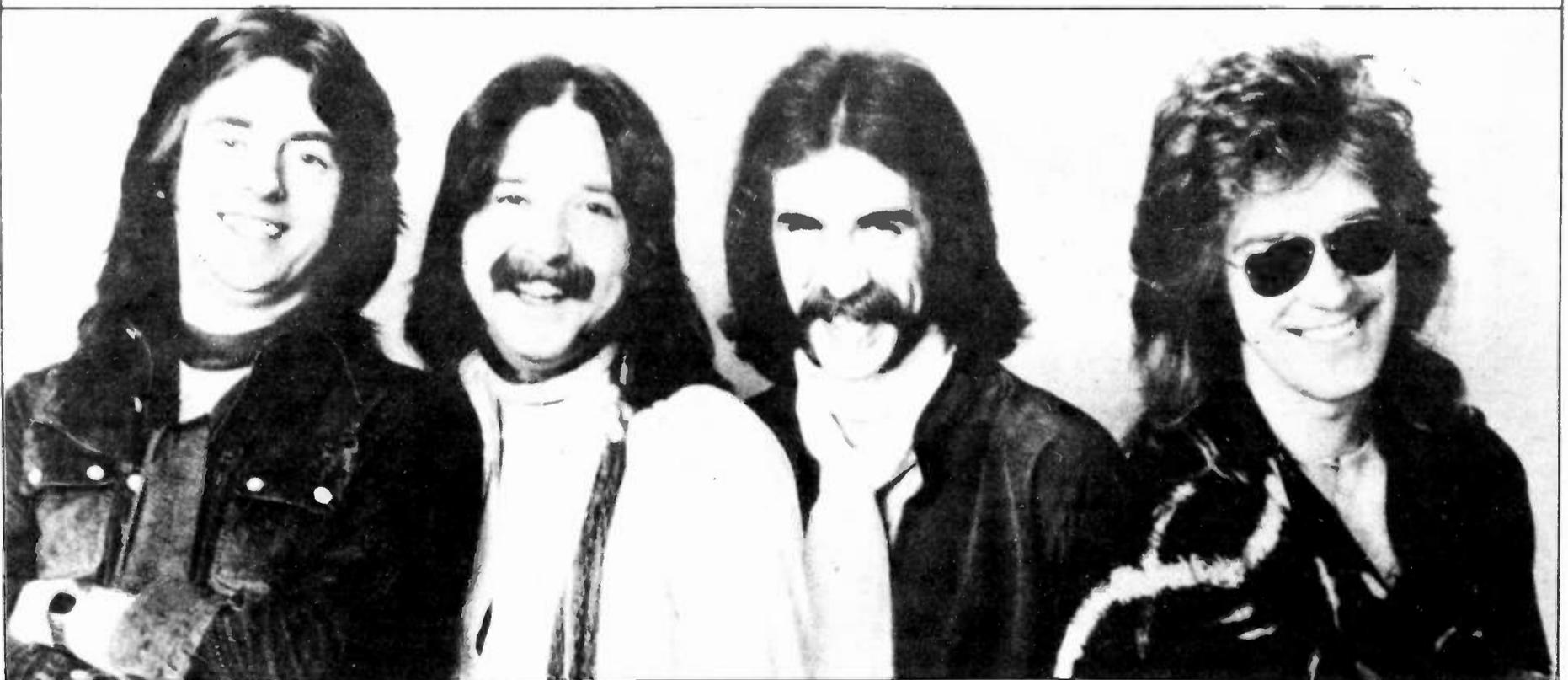
WKBW deb 30  
WIFI add  
WPEZ deb 32  
KRBE deb 30  
94Q 24-20  
WQXI add  
WTIC-FM add

WKBO add  
WEFM add  
KNOW on  
KXX106 28-23  
WAPE 30-25  
WBBQ add  
WHBQ add

92Q on  
WSKZ on  
WNOX add  
WAYS add  
WGH add  
WVIC add  
WNAP add

WISE add  
KHJ add  
WLBZ add  
WIGY on  
WEEQ on  
WTAC add  
KX104 add

WFOX on  
WFLB on  
WTMA add  
WANS-FM 30-26  
FM99 add  
KAYC add



Produced by Foghat & Tony Outeda



on Bearsville Records

Manufactured and Distributed by Warner Bros. Records

## Combined's Bayliss Counters KSD Jock's Allegations

Last week (R&R 11-2), former KSD/St. Louis air personality Ed Scarborough detailed his position regarding an exclusivity clause in his contract, which KSD invoked when he attempted to join cross-town competitor KMOX. In response to Scarborough's statements, John Bayliss, President of Combined Communications, owners of KSD, replies: "The article was basically factual in that what Ed Scarborough had reported was true, but he left out the details that were, I think, important, and which led to the whole situation."

"One of these details was that prior to our going to the News/Talk format in midday, I met with Ed, with our then-General Man-

### Storer Shuffles Top Execs

Storer Broadcasting, in a series of moves reflecting increased interest in its cable television operations, recently announced an extensive realignment of its top corporate officers. Current Storer Board Chairman and Chief Executive Officer Bill Michaels remarked that the changes were made in order to relieve "almost unmanageable burdens" on several of the firm's executives.

Under the new corporate structure, Michaels will continue as board chairman, but will cede his

STORER/ See Page 24

ager Ed Newsome, and with News Director Hal Brown, and we discussed that instead of doing just a morning and PM-drive news block, we should consider going to the News/Talk format with a midday host who would cue the news, cue the network, interview people, take phone calls, etc. We then asked Ed if he would be interested in that sort of thing.

"Ed came right back in the same meeting and said he'd love to do it, that he was concerned

about the prospects of being a disc jockey for the rest of his life, and that he was glad we would consider him for the position" (this was some time in late July, adds Bayliss).

"We didn't put the News/Talk format on the air until the first week in September, which gave us plenty of time for studio rehearsal with Ed, so that we could get a general feel for what was going to happen, as well as doing on-air

BAYLISS/ See Page 24

### RADIO, TV GET SEPARATE PACTS

## WCCO Strike Settled

The 25-day strike which pitted the International Brotherhood of Electrical Workers (IBEW) against WCCO-AM-FM-TV/Minneapolis ended Friday (11-2), with union and management hammering out their differences in a 10-hour, all-night bargaining session. For radio, the principal issue in the strike was the company's desire to establish separate contracts for all three broadcast operations. Under the terms of the new three-year pact, there will be two contracts, one for the two radio facilities and the other for television.

The strike had idled 72 technicians and about 100 AFTRA members, who refused to cross IBEW picket lines (R&R 10-12), but as of

Sam Saturday (11-3) all WCCO personnel were back on the job. WCCO Program Director By Napier told R&R that he was "very relieved" the issues had been settled, adding that he was pleased the company and union had been able to agree upon separate contracts for the radio and television operations, not only because each facility had its own problems, but also because such contracts would, he hopes prevent WCCO from being "entangled in these situations."

"It's great to have our regulars back on the air," noted Napier, who mentioned that WCCO had taken out a half-page ad in the local print media which read, "Your old friends are back," upon the strike's settlement.

## OPINION LINE

### Beautiful Music Excitement

Dear R&R:

My staff and I thank you for your new Beautiful Music section. We feel it is important that we be recognized, and that our successes be communicated both to the industry in general and to the Beautiful Music stations across the country. Beautiful Music is an exciting format with which to be involved, complete with (for us at least) promotions and contests at least as stimulating as any I was involved with when I was doing "personality" radio. We've run both write-in and call-in contests with results that were, to say the least, remarkable, and I think we've all signed more autographs since we became a Beautiful Music station than ever before. One would have a tough time convincing our audience that any of us are "old farts who are too washed up to cut it in another format."

Sincerely,  
Mike Burnette  
Op. Mgr., KJQY/San Diego

### On Record For Radio

Dear R&R:

This is in reference to your "Open Letter to Radio Programmers and Everyone Involved in the Record Industry." (R&R Oct. 26, 1979). First of all, I was disappointed that your publication would print an unsigned letter (Anonymous). If this "record executive" really feels the way he says he does, he should be man or woman enough to sign a name to it. To stand for something but not saying who you are shows no stand at all. Secondly, WFIW buys most of its records. We do get service from a few of the biggies, but mostly we buy them locally. So allow me to ask this — if a radio station buys its records, how does the record industry feel about home taping? Thank you for letting me voice my opinion.

Sincerely,  
Dave Land  
Station Mgr., WFIW/Fairfield, IL

### "Vinyl Vietnam"

Dear R&R:

Hello from KFMH! I have been reading with interest the various articles in the various trades concerning radio's "ripping off" of the record industry. It is the same industry that rushes the albums to the major chain stations. It's the same industry that rushes tons of jackets, posters and other various paraphernalia, and it's the same industry that is continually "hyping" radio through it's promoters to play the entire album.

Radio in turn is reading its audience, an audience that doesn't have \$15 to spend on a record album. To say that radio is contributing to the entire downfall of the record industry is like saying that your mother gave birth to you simply to die.

I'm sure that no one in radio, our station, or the major chains wish ill-health on the record industry. Those that would buy the albums are not going to be satisfied with an over-the-air processed tape. We pride ourselves on our clean Dolby signal — but it's not like playing the album at home.

I would like to believe that stations encourage their audience to purchase albums through the airing of them. On most stations it is

LETTER/ See Page 24



Make your opinions known! Communicate with our industries through the pages of Radio & Records. Write to R&R or take advantage of our Opinion Line, (213) 552-3525, to record your ideas on any industry issue or concern.

### Have Record Companies Helped Radio?

I just think it's a very interesting situation that the record companies that are asking for radio's help and are talking about radio's obligation to help them are the same people who have been lobbying with Congress to pass laws to make radio stations pay for every play of a record. It seems to me that the record industry has not helped radio, nor has it had radio's interest in mind, and certainly has not had radio's bottom line in mind. I think probably the guy who has been the most adamant about radio paying for plays and the let's-take-money-from-radio attitude has been Joe Smith. He is also the guy that's been the most vocal about radio helping the record industry. I think it's interesting that no one has brought that point out.

Anonymous

**NEWS/TALK RADIO'S HOOKS FOR THE BOOK — The Nation's News/Talk Stations Are As Active As Music Formats In Waging Promotion And Ad Campaigns During A Ratings Period. Jonathan Hall And Elisabeth Good Survey A Sampling Of Leading NIT Outlets.**

See Page 6

**TOP 40 TODAY: REACTION TO AN EVOLUTION — Top 40 Radio is Evolving To Keep Up With The Times — Moving Toward Pop/Adult Or AOR, Breaking Traditional Patterns. John Leader Observes The Trend And Warns Of The Dangers.**

See Page 20

## this week ...

### THE HYPO-ACTIVE RATINGS SEASON

As the Oct./Nov. sweep continues, charges fly about contests and promotions termed "hyping" or "rating distortion." In the first of a two-part series, Jhan Hiber explains the difference.

See Page 16

### BURNING OUT ON RESEARCH

Too much research can be as harmful as too little. Dr. Richard Lutz explores the relative value of the leading forms of music research, including call-outs, requests, sales, and good old-fashioned subjective judgment.

See Page 17

### A CAPITAL AOR BATTLE

Two stations are 50,000-watt powerhouses stressing rock & roll and charity promotions. One's a 3000-watt freeform progressive outlet aiming at its loyal cult following. Washington's three AOR's have interesting stories to tell, and Jeff Gelb gives them the chance to step into the spotlight.

See Page 46

**AOC (ALBUM-ORIENTED COUNTRY): ALIVE AND KICKIN'** Country radio has its active advocates of album artists, and Jim Duncan takes a look at the state of this unique mini-format. Added to the analysis is a comprehensive list of prime country album artists, ranging from traditional bluegrass to "redneck rock."

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# Washington Report

## Government Admits Errors In 9 kHz Tests

### FCC Expects December Decision On Reduced AM Spacing

Under scrutiny from Clear Channel Broadcasting Service (CCBS) engineers, the National Telecommunications Information Agency (NTIA) admitted in reply comments on 9 kHz last Friday (11-2) that some of its tests were inaccurately performed (R&R 11-2). NTIA, which favors the adoption of 9 kHz to make room for new stations, said it had made mistakes in measuring interference in car radios resulting from reduced spacing, but defended itself by saying, "The data on car receiver sensitivity were not used in reaching any conclusions; thus our overall conclusions were also unaffected."

(R&R has learned the FCC expects to reach a decision on 9 kHz by mid-December. The FCC's action is critical to forming official U.S. policy at a Western Hemisphere conference in March.)

CCBS also claimed last month's experiments at WLBH/Mattoon, IL; KLAK/Lakewood, CO; and WELO/Tupelo, MS (R&R 10-5) did not accurately reflect the degree of adjacent channel interference. "The measurements taken after modification to  $\pm$  (plus-or-minus) 4 kHz were made using the same directional parameters spe-

cified for the original frequency ... not new frequencies," wrote Consulting Engineer Hal Kassens.

### CCBS Backs Off On Support Of DBA

The Daytime Broadcasters Association (DBA), continued to support NTIA's findings, claiming many daytimers would be able to broadcast full time on additional frequencies provided by reduced spacing. But in criticizing the experiments, Kassens said additional fulltimers are not really needed since most small markets are served

in suburban areas by large stations or in areas where FM channels are available. CCBS does favor 9 kHz spacing as a way to expand the AM band, however, over breaking up clear channel stations.

### Radio Broadcasters React To Comments

In a joint statement representing over 30 radio stations, including Group One, SJR, and Forward Communications, broadcasters said the comments filed last month supporting 9 kHz demonstrate that reduced spacing would result in poor quality AM and increased cost to consumers who have to buy new receivers.

### Many Urge Caution

Repeating the support expressed in their comments on 9 kHz were many groups, including NPR, CPB and NTIA. Others, such as ABC, the Association of Broadcast Engineering Standards (ABES), and the Association of Federal Communications Consulting Engineers, urged the FCC to conduct further tests before adopting a firm position on 9 kHz.

## HALF EDITORIAL—HALF NEWS

## Broadcasters Asked For More \$ To Support Industry Sales Campaign

Early last week, over 30 members of the RAB Board plus staff traveled to Palm Springs for a meeting. Typically for RAB Board meetings, news was only disseminated to the trade press a week late and in a well-tailored press release. R&R decided to collect a news story on its own for the industry because we believe at a time when RAB is assessing its members an additional 20% of their dues (especially in the current economy), broadcasters have a right to know the details of a meeting paid for by their dues.

We learned that the RAB Board took the following actions last week:

- Discussed how to get NAB to reverse its former position of not contributing financially to RAB's "Radio: It's Red Hot" campaign. (R&R learns that NAB has done little else to aid RAB either and that a letter to NAB is on its way from RAB Chairman Elmo Ellis, VP/GM, WSB/Atlanta.)

- Adopted a special task force report which, according to Ellis, will realign the RAB staff. (R&R learns that RAB has been given very low marks in national sales development and will search for a new Senior VP to report to Exec. VP Bob Alter. President Miles David is being given additional planning responsibilities.)

- Okayed a plan to buy full-page, color ads in TV-oriented trade publications. (R&R wonders why the influential members of that board didn't solicit the trades' help instead.)

- Approved a dues restructuring plan and an additional 10% dues assessment of members to continue the Red Hot campaign into 1980. Report is that 70-75% of members have paid their 1979 surcharge.

- Discussed enhancing co-op image in view of good co-op product.

- Pledged individual support for Burke Research after solid presentation.

- Accepted invitation from NRBA to explore possibilities of greater participation in conventions.

## Washington Street Talk

### Lobbying In The 80's

Radio lobbying in the future will probably see more individual efforts and less reliance on "NAB doing the job." Look for ABC radio affiliates to become an even stronger political voice after Wednesday's organizational meeting in Chicago with 16 major groups represented. Efforts are being led by Dick Chapin, Pres. of Stuart Enterprises of Lincoln, NE.

Sis Kaplan, VP & GM of WAYS/Charlotte, in her first speech as NRBA President, told New Hampshire broadcasters not "to pass the buck." Even NAB's own recent efforts have taken the form of educating state association directors on how better to lobby Capitol Hill.

Ted Griffin's Missouri Broadcasters' Association wastes no time in putting efforts in action. He tells members to write now on radio deregulation and Quello's reappointment.

### Broadcasters Beware: Citizens' Groups

#### Ask FCC To Dump Deregulation

Claiming that stations won't provide enough news and public affairs if the FCC okays radio deregulation, the American Civil Liberties Union (ACLU) and a number of other public interest groups asked the Commission this week to drop the proposal.

Instead, ACLU said the FCC should make staff studies on which deregulation proposals were based available to the public after which there should be public hearings around the country. Only then should the FCC propose any changes in policy, the ACLU said.

Broadcasters have until Jan. 25, 1980 to comment on this and other challenges to deregulation and until April 25 to make reply comments.

### Goldwater And Schmitt Continue To Carry Torch For Legislative Relief

On Capitol Hill, deregulation efforts are being kept alive by Senators Barry Goldwater (R-AZ) and Harrison Schmitt (R-NM), who as we reported last week are circulating a revised version of their bill (S 622) to amend the 1934 Communications Act. With little chance given for passage this year, radio provisions of the bill already popular with broadcasters include:

- No license renewal.
- Random selection for new or vacant frequencies.
- License fees based on "cost of regulation."
- Loss of license only for technical and other reasons spelled out in Section 312 of the Act.
- Elimination of the Fairness Doctrine.
- Elimination of ascertainment and logging rules and commercial restrictions.
- Preservation of clear channel stations.
- Yearly review of the FCC's performance at budget time.

## The Week In Review

- FCC approves Viacom-Sonderling merger, but Cox-GE runs into more trouble (see Page 1).
- NTIA admits mistakes in 9 kHz tests.
- Citizens' groups ask FCC to delay deregulation and hold public meetings.
- More Southern stations zapped for EEO failures.
- Close call for KMJQ (see Page 24).

— Jonathan Hall

## FCC At A Glance

### Broadcast Bureau Reorganized

Congress is taking time next week to review how well the FCC is doing its job. Unrelated, but in time to refute possible questions, is this week's reorganization of the Broadcast Bureau (much of which was predicted in R&R's interview with Broadcast Bureau Chief Dick Shiben last June), which includes:

- Creating new EEO Branch with five additional staffers.
- Establishing a Program Planning and Evaluation staff to establish bureau-wide priorities and evaluate performance of existing projects.
- Streamlining Jerry Jacobs's Broadcast Facilities Division by creating separate AM and FM Branches with new branch chiefs reporting to Jacobs.
- Reassigning to Jeff Baumann's Policy & Rules Division responsibilities for 1) formulating techni-

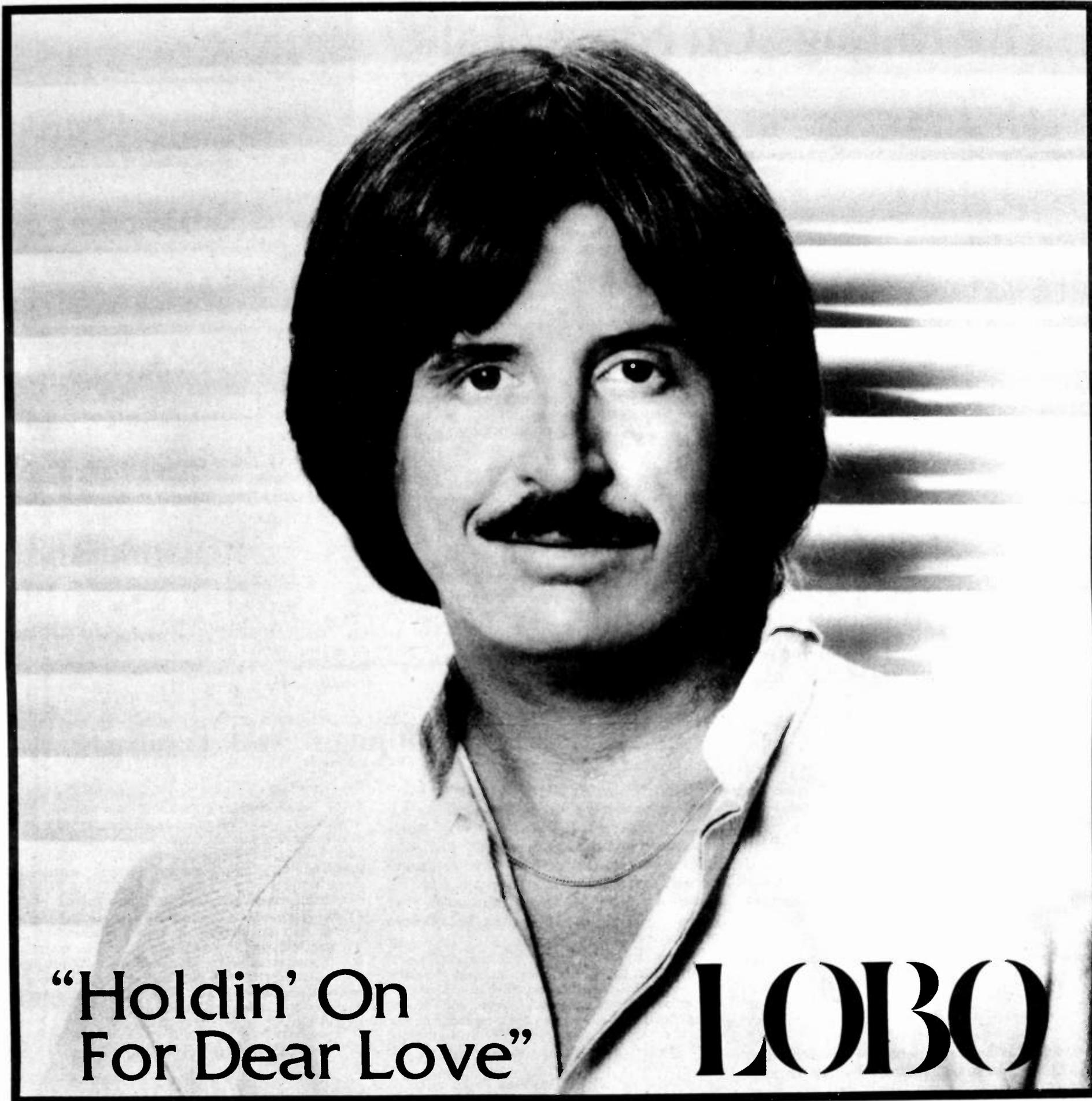
cal and international policy and 2) liaison duties with educational broadcasters, as well as expanding duties to include coordination of rulemaking proceedings.

### 28 More Radio Stations Hit On EEO

As predicted two weeks ago, the FCC told even more radio stations they don't measure up to its EEO standards (R&R 10-19). That brings the total to 56 Southern stations cited in less than a month. WLAU/Laurel, MS was slapped with a short-term renewal and must show a list of vacancies at the station and the number of minorities and women hired to fill those jobs. The other stations were renewed, but must provide the Commission with more information about their hiring practices.

FCC AT A GLANCE/ See Page 24

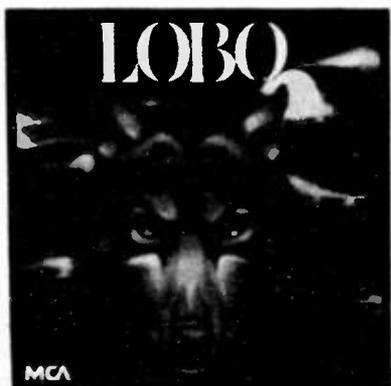
Sensational Follow-Up Single  
From A Proven Hit Artist.



“Holdin’ On  
For Dear Love”

**LOBO**

From the album



Coming To You on **MCA RECORDS**

Produced by:  
Bob Montgomery for Mike Curb Productions

**CURB**  
RECORDS

## News/Talk

## Talking Up

## The Ratings On News/Talk

Along with music radio stations, News/Talk outlets are airing their share of promotions during the Oct/Nov ratings sweep. R&R talked to major market stations to find out what's going on.

## New York

WOR is running the largest promotion it's ever had. GM Rick Devlin laughed when he said, "It's not hyping, we're just having a very large promotion." It's called the "Birthday Game." Contestants mail in postcards with their birthdate. A \$500 winner is selected at random hourly during morning and afternoon drive times. Winners who call the station get another \$500 and a chance to win a trip for four to Disney World. Devlin says out of 181 contestants selected so far, only seven failed to call.

Uptown at WMCA, it's the "57 Game," promoting the station's dial position. The host asks for people with 57 somewhere in the serial number of a dollar bill to call in. If the caller is 5' 7" tall, is 57 years old, got married in 1957 or has anything at all to do with the number 57, he wins a prize — anything from cash to Broadway tickets or groceries. PD Mark Mason said the switchboard operator who's been answering WMCA's phones for 35 years reports more callers than for any promotion ever aired.

## Chicago

WGN is stressing popular topics and important guests to keep listeners tuned in during ratings, according to PD Dick Jones. For example, Sophia Loren and Carol Burnett were at the station last week. Just as music stations play the hits, WGN sticks to hot topics. "We've found people want to talk about plants, animals, dieting, gay rights and inflation, so that's what we do," concluded Jones.

All-News WBBM is spending equally on print, TV and billboards, according to Sales Manager John Goodwill, with quite a few advertising dollars going to push sports.

WIND promotes programming rather than ads, according to Promotion Manager Ellen Manowitz, and the station is running some special series. One involves education — WIND sponsors an essay contest for school children on how their parents help them with school. Phone lines are open for parents to call in and tell listeners what they do to help their children learn. WIND also moved talk show host Dave Baum to Washington for a time to host phone-in shows with members of the Illinois Congressional delegation and other government officials.

## News Personalities

Frank Scott, VP & GM "News/Talk 98" (WRC/Washington), accepted an Accuracy In Media Award last Saturday for the "Braden and Buchanan" show. Political columnist Tom Braden and former Nixon speech writer Pat Buchanan co-host evening drive time call in show, giving vent to their conflicting political viewpoints.

"Radio 85" (KOA/Denver) host Gary Tessler took his microphone to the State Capitol last week to talk to Governor Dick Lamm. Listeners heard the broadcast from the Senate Gallery and asked live questions.

Sheldon Tromberg takes over the mid-night to five show on WRC/Washington. Tromberg's Sunday night program is now hosted by Dr. John McLaughlin, a Washington public policy counselor.

## Houston

KPRC has had ratings success with "opinionated" guests. According to PD Jack London, "we get personalities who are really ready to be grilled by the public. We just had Eartha Kitt on talking about why she couldn't perform in the U.S. during the Lyndon Johnson administration," he said. "I don't think contests and giveaways have an impact on News/Talk. Contests may work with 18-25 demographics, but we don't pull that age group," he added.

KTRH is still savoring the success of a promotion done for the previous book, but PD Hal Kemp says nothing special is being done right now. Last year, KTRH did five shows each from London and Israel via satellite.

## Atlanta

WRNG switched from being a daytimer to fulltime last July and is using TV, magazines, and newspapers to tell listeners about its new 24-hour broadcast. PD Ed Dunbar sent a couple on a week's vacation to Europe for correctly guessing the distance between the new WRNG tower and the Eiffel Tower. WRNG is also running the "Ring Radio Diamond Mine." \$35,000 of precious stones are buried in a dump truck of sand. The truck visits shopping centers and other locations where people are allowed two minutes to sift through for the gems.

WGST is promoting its new theme, "Wake Up To The World." There's a theme jingle and the station recently took out a four-page theme ad in Atlanta Magazine. Also running are two contests — a guess-the-winner contest for sports events and a news quiz.

## Washington

Another station with a theme is WTOP, "Washington's Daily News." Promotion Director Meryl Cohen has a big ad and promotion campaign going. She's spending \$40,000 on TV and running almost daily ads in two local newspapers. Gimmickry has also come to WTOP this rating period. The message is "we cover the news, nobody does it better." To prove it WTOP is mailing out Carly Simon's recording of that song.

"Get It Off Your Chest, Call WRC," is WRC's new slogan. Listeners answering correctly in the news quiz get a "Get It Off Your Chest" T-shirt, \$98 and a chance to win a cruise for two on the QE II.

## "WE NEVER HAD A CHANCE"

## NPR Cans Landphair And Team

Only a few weeks after NPR hired WMAL/Washington News Director Ted Landphair to be executive producer for a new morning news show (R&R 10-5), the highly respected veteran radio newsman and three assistants were dumped. The official comment from PR person Ann Pincus was that the shows were "trite." NPR President Frank Mankiewicz said they needed a new team.

Landphair was not ready to talk about what happened. But WMAL Capitol Hill correspondent Joseph McCaffrey criticized NPR on the air, saying, "I've been in commercial radio and TV for more than 30 years, and I've seen a lot of inhuman things happen, but I've never seen anything like this. I think it's completely insensitive and cruel." Pete Williams, one of the show's cohosts, told R&R his story.

## Seven Day Job

Pete was News Director of KTWO/Casper, WY. "I'm lucky. I can go back to my old job. Landphair, producer Mark Kuhn (former WMAL PD), and cohost Mary Tillotson (a former TV reporter for Independent Television News Agency) are out in the cold," he said.

The first day on the job Pete and Mary were asked to do a dry run of the two-hour show with their studios still under construction, no wire copy machines on their floor, no reporters, no access to production studios until afternoon, and no overnight producer. The next day they had to do a one-hour live closed circuit show for NPR affiliates.

## NPR Blamed For Affiliate Response

The affiliates' verdict was that the show lacked depth. There were two more days of rehearsals, then another live performance followed by another negative verdict, and heads rolled. Pete Williams had been on the job exactly one week.

"NPR didn't have the guts to admit they weren't ready. Instead of telling affiliates the show would debut a month late, they threw us on the air and said 'do it.'" Pete freely admits the show didn't sound as good as they wanted, but doesn't blame affiliates for not liking it. He does blame NPR for making what he calls "unprofessional mistakes."

"Neither Barbara Cohen (NPR News Director) nor Frank Mankiewicz ever met with us to tell us what they wanted. They promised we'd have guest commentators, someone from the National Weather Service, and research assistants. No one ever showed up. We got no help, no support at all. It was like being put on a race course and being told to run and when we started running they said, 'Sorry, you're running in the wrong direction. You're fired.'"

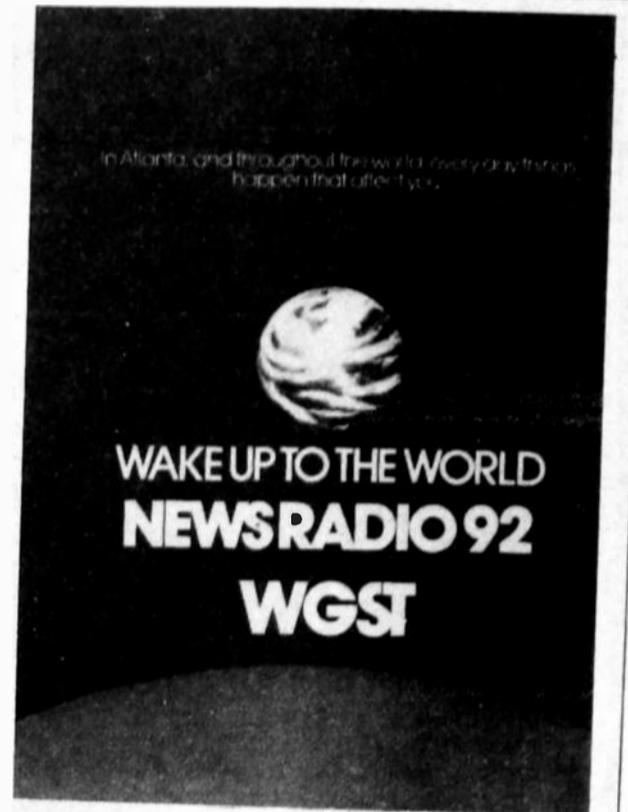
## Bitter, But Still Likes Public Radio

"I'm most bitter about the fact that no one gave us a chance to correct ourselves. No one ever criticized us. They just fired us," said Pete, who added, "I still like 'All Things Considered.' The people who work there know what they're doing; they produce excellent programs you can't get anywhere else. I just wish NPR had given us the chance to do the same thing."

## Mankiewicz Reacts

"We did the only thing we could" the NPR President told R&R, adding, "it's like taking a play from New Haven to Philadelphia and the director says he likes it the way it is, but we felt it needed a stronger second act so we changed directors."

Mankiewicz admitted that some of Williams's accusations (he wouldn't say which ones) may have been true. When asked if any corrective guidance was given, Mankiewicz, who admitted problems with affiliates' preliminary reactions, assured us that someone had, but he couldn't say who, nor did he ever get involved.



# GAMMA

IS ALIVE...

WITH HIGH-FREQUENCY  
ROCK AND ROLL!

GAMMA I (6E-219)

The debut album from  
RONNIE MONTROSE  
and GAMMA.

Featuring the single,  
"I'M ALIVE" (6E-46555)



## SEE GAMMA ON TOUR:

11/9	Rupp Arena	Lexington, KY	11/17	Cobo Hall	Detroit, MI
11/10	Checkerdome	St. Louis, MO	11/18	Coliseum	Ft. Wayne, IND
11/11	Hannons Center, State C.	Springfield, MO	11/19	She's	Dayton, OH
11/12	Convention Center	Springfield, IL	11/20	Municipal Aud.	Nashville, TN
11/13	Memorial Coliseum	Jackson, MS	11/24	Freedom Hall	Johnson City, TN
11/16	Civic Center	Huntington, WVA	11/25	Civic Center	Wheeling, WVA

Produced by Ken Scott for KoMoS Productions Inc.  
Management: Bill Graham  
On Elektra Records and Tapes.



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# WHAT'S NEW

No More Toils! Are the Bridges Ripping Us Off?  
Best dining south of Market • Skiers' guide to the Sierra • Get the most out of your car  
NOVEMBER 1979 \$1.50

## San Francisco

THE BAY AREA'S MONTHLY MAGAZINE

Rock Music Comes Roaring Back

Hispanics Search For Leadership  
Bay Area Interiors  
Tailgate Picnics



KFRC's Dr. Don Rose

### Dr. Don Rose, Cover Boy

Don't look now, but that's **KFRC/San Francisco's** morning madman **Dr. Don Rose**, gracing the cover of **San Francisco** magazine's November issue. This month's cover story deals with San Francisco's rock music renaissance and, as befits his status as an AM institution in "Bagdad By The Bay," contains a sizable sidebar on the good Doctor designed to keep **San Francisco's** readers in stitches. After all, if Rose's one-liners aren't just what the doctor ordered, you can suture self.

### Metromedia Marks Record Revenues, Profits

Despite a slight profit decline in its radio division, **Metromedia** reported record profits and revenues for both the third quarter and first nine months of 1979. During the nine month period ended September 30, **Metromedia's** net profits increased 14 percent to \$25.7 million, up from \$22.5 million for the year-previous period. Revenues for the nine

months also rose 14 percent to \$277.8 million up from \$243.7 million in 1978.

**Metromedia's** third quarter net swelled 34 percent to \$8.3 million, up from \$6.2 million for the corresponding period of 1978, while third quarter revenues climbed 13 percent to \$88 million, compared to \$78 million for the year-previous period.

### BBC's Singer Calls For Fourth Network

**BBC** Radio Managing Director **Aubrey Singer** recently proposed plans for a four-tier radio system for the U.K. Although **Singer** called for the **BBC** to expand its present system, he acknowledged that the **BBC** would have to limit the number of new stations.

Currently, British radio is comprised of three tiers — network radio, **BBC** local radio, and independent local radio. **Singer's** proposal would allow for community radio stations to be established for the purpose of serving communities consisting of between 5000 to 200,000 people. **Singer** noted such a "fourth network" could be financed by either local government or local listener subscriptions.

### Peters Productions Expands Facilities

**Peters Productions Inc.**, best known for its programmed radio formats and total marketing programs for radio and television, has moved to a new location. The new **Peters** complex features an audio control room and studio, two complete production rooms, two mastering rooms, a television studio for pre- and post-production (complete with one-inch and 3/4-inch editing facilities), plus 35mm and 16mm animation capabilities.

Services provided by the firm include marketing research, analysis, planning, graphic design, writing, scoring and producing original music and jingles, commercial production, scripting, collateral materials, television programs and promotions, and its registered "Total Image Concept" plans, where **Peters** utilizes all of its facilities and capabilities to develop and execute a comprehensive, precise marketing campaign for radio stations, television stations, general businesses, and political candidates. For further information contact **Peters Productions Inc.** at 2254 Moore St., Suite 203, Old Town San Diego, CA 92110, (714) 294-9160.

### RADIO AD MONITORING SERVICE

### ARM Eyes Top 10 Markets

The **American Radio Monitor** is a newly-established ad checking service which hopes to monitor all significant radio stations in the top 10 markets by the end of 1979. Headed by former **WLUP-FM/Chicago** General Sales Manager **Bob Karr**, **ARM's** current operation monitors a combined 12 hours of each of the top 25 stations in New York and Chicago with L.A. added just last week.

**ARM** will provide two fortnightly computer printouts, to be offered to stations for about \$200 per month and to agencies for up to \$500 per month, which will feature breakdowns on "almost all" advertisers using radio in the market with details on which stations they are using, spot length, time aired, and whether they are sponsoring any special features. The data will be indexed by stations in one report and by advertisers in the other.

**Karr** told **Ad Age** the data will be available to ad agencies through their own computer terminals by early 1980 and that by the end of next year, **ARM** hopes to be servicing the top 75-100 markets.



### Prodisco Links Records With Rinks

**Prodisco**, headed by former fashion model **Lynda Emon**, provides over 250 roller rinks across the country with recorded music for roller rink play. In addition to serving as a liaison between record companies and the roller rinks, **Ms. Emon** is readying "Roller Review," an upcoming combination chart/newsletter that will update the music the rinks receive as well as "educate" the operators as to the current musical trends.

"I traveled around the country and met with important people in the skating industry doing research about the rink operator needs musically. With all this in mind I just went to work on advertising and creating an image to represent the entire recording industry to the rink suppliers and operators," **Ms. Emons** explains. "The record companies were a little confused at first, but now they can see that it is well worth their while to service new releases to the rinks where they will be heard."

For further information, contact **Prodisco** at 2130 Linda Flora Drive, Bel Air, CA 90024, (213) 476-9941.

### Soft Drink Ads Up 40% — Sales Up 2%

Although 1979 advertising expenditures rose 40 percent to almost \$200 million, the nation's major soft drink manufacturers reported a slim two percent sales increase over last year's levels in the summer months of 1979. Because summer is the peak period of soft drink consumption, the industry's year-end outlook is not bright, especially following 1978's dismal four percent increase over 1977's levels.

Industry experts told the **Wall Street Journal** the soft drink slump was attributable to several factors: the downward economic trend, the gas crunch, higher soft drink prices, a drop in restaurant sales, and cool weather. **Coca-Cola** claims the recession has cut the industry's domestic growth in half, while **Seven-Up**, which doubled its ad expenditures, saw only a slight gain in sales, and New England-based **Cott Corp.** noted that business would have improved 20 percent if it had not been for the "lousy weather."

However, the sales slowdown and the intensified competition which will result, may benefit consumers as bottlers push price specials.

### 24-Carrot Tans

Those who desire that healthy glow connoting boundless vitality that only a year-round suntan can provide, but who just can't quite afford to winter in Rio this year, can take hope in "Orobronze," a pill which utilizes carrot extract to color skin.

Currently available in Canada, where Canadian Parliament member **Mike Breugh** is calling for a government investigation of the oral tanning agent (principally because no one in North America has yet tested the pill), "Orobronze"'s manufacturer claims the pill is safe in small doses — but admits that ingesting sufficient quantities can turn skin orange.

Despite **Breugh's** concern, Canada's **Health Protection Department** remains unruffled. As one **HPD** spokesperson told **Newsprint**, "If people want orange skin, that's their business."

### ABC's Record 3rd Quarter, Nine Months

Aided by the sale of **ABC Records** and the **ABC Record and Tape Sales Corp.**, the **ABC Corp.** posted record profits and revenues during the third quarter and initial nine months of 1979. The company's performance was boosted by increased profits generated by their publishing division as well as by the **ABC** broadcasting network and **O&O's**, although profits at **ABC Radio** declined despite higher sales.

**ABC's** net profits for the nine months ended September 30 increased 27 percent to \$114.3 million, up from \$90 million for the corresponding period of 1978, while nine-month revenues for the firm rose 12 percent to \$1.4 billion, up from \$1.2 billion during the year-previous.

During the third quarter, **ABC's** net profits jumped 26 percent to \$31.9 million, up from \$25.2 million. Third quarter revenues increased 19 percent to \$468.6 million, up from \$392.8 million in 1978.



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KMOD TULSA • WQXM TAMPA • KTXO DALLAS  
KKDA DALLAS • KEDT CORPUS CHRISTI  
KULF HOUSTON • KARD WICHITA • WOHI LOUISVILLE...  
AND OTHER STATIONS ALREADY KNOW HOW WELL THEY CAN WORK. GIVE US A RING AND LET US CREATE A CUSTOM MASCOT COSTUME FOR YOU!

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# We Speak Their Language.

And your language, too, if you're a contemporary radio station with an 18 to 34 year-old audience. We are "The Source." The new "young adult" network from NBC. Unlike some other youth-oriented networks, The Source offers upbeat, two-minute newscasts 24 hours a day, specifically designed by and for today's generation. Written and produced in language that 18 to 34 year-olds understand. And plugged into their needs and interests. Plus rock concerts and entertaining, provocative drop-ins. More good stuff. Commercials are fed adjacent to the

**THE  
SOURCE**

NBC Radio's Young Adult Network

programming, not within. Is The Source for real? Burkhart and Abrams helped us get born and they do continuing audience research to keep us on track. Our chief "Sourcerers" are Big Jim Cameron, former News Director, WCOZ, and John McGhan, former Program Director, WDVE. We also keep our heads straight by listening to what our stations have to say. Looking for a sound alternative? Write to: Affiliate Relations, Room 823, The Source, NBC Radio, 30 Rockefeller Plaza, New York, NY 10020 or call (212) 664-5757.

# WHAT'S NEW

## THE TALE OF THE TAPES

### Dial-A-?

The first taped telephone message (a weather report) was introduced by **New York Telephone** in 1939. Last year, NYT logged 248 million calls to taped-message numbers, 8.7 million of which were placed out-of-town.

Further indication of the proliferation of taped-message numbers is the astounding variety of messages available. Beyond the obvious (dial-a-prayer, the weather, jokes, sports scores, and children's stories), there's Chicago's "Dial-A-Reg" (312/663-0884), which reports daily changes in federal regulations on social security, civil service or tax questions, and Los Angeles's "Rental Hotline" (213/624-7368), featuring dramatized messages courtesy of the **L.A. Department of Community Development**, such as a concerned female voice asking if it's legal for her landlord to raise the rent, then answered by a cheery, authoritative voice who details a depressingly long list of situations where the answer is yes.

Meanwhile, San Francisco's "Dial-A-Hearing-Test" (415/776-1291) offers eight tones of decreasing volume, four for each ear. Hear them all and you're fine. Missing any either means hearing loss or a bad connection. Cultural bastion Boston provides messages from the **Audubon Society**, reporting bird sightings in the area; while New York City maintains its claim as America's most glamour conscious city with "The Good Looks Line" (212/999-2222). A word of caution; however, the Big Apple gets its fashion and beauty advice from the phone company.

Finally, there's "Dial-A-Phenomenon," located in Washington, DC, which informs callers as to the impending eclipses, meteor showers, sunspots and (incoming) **NASA** space vehicles, thanks to the **Smithsonian Institution**.

### Radio Clio Awards

#### Deadline Draws Near

Radio commercials first aired in 1979 through January, 1980 are eligible for Clio awards, the advertising community's equivalent of the Oscar. Stations or individuals wishing to enter should fill out the form available from the **Radio Advertising Bureau (RAB)** and mail the completed forms along with a 7½ ips tape copy of their spot plus entry fee to: Clio Awards, 30 East 60th St., New York, NY 10022.

Entry fee is \$40 per entry for RAB members and \$50 per entry for non-RAB members. Deadline is December 1, 1979. For forms as well as further information contact the RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.



## Cheech & Chong, Sayer, Faith Focus On Film Roles

The trend toward recording artists entering into film roles continues, as **Cheech & Chong's** second film, to be titled "Cheech & Chong's Next Movie," begins production at **Universal**. **Howard Brown**, who manages the comedic duo, will produce.

In a related development, former **Arista Records** West Coast head **Michael Lippman** is currently developing a screenplay for singer-songwriter **Leo Sayer**, wherein Sayer will portray a clown. Lippman is also negotiating a feature film for singer-actor **Adam Faith**. Faith's film will be based upon his popular British television series "Budgie," which concerns the adventures of a British rogue in Los Angeles.

Faith will also have featured roles in three upcoming films "Foxes," "Yesterday's Hero," and "McVicar" (the last starring **Roger Daltrey** of the **Who**) all of which will be released in 1980. Faith is best known for his featured role in "Stardust" film as well as his 1965 U.S. hit "It's All Right."

## TUNES FOR YOUR TORSO

### Bone Fone Provides Sensual Sound

The "Bone Fone" is an AM-FM stereo multiplex radio that drapes around the listener's neck like a scarf. Powered by four AA batteries and weighing 15 ounces, the unit's four integrated circuits, two ceramic filters, and two 70mm speakers reportedly send musical sound resonating through the wearer's bones "all the way to your inner ears," producing an effect superior to headphones.

Developed by a stereo aficionado/engineer who wanted to be able to listen to music and keep his hands free during those long ski-lift rides, the "Bone Fone" is designed to be used both indoors and out. The "Bone Fone" comes with a 90-day warranty and a two-week free trial plan. Available for \$69.95 plus \$2.50 postage from **JS&A** at Dept. JA, One JS&A Plaza, Northbrook, IL 60062, (312) 564-7000 or (800) 323-6400 (outside Illinois).

## Need Love? Send A Guiltgram

Traditionally, people have sent greeting cards to commemorate special occasions or to express condolences. Now, **Marketing Mates of America**, a New York City-based firm, has found a more contemporary usage — to make people feel guilty.

For \$12 a year plus \$1 per card, the company will "remember" predetermined lists of birthdays, anniversaries and holidays, by mailing "quality, tasteful, brand-name cards" that are personally signed. Company President **Gerald Rubinsky** noted the service is particularly useful for elderly and disabled people, who could use it "to gain love and affection from their friends and relatives."

Explains Rubinsky, the cards "delicately suggest to the recipient the need to remember and respond to the sender." And, in case you were wondering, each card bears the address of the sender so that "all cards appear to be mailed by you from your home."

PRO-MOTIONS



### Leon Upped To VP/East Coast At A&M

**Michael Leon** has been appointed to the newly-created post of Vice President of East Coast Operations for **A&M Records**. Leon has been Director of East Coast Operations for the label for the past year, previously serving as Assistant to the President for nine months. He joined A&M three years ago as its New York promotion representative.

In making the announcement, A&M Records President **Gil Freisen** commented, "Michael is a uniquely talented individual. His promotion to A&M's first vice presidency of East Coast operations emphasizes the company's stature in New York and the East. Our success in the region in the last year is a result of his strong leadership of a tremendously talented staff."

### Green Upped To Media Director For Atlantic

**Marsha Green** has been promoted to Media Director at **Atlantic Records**. Green, a 10-year veteran of the label, most recently served as Media Buyer for Atlantic, a position she has held since 1971. She will report to Atlantic VP of Advertising **Mark Schulman**.

**Green**, in her new position, will be totally responsible for all media planning for Atlantic, including placement of all radio and print (consumer and trade) advertising. She will also supervise all ad production and coordinate advertising support for touring Atlantic acts.

### Davison Named Sr. VP/Mktg For Watermark

**Michael Davison** has been named Senior Vice President of Marketing for **Watermark**, the Los Angeles-based radio syndication firm. Most recently, Davison served as Corporate Marketing Director for **Golden West Radio**, having spent nine years with the firm.

### Gilbert Named Dir. Of Promotion At Stiff

**Lynn Gilbert** has been named Director of Promotion for **Stiff Records**. Prior to assuming her new post, Gilbert headed the **Samurai Independent Promotion Company** on the West Coast. In her new position, she will be responsible for all aspects of promotion for the **Stiff/Epic**, **Stiff/Columbia** and U.S. **Stiff** labels. She will be based at the label's offices in New York.

### Starr Named VP/Publishing At Virgin Music

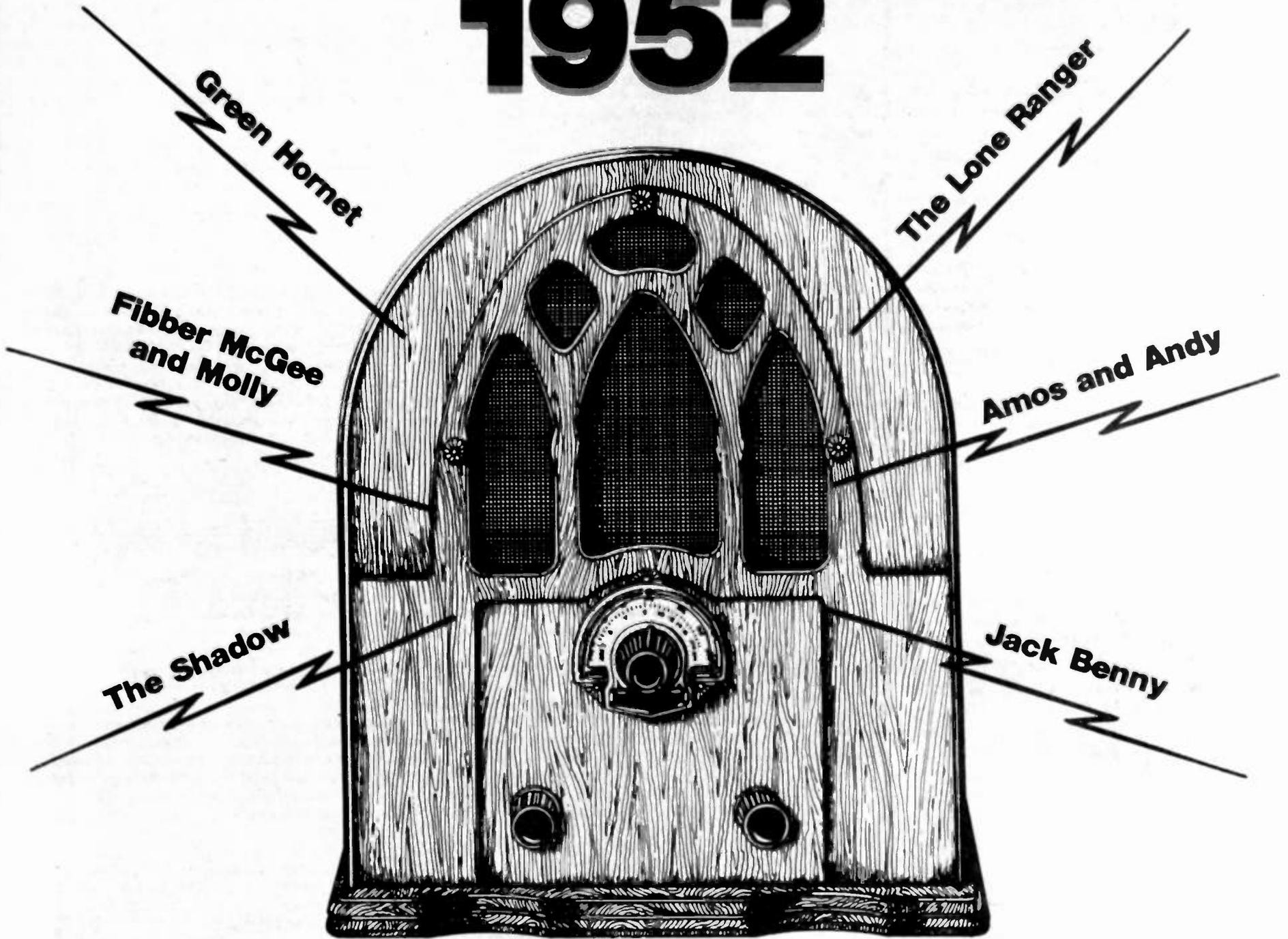
**Andrea Starr** has been named Vice President of Publishing for **Virgin Music** and **Nymph Music**. Most recently, Starr served as Director of Publishing for **Casablanca Record and FilmWorks**, having previously held the position of Director of Publishing for **Shelter Records**.

In her new post, Starr will be consolidating and expanding **Virgin Music's** North American activities as well as functioning as West Coast liaison for **Virgin Records**. **Virgin Music's** offices are located at 1777 Orange Grove Ave., Los Angeles, CA 90040. (213) 876-1522.

### Kyo Sharee Forms Own P.R. Firm

**Kyo Sharee**, former Press and Artist Relations Manager for **Capitol Records**, has announced the formation of her own public relations firm, **Kyo Sharee Ent.** The new company will provide public relations representation, consultation and management for music, film and television clients. **Kyo Sharee Ent.** is located at 140 South Elm Drive, Suite One, Beverly Hills, CA 90212. (213) 858-2906.

# 1952



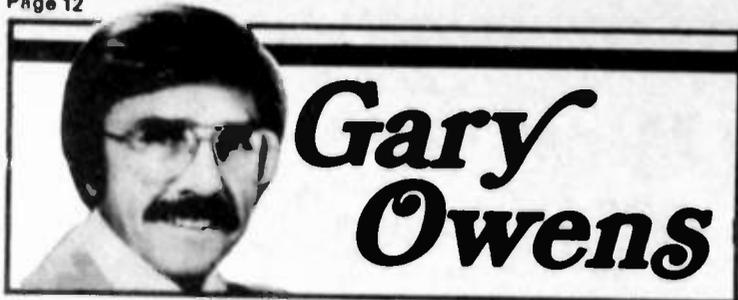
**“Video Killed The Radio Star”**

## **THE BUGGLES**

WKBW add	WTAC add	KHJ 26-24	WERC add
Q105 deb 29	WSGN add	Y94 add	KX104 add
KFI on	Y103 deb 36	KENO deb 29	WFOX on
KJR add	WRJZ on	KRUX on	WANS-FM deb 36
KIMN add	WLBZ add	WGUY deb 29	WSPT deb 30
PRO-FM 24-21	WISM add	WLBZ add	KDZA on
JB105 33-25	WMEE on	WIGY add	KFXD add
WHYN add	92X on	13FEA deb 30	



Manufactured and Distributed by Warner Bros. Records



I was just taking a dumpling off my plate and trowelling it into my mouth, when there before my very glasses was the stunning Candy Loving!

Candy is the knockout 25th anniversary Playmate for Hef's Playboy magazine. She dropped by the GO column for a very specific reason... to chat about the International Disco Competition for the American Heart Association. The Playboy Clubs put it all together and gave over \$75,000 in prizes to 13 different disco couples from around the world (and a lot of other places).

Candy is from Ponca City, Oklahoma, and has a body that makes Dolly Parton appear like Audrey Hepburn. Miss Loving was extremely cute the way she commented... "Garish, is that your moustache... or are you inhaling a tumbleweed?"

"No, Candy, I'm actually hoarding shredded wheat," I retorted (having successfully *torted* earlier).

The Playboy Beauty then gave the Heart Association another nice plug, and cleverly bounced out of bounds as I did my best to give her a *furtive hickey* with the letters R&R etched in alphabetically.

Don Kelly, Wolfman Jack's manager, sent me something that he feels is the greatest thing since Richter worked for scale. It's a wild new toy called the "Superstar 3000 Guitar" and it's a solid state microprocessor that gives authentic guitar sounds with no strings. (There's a keen picture of Wolfman on

the package.)

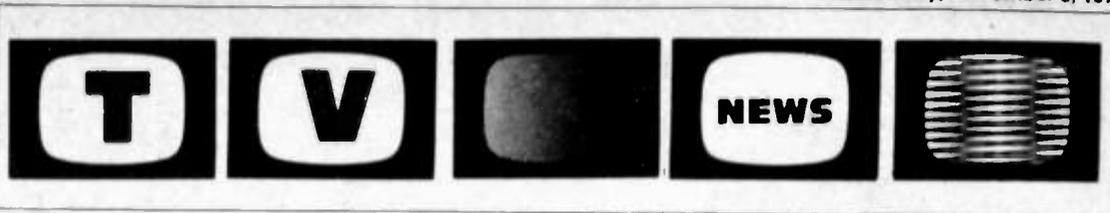
Last week I entertained the studio audience at the Gary Owens Building by playing some old standard Halloween songs, like "Demons Are A Ghoul's Best Friends," "In The Ghoul, Ghoul, Ghoul Of The Evening" and "You've Got A Fiend," and I do believe that I helped to weaken the moral fibre of nearly everyone around me.

\*\*\*\*\*

Mark Bernier interviewed this column for many minutes last week on WGIR in Manchester, NH. Manchester, as you may recall, is the bellwether for political candidates. If they win there, it usually portends victory in the rest of the United States.

In their early straw poll, Mark mentioned that Ray Bolger and someone named Cosnowski might be the early Presidential winners. Of course, they had only polled people who were made of straw or who were Polish (booing in the outer lobby only).

In the midst of the interview, WGIR news broke in with a bulletin that a local man in trouble with "Cedars Of Money" Hospital in Manchester... the guy couldn't afford to pay for an appendectomy that he had three weeks ago, so they plan on making him the first man in history to have his appendix *put back in!*



### ABC Back On Top In Ratings Race

After CBS's first ratings victory of the current season, ABC regained the top spot for the week ending November 4. The winning average rating score was 21.3, with CBS in second at 18.8 and NBC bringing up the rear with a 16.5. Although some doubted the ratings bite of "Jaws" after frequent cable exposure and rereleases of the film, the redoubtable shark cruised in at number one for the week with a whopper of a rating (39.0) in its ABC broadcast. ABC also took second place with a solid "Three's Company" performance, but CBS held on to six of the next nine slots. ABC dominated the 12-20 positions, while NBC managed just one show in the top 20.

Following ABC's winning duo, the remainder of the top ten went like this: 3) "60 Minutes" (CBS) 4) "MASH" (CBS) 5) "Dallas" (CBS) 6) a tie between NBC's "Little House On The Prairie" and "Mork & Mindy" (ABC) 8) "Taxi" (ABC) 9) "WKRP In Cincinnati" (CBS), a good week for TV's own mythical radio station, and 10) "Dukes Of Hazzard" (CBS).

The next ten began with CBS's "Archie's Place," still locked in its ferocious struggle with "Mork & Mindy," losing by 1.3 ratings points this week. Next were 12) "Barney Miller" (ABC) 13) "Benson" (ABC) 14) "Angle" (ABC) 15) "One Day At A Time" (CBS) 16) "Laverne & Shirley" (ABC), a far cry from its top three glory days 17) "Alice" (CBS) 18) a tie between ABC's new "Hart To Hart" and "Love Boat," and 20) "Lou Grant" (CBS).

The "Jaws" presentation marked the opening of a frantic network "stunting" period, in which a number of top movies, specials, and extended episodes of series will be plugged into the regular schedule during the November sweeps, which measure relative strength in individual TV markets. These "stunted" specials include ABC's "Birth Of The Beatles" (11-23), the Bee Gees' first special (11-21, NBC), "Kenny Rogers And The American Cowboy" (11-28, CBS) and a "Tribute To Mother Maybelle Carter" (11-28, CBS), and "Playboy Roller-Disco Pajama Party," which covers a lot of bases on ABC (11-23). Specials related to matters other than music include movies like "The Omen," "Silver Streak," "A Bridge Too Far," and "Oh God." Additional artist appearances on forthcoming TV programs include Melissa Manchester, Teddy Pendergass, the Village People, Dionne Warwick, and Sister Sledge on Bob Hope's Nov. 19 NBC special; and the Commodores (hosting), Abba, Frankle Valli, and Captain & Tennille, and Destination on "Midnight Special" Nov. 9.

### VIDEOSCOPE:

RCA PACTS 75 PARAMOUNT PICS: Paramount Pictures has licensed 75 of its feature films to RCA's "Selectavision" videodisc system. Under the terms of the agreement, Paramount will supply RCA with an additional seven titles per year as well as developing original programming for the videodiscs. Among the titles included in the 75-film package are: "Grease," "Saturday Night Fever," both "Godfather" films, "Chinatown," "Sunset Boulevard" and "Shane"... NO DECLINE IN VCR PRICES FOR 1980: Although it's virtually impossible to predict what VCR prices will be by this time next year, consumers should not delude themselves into thinking VCR prices will drop substantially as was the case with pocket calculators and CB radios. Unlike calculators, whose "chips" are relatively inexpensive, VCR's consist of mechanical parts whose cost cannot be substantially reduced... RCA PACTS 20 RANK PICS: In an attempt to build up its videodisc software catalog, Paramount has concluded a 20-film licensing agreement with Britlan's Rank Organization. Titles included in the Rank package are: "Hamlet," "Odd Man Out," "39 Steps" and "Oliver Twist," all in their original versions... NETWORKS GEAR UP FOR HOME VIDEO PRODUCTION: Both ABC Television and CBS-TV have created home video production divisions, with CBS to be assisted by veteran TV producer Norman Lear. NBC Television, being a subsidiary of RCA, is expected to have something in the home video works as well...

### ERR WAVES

BY BOBBY OCEAN



**5 YEARS AGO TODAY**

**Radio & Records**

- ★ **ALTANTIC SETS PROMOTIONS: AHMET ERTEGUN NAMED CHAIRMAN/CEO** — Nesuhi Ertegun, Jerry Wexler Vice-Chairman; Jerry Greenberg President; Henry Allen, Dave Glew Sr. VP's.
- ★ **SCOTT SHANNON NAMED WQXI/ATLANTA PD, EXITS WMAK/NASHVILLE** — John Leader remains as Asst. PD, Don Benson named Research Director
- ★ **DON DEMPSEY NAMED VP/MERCHANDISING AT COLUMBIA** — Formerly Southeastern Promotion Director
- ★ **DICK BOZZI APPOINTED PD AT KRTH/LOS ANGELES** — Replaces Jim Pewter
- ★ **NUMBER ONE FIVE YEARS AGO: "You Ain't Seen Nothin' Yet"** — BTO (Mercury)

**In The Midst Of  
A Superstar Album Season,  
A New Star Has Emerged**

# **STEVE FORBERT**

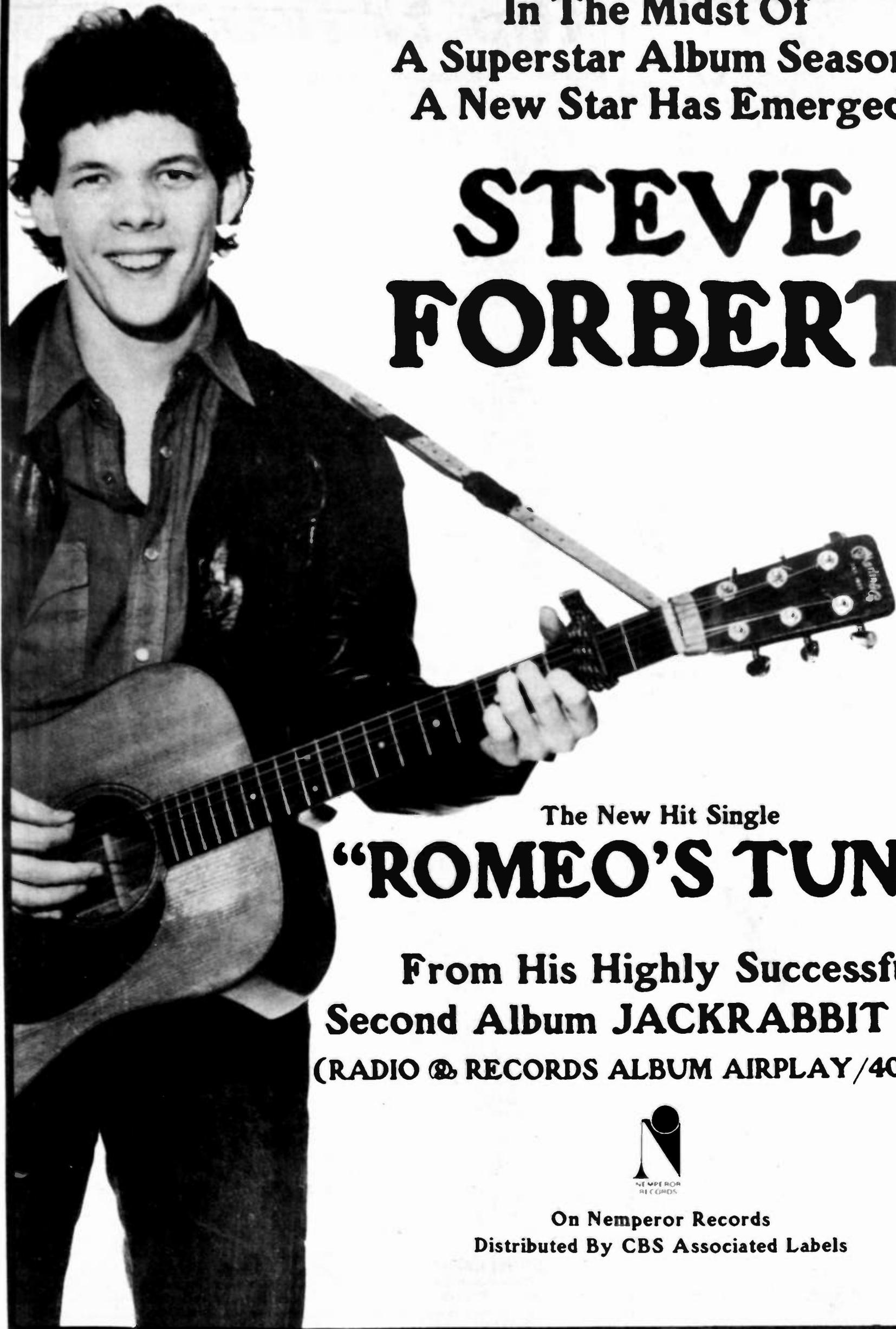
**The New Hit Single**

## **“ROMEO’S TUNE”**

**From His Highly Successful  
Second Album JACKRABBIT SLIM  
(RADIO @ RECORDS ALBUM AIRPLAY/40 36-23)**



**On Nemperor Records  
Distributed By CBS Associated Labels**



**ADD her record  
to  
MULTIPLY  
your numbers**



**"You're Gonna Get  
What's Coming"  
BONNIE  
RAITT**

WTIC-FM 32-25  
KNOW add  
Z98 add  
WRJZ add

KCPX add  
WIGY deb 21  
WAUG add  
KRLC on  
KASH add

Produced by Peter Asher  
Engineered by Val Garay



on Warner Brothers Records

Brad Messer's

**Rip 'N' Read**



**Too Bad About John Feezle**

There had always been something a little fishy about John Feezle, and now that he had disappeared people are sharing stories about his strange career and how screwed up he was from the very beginning.

He never really seemed to get a grasp on managing people and getting the very most from a staff and station, for one thing, as proved by that little station where he began in the late 50's. John was 34 then and it was his first job as a General Manager, the big opportunity to create a reputation on which to build increasing success, but we suspected even then he'd never amount to much because he wasted his time on foolish efforts and blithely ignored obvious rules of tough competition.

At one of his first staff meetings Feezle appeared shocked when the Program Director suggested a come-building promotion that had a good chance of strongly influencing the ratings. "That's not why we're here," he said firmly but gently. "The reason this station exists is to serve this community . . . to do what we can to influence events so people here have better and more fulfilling lives. I don't care much about ratings, I care whether we help get things happening and help our neighbors!"

The PD, no fool, knew Feezle was terminally stupid. First chance he got, he skipped to a growing broadcasting chain where they knew the value of hype and flash, and today that fellow is widely admired and very, very successful.

Feezle got lucky, though no one could understand how, because when the third book came out the non-hype, hard-working little station was in first place even though its promotions had been the quiet, productive kind rather than the razzle-dazzle variety.

If he had applied himself to the job at hand, only God knows how much faster and bigger the station would have progressed, but dumb Feezle — on his 36th birthday — proved again how unsuited he was by announcing some of the budget would be spent on improving working conditions and station equipment, rather than on audience research. "You people deserve it," Feezle announced to staffers as the remodelers and installers began arriving. "because you've given your hearts to this effort and you have all done your best to help not only the station but to help this town solve its problems and grow with fewer pains. I'm plowing the money back into you and the community!"

After Feezle found his next job some of us thought he would get smart, but as one newsperson explained later, he just never caught on. The News Director had come up with a positively brilliant idea about using just a couple of people, who would very carefully word their reports to sound as though they were on the scene when really they were just in the next room. There were even sound effects to use, and everything they needed to create the (false) image of having three or four times the number of reporters. Feezle even blew that opportunity. "We don't want generated controversy or illusion. We just want thoughtfully balanced reporting of facts, about people and events that have some real importance here," said John. "and when we've made mistakes we'll correct them on the air quickly."

The News Director who walked out is now famous for his thirty-second "mini-documentaries" and award-winning series on "UFO's, the Bermuda Triangle, and Hollywood Starlets Who May Be Gay," a series that went into syndication initially as half-minute pieces but, as we all know now, has been expanded to 45-seconds plus harter spots.

Feezle's spotted career is fairly well known, his mistakes are frequently discussed at conventions, but these past few 1/2 years I've completely lost track of him. No one I ask can tell me where John Feezle is working now, or even if he still is.

Do you know where he is? I know an awful lot of jocks and newspeople who would dearly love to find him, or someone like him.

\*\*\*\*\*

**MONDAY NOVEMBER 12:** Neil Young was born 34 years ago in Toronto (1945). A half-century ago the infant who would grow up to be an actress, then a real-life princess, was born in Philadelphia (1929). Grace Kelly is 50 today. Charles Manson observes his 45th, still on death row in California for what were known as the Sharon Tate Murders. Donald Johnson of *A Taste Of Honey* turns 31.

Now, kickers, how about a little help here? I've searched and I've searched, but nowhere can I find a list of Country artists and the days they were borned, come back.

\*\*\*\*\*

**TUESDAY NOVEMBER 13:** Indian Summer begins. John C. Crowley III of *Player* is among today's birthday people. Actress Jean Seberg would have been 41.

\*\*\*\*\*

**WEDNESDAY NOVEMBER 14:** Apollo 12 was launched toward the moon one decade ago, and five days later Conrad and Bean were walking around on it. (Four months earlier in 1969 the crew of "Apollo 11" had imprinted the first human footprints on the moon.)

The man who'll become King of England, Prince Charles Phillip Arthur George, is 31.

\*\*\*\*\*

**THURSDAY NOVEMBER 15:** Ten years ago the second mass antiwar "mobilization" put hundreds of thousands of Americans on the streets to demonstrate their anger over continuing involvement in Vietnam. In Washington alone there were about 400-thousand people out protesting. Nixon was President. He sat at home watching football on TV pointedly ignoring the massive demonstrations.

487 years ago today Christopher Columbus wrote in his daily journal that he had observed native Americans smoking tobacco (1492). That's the first record of such puffing on this continent. I am not so sure what those Indians were smoking, though, because in the daily journal of a later American who was the first white man to live in Death Valley, CA, there were passages about Indians smoking their pipes and then "relaxing backward into periods of deep sleep."

It was on this day in 1806 that Zebulon Pike found that peak in Colorado that got named after him (1806). 115 years ago today (1864) during the Civil War General Sherman set fire to Atlanta, GA.

Petula Clark is 47. Edward Asner is 50. Drummer David Tee garden of Bob Seger's Silver Bullet Band is 34. Senator Howard Baker hits 54.

In 1763 Mason and Dixon began surveying their line.

\*\*\*\*\*

**FRIDAY NOVEMBER 16:** A half-dozen years ago today Richard Nixon signed the final okay to build the Alaska Pipeline. (The next day he made his famous "I'm not a crook" statement, 1973.)

Thanksgiving is next Thursday, some funny feature stories result from calls to turkey farms, where experts can explain in graphic detail just how dumb turkeys really are . . . standing open-mouthed in the rain, for instance, and drowning while looking up to see what's falling on them.

\*\*\*\*\*

# THIS IS HOT

PAMALA STANLEY

THIS IS HOT



THE SINGLE/THE ALBUM

PAMALA STANLEY "THIS IS HOT"



SW-17011

ON EMI-AMERICA RECORDS

## DANCEMUSIC BREAKERS

PAMALA STANLEY

This Is Hot (EMI America)

58% reporting activity, 4 new adds WRAP, WWOM, WDAI and KRLY. Key moves: 24-22 WMAS, 38-37 KJLA, 8-8 KHS-FM, 24-20 WBOS, hot rotation KITY-FM, medium airplay WDMT, KCUS-FM, debut 40 KHYY, debut 28 KLAV, on the following stations: WXAP, KFMX, KTLK, WPEG, WOKV, KSFX. Charts at number 26 on Airplay/30.

# Ratings & Research

## Hypoing & Rating Distortion — An Examination Of Arbitron's Role

God made little green apples. Program Directors get canned after bad rating books. Someone in your market is running a promotion which is either hypoing or rating distortion. Each of these three statements is accepted as fact, truths to which most would agree. In virtually every ratings survey one station accuses another of running a contest or promotion which is atypical, aimed at boosting the numbers for that station only during the relevant rating period. Terms like hypoing and rating distortion are tossed around, accusations are shouted back and forth, and often the affair ends up in the lap of Arbitron. When the ratings company doesn't take action (or does take action for that matter) it usually catches hell. Nobody loves the referee in a brouhaha like this.

Much time, emotion, and money could be saved (or used more wisely) if broadcasters had a better understanding of the central issues in the area of contest/promotion complaints. What are "hypoing" and "rating distortion?" What types of contests or activities might not fall into either of these categories? What can Arbitron do, under its current policies, and what might the firm do in the future? Let's look at these items.

### How Does Arbitron Define Hypoing?

Why not grab a copy of the local ratings book (if you're a subscriber) and follow along with me on page five of the report. The Special Notices page details much of the information on which Arbitron bases its definitions and actions in the area of survey activities. Notice that there is a boxed item on page five, namely the FTC guidelines on hypoing. Arbitron includes this notice to alert users of the report that some stations might be conducting survey activity designed to "increase audiences artificially during the rating period." As Gomer Pyle used to say, "Surprise, Surprise!"

The FTC definition of hypoing, accepted and reprinted by Arbitron, is that stations should not, during a survey, "engage in activities, for example a *special contest*, or otherwise varying . . . usual programming or instituting unusual advertising or other promotional efforts designed to increase audiences only during the survey period." So far, so good. But what does this really mean to you, the broadcaster? Well, one of the keys is the term "special contest." As is stated elsewhere on page five, "Arbitron will not list a contest conducted during the survey if Arbitron has received a statement from the station (on a form provided by Arbitron as part of the pre-survey facilities form package) affirming that the contest involved was not a "special contest" but was part of the station's regular promotion activities and programs." Thus, if the station you are upset about has sent to

Arbitron an affidavit stating that the particular contest or activity was part of the regular station activity, then Arbitron feels its hands are tied. As a practical example, if your competitor is giving away \$50,000 during the sweep, but normally gives away \$100 a day in non-survey periods, the station might then say that the big giveaway was just an enhancement of their regular cash prizes and as such part of the regular station activity. Basically, as long as the station promotes throughout the year — even if the prizes are less valuable or less numerous in non-sweep times — they may state to Arbitron that what goes on during the ratings period is part of their regular campaign. If, however, a station had *never* given any prizes or had any contest before, then did so during a sweep, it would be difficult for them to affirm that this was part of their regular activity. The bottom line, though, is that as long as a station affirms on the contest affidavit that the relevant contests/promotions are "regular," Arbitron will generally do nothing about a complaint against the station.

### Key Difference Between Hypoing And Rating Distortion

As defined by Rick Aurichio, VP/GM of Arbitron Radio, there is a major difference between hypoing and rating distortion. Many broadcasters incorrectly lump the two together, but the current Arbitron way of thinking is that there is a key area of difference between the two.

#### Hypoing

Hypoing involves activities designed to get listeners (potential diarykeepers) to listen longer to the station, or to get cume persons who have not previously tuned in the station to sample the sound during the sweep (in hopes of winning a prize, etc.). Theoretically, these diarykeepers would then record correctly in the diary their *actual listening* which may or may not have been influenced by the contest or promotional activity. At least the diarykeeper actually listened to the promoting station during the sweep.

#### Rating Distortion

More subtle and potentially more dangerous than hypoing, rating distortion is aimed at getting people to record entries other than actual listening entries. Respondents may be encouraged to "write down on anything 55 times station X call letters." Since a diarykeeper could become confused and assume that anything included the diary, the station might then find itself written in 55 times in a diary (perhaps with time frames also) even though the diarykeeper may have listened to the relevant station only once (when the announcement was heard) or not at all. Thus, rating distortion can involve activities which attempt to affect the way the people *record* their listening without causing corresponding changes in actual listening.

Next week we'll examine the history of Arbitron's rating distortion policy, look at current rating distortion and hypoing attempts, and discuss Arbitron's role as policeman of this whole affair.

—Jan Hiber

## Q&A

We were asked this week how you can compute which are the most available audiences during certain times of the day. A key to this is plotting the demographic's shares of audience on an hour-by-hour basis.

Formula for charting demographic share is as follows:

$$\text{hour-by-hour demographic share} = \frac{\text{Target Demo}}{\text{Total 12+ audience}}$$

For example, if you want to know how large a percentage of the audience is adults 18-34 in a daypart, just take the total estimate for that demo and divide by the 12+ total for the relevant hour(s). You might then want to examine other hours to see if your target audience is more available in one time of the day as opposed to others, and then program accordingly.

## Week In Review

### Arbitron '80 Survey Dates

R&R has learned that the dates for the four radio surveys to be done in 1980 have been set. Beginning with the January/February '80 sweep, the dates are respectively as follows: January 17-February 13, April 10-May 7, July 10-August 6, October 16-November 12. For the extended measurement markets, the Spring and Fall sweep dates respectively are — February 28-May 21, September 4-November 26.

### John Dimling Leaves Arbitron, Joins CPB

Arbitron Research and Planning VP John Dimling has announced his resignation from the ratings firm to accept the position of Research Director for the Corporation for Public Broadcasting. Dimling, who formerly served as VP for Research at the NAB, joined Arbitron in March of this year. Dimling returns to D.C. to join CPB in mid-November.

### Announcements Hit Houston

First Media's new FM rocker KFMK continues company trend (started by WPGC-AM-FM in Washington, D.C.) of running, during Arbitron sweeps, on-air announcements regarding the conduct of the rating period. Station GM Charles Giddens told R&R that announcements were aired five times daily during the current Fall sweep. Giddens stated that reason KFMK ran the announcements was "due to our concern about the quality of the Arbitron measurement."

### San Diego Commercial-Free Controversy, Continued

Arbitron replies to Dex Allen of KOGO/KPRI regarding his complaint that KFMB-FM and XTRA-FM are running commercial-free during sweep and heavily promoting that fact to the public. Rick Aurichio letter tells Allen that as long as stations don't run commercial-free just during ratings periods that Arbitron will take no action against such stations. Allen reacts by scheduling "106 hours of San Diego's best rock" which will be "in the strictest sense not commercial-free." Music special will air during remainder of O/N '79 sweep in San Diego.

### Burke Signs First Media Stations, Announces On-Air Announcement Impact Test

Burke Broadcast Research has gained the financial support of another significant radio group, First Media. Marriott's radio operations include WPGC-AM-FM in Washington, D.C., KFMK in Houston, and WZGC in Atlanta. First Media has long been an Arbitron critic and was one of the pioneers in running on-air survey announcements.

On a related note, Burke executive Lew Alpert tells R&R that BBR will attempt to get a handle on the impact of diary announcements run during Burke surveys. While the announcements generally are aimed at Arbitron's surveys, such surveys are included in the longer time frame of the 12-week Burke sweeps. Alpert states that after the release of the Fall '79 report for Washington, D.C., Burke will issue special reports showing audience estimates for the period when the announcements were run as compared to estimates for the dates not affected by the messages. Washington was selected as the market to examine in light of its being a hotbed of on-air announcement activity.

# Media Marketing

## Burning Out On Research

Now that we have completed the series on how to design and implement a market research project, there are a few interesting ideas pertaining to research and marketing that I think warrant some comment here.

Perhaps foremost among these ideas is the September 20 column on burnouts by John Leader. In that column, John talked with some leading PD's around the country to determine how they researched burnouts. As might be expected, there were a variety of sources of information cited:

1. Call-out research
2. Request line comments
3. Record store sales
4. Competitors' playlists
5. Subjective judgment

Obviously, each of these sources of information makes a unique contribution to the decision as to what rotation a record should be in, but the really important point is that these successful PD's were all using *multiple* inputs, rather than relying on a single source of information. It is much easier to be misled and make poor playlist decisions where you are relying on only one input of unknown quality.

Let's briefly review the relative strengths and weaknesses of each of the sources of information listed above and see how they might complement each other in a total music research system.

### Call-Out Research

Call-out research, if conducted properly via representative sampling procedures and adequate interviewer controls, is the single best method for determining listener music preferences at a given point in time. Of course, there are a number of alternative approaches to doing call-out research (e.g., some stations play songs down-the-line; others do not), and the quality of this information will vary, depending upon exactly how the research is conducted.

*"The really important point is that these successful PD's were all using multiple inputs, rather than relying on a single source of information. It is much easier to be misled and make poor playlist decisions when you are relying on only one input of unknown quality."*

The potential strength of call-out research is that it represents all audience segments — current listeners, non-listeners, "actives" and "passive," "loyal listeners" and "button-pushers." Thus, call-out should give you a very unbiased "snapshot" of the total market. Of course, you would rather have a "movie" than a "snapshot" of the market in a dynamic industry like radio. Listener tastes change very rapidly, and last week's snapshot may be painfully outdated as an input to this week's playlist. Nevertheless, no other source of music information offers as complete a picture of the total market, so call-out research is a valuable input.

### Request Line Comments

Many stations use call-in requests as a means of gauging a record's popularity. The most serious problem with this procedure is that request line callers are probably not at all representative of the total listener population. Nor do you have any real way of determining how representative they are. Even if they were to match the total audience demographically, there are still unanswered questions as to how well they match on music preferences, the big item of interest.

The potential value of request line callers is that they may be "leading indicators" of the music preferences for the total market. That is, perhaps, the more "active" listeners that are motivated to call in requests have the same basic music preferences as your general listenership; they just get there a little faster. If this is true, then you could use the call-in requests as a measure which could bump a record up a notch in the rotation from what call-out research would suggest.

If you do both call-out and request line research, you can check the above suggestion by keeping careful track of both requests and your call-out results. If requesters are really "leading indicators," then a pattern should emerge wherein a heavily requested song one week emerges as a strongly preferred tune from the call-out results the next week (or the week after next). You can check this out on your own research data to see if it works in your market. If the leading indicator role of requests is supported by your analysis, then you may wish to systematize the procedure for handling call-in requests such that you get even more information from those folks when they call. Ask them what other songs they really like right now, which ones they're growing tired of, etc. If they are really leading the market, then picking their brains is very useful input to the optimal playlist.

What if your results show requests to be "lagging indicators?" That is, what if requests peak for a song a week or two after it shows up strong in the call-out research? That would tell you that requests aren't very useful as a way of keeping ahead of the audience. By relying too heavily on requests in that case, you may be keeping a record in a high rotation slot too long. This is because the request folks are actually laggards, and the bulk of the market has already headed off in search of new listening experiences. Thus, determining the exact role and relationship of requests to call-out research is an important step in assessing its playlist usefulness.

### Record Store Sales

I have previously addressed the problems associated with the use of record store sales as inputs to playlists (see the 9-14-79 issue of R&R). Care must be taken in selecting a representative sample of stores as well as in verifying the accuracy of their reporting. More fundamentally, record executives believe that radio airplay leads to store sales, so to use sales to determine airplay is a little circular (but then, so are records!).

It would appear that the value of sales data would be much the same as request line data. If you can determine that sales are a leading indicator of overall market preferences, then they may be a very useful input. Listeners who buy records (there still are some, right?) may be the same ones who call in requests, or they may not. The key point is to what extent their preferences reflect the preferences of the bulk of the audience, and the relative timing of sales peaks and popularity peaks among the total audience. Nail these two factors down, and you will have a better feel for how useful sales data are to playlist decisions.

### Competitors' Playlists

The issue of audience overlap is of obvious importance to the playlist decision. If overexposure to a record is the key factor in causing burnout, then you can't be comfortable with the assumption that your station is the only one where your audience hears a song.

Again, the key point is how total airplay by all stations in the market relates to a song's popularity. By monitoring competitors' playlists and keeping track of the total number of times a song is played in a given week, you can determine the total potential exposure. Track that total exposure against your call-out research results to determine how quickly airplay concentration causes burnout. A leading indicator relationship would seem reasonable, with a heavy concentration of airplay in Week 1 leading to a decrease in popularity in Week 2. But that is just an assumption on my part which you need to check out.

### Subjective Judgment

There is always the need for a good PD's subjective assessment of what to play. Of course, judgment is sometimes fallible, which is why we do research in the first place — to supplement subjective impressions of the marketplace. The other four inputs above can be very useful in helping the PD to form his or her subjective judgments, but they must be used with care.

It is my belief that a well designed call-out research system is the best way to find out what your audience really likes at any point in time. Therefore, call-out results should be used as a baseline against which to judge the relative merits of requests, store sales, and competing playlists in your market. If these other inputs can be shown to have strong "leading indicator" relationships to a record's audience popularity, then you may be able to build a very dynamic and innovative playlist which also enjoys large audience acceptance.

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.





## STREET TALK

**SOMETHING  
VERY UNUSUAL  
IS GOING ON  
AT TOP-40  
STATIONS  
EVERYWHERE.**

**IT'S THE NEW HIT FROM**

**PRINCE**

**"I WANNA  
BE YOUR  
LOVER"**

**ALREADY ON AT:**

**WNOE on  
WJDX add 21  
KJOY add  
KTLK 17-14**

**FROM ONE OF THE HOTTEST SELLING  
NEW ALBUMS, PRINCE.**

**PRODUCED BY PRINCE  
ON WARNER BROS. RECORDS**



Look for WNBC/New York programmer Bob Pittman to announce his resignation and move to TV! Bob will take over as Vice President of Pay Programming at Warner Cable Television in a few weeks. Look out, Freddy Silverman!

What was Gary Taylor, Editor of the Gavin Report, doing on K101/San Francisco last week? As part of a salute to the 50's & 60's, Gary agreed to do afternoon drive on the station and when our Northern California Street Talk reporter caught Gary's act he was singing along with "Mr. Bass Man" by Johnny Cymbal. Nuff said.

Speaking of getting back into radio . . . we hear that the immortal Ron Jacobs will be back on the air in a very big way very soon. More on that story later.

Will Front Line Management sign two dynamic superstars who currently have careers going in TV, movies and records? One does a great Jimmy Carter and other scarfs food like an animal.

And while we're on the subject of President Carter . . . KULF/Houston PM-drive jock (late of KRBE/Houston) Kenny Miles has recorded a song called "Tighten Up," which features Miles doing his regionally well-known impersonation of Jimmy. The tune is complete with background singers who keep advising "the Pres" to "tighten up." At the song's end, things get a little out of control and the Chief Executive fires the singers and all the musicians.

Jeff Alan has resigned as VP of Marketing for Watermark to form his own marketing and consultation firm for both radio and television. Jeff has agreed to remain on staff at Watermark as a consultant for one year.

### KILT Is Ready For The 80's

In a mid-book move that certainly startled the competition KILT/Houston aired a 12 minute "promo" Monday (11/5) at 7:30am and again at 3:30pm which outlined how the station was "ready for the 80's." The promo basically outlined several key changes at KILT, the most dramatic of which was the recreation of a late evening talk show to be hosted by former afternoon drive personality Beau Weaver. The 10pm-1am talk show was last done very successfully on KILT in the late sixties when it was anchored by Alex Bennett. Weaver gives up his PM-drive show to Christopher Haze (moving from Z97/Ft. Worth) and Beau's MD duties go to Tommy Kramer, who returns to Texas radio after a brief stint in Shreveport watching "Andy Griffith Show" reruns to do KILT's 10am-12noon shift.

Incidentally, as a follow-up to a former story, KILT's newly-formed Hudson & Harrigan are Joe Sasso (from KAUM/Houston) and Fred Kennedy (KILT's former Production Director) respectively. The old Hudson & Harrigan have not yet officially resurfaced, although Street Talk is strong that they will be back on the air in Houston soon. KILT's mid-book announcement only reinforces the belief that Houston is one highly competitive market!

### KMPC Rumors — Half True

There have been a lot of rumblings lately that KMPC/Los Angeles personalities Wink Martindale and Geoff Edwards would be exiting the station. The staff would then be stretched to 4-hour shifts to cover the missing duo. PD Jim Davis described the rumors as "half true and half false."

Which half is which? Davis says that KMPC and Martindale have reached "a mutual agreement to part company on December 1st." Apparently the parting was partially created by the increased demands in Wink's TV-taping schedule (he hosts a pair of game shows).

As far as Edwards goes (or doesn't go) Davis said, "that's pure speculation."

Can it be true that Cleveland, Ohio is having a city-wide problem recruiting jocks and programmers? I mean, who wouldn't want to spend winter in Cleveland? Okay, okay, put your hands down.



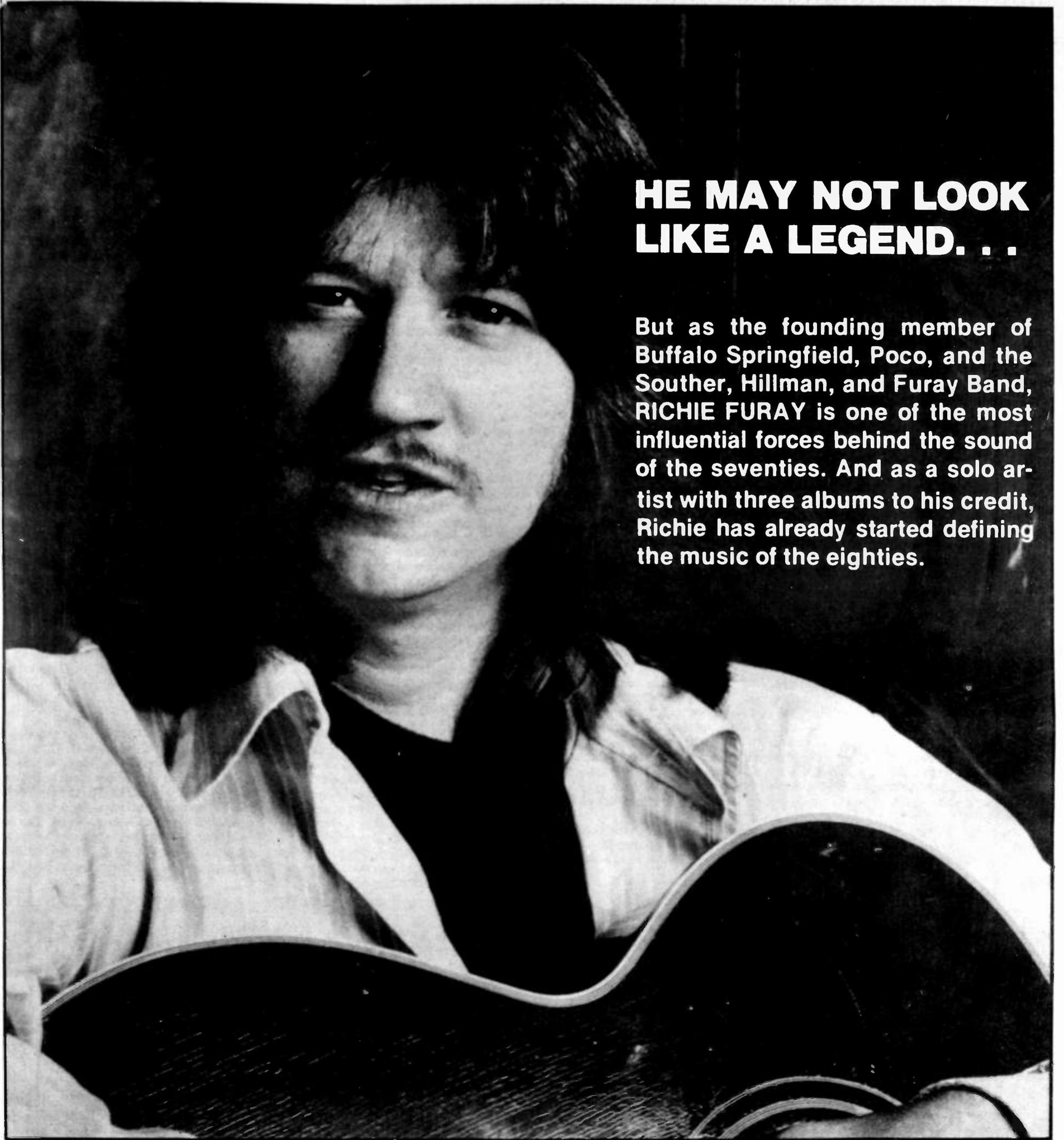
**DO YOU THINK I'M COHO** — While in Chicago filming his "Blues Brothers" movie, John Belushi dropped in on WLUP morning man Steve Dahl. The two traded one-liners on Steve's "Breakfast Club" and Steve promised not to sing if John wouldn't. We're not really sure if Belushi consumed mass quantities of "Coho Cola" or not.

Congrats to DC101/Washington PD Dave Brown and his wife Anne on the occasion of the birth of their first child, Kristin Maureen, last weekend.

Terrence McKeever does a fast return to Memphis, exiting KHJ/Los Angeles, where he had been doing morning news for former WHBQ/Memphis partner Rick Dees. But instead of returning to WHBQ, McKeever will take over the morning news slot at FM100/Memphis.

Century Broadcasting VP Shelly Grafman was in the hospital in St. Louis last week after experiencing chest pains. Numerous tests later Grafman was released; he will take a week off to relax before returning to work.

CKLW/Detroit celebrated the first anniversary of Dick Purtan in mornings last week, airing the "Best of Dick Purtan Show." The best-of bits that aired November 1st were a collection of funnies broadcast during Dick's first 12 months at the station. Amazingly enough, so many of Purtan's listeners took out classified ads in the Detroit Free Press wishing him a happy anniversary, they filled half-a-page!



## HE MAY NOT LOOK LIKE A LEGEND...

But as the founding member of Buffalo Springfield, Poco, and the Souther, Hillman, and Furay Band, RICHIE FURAY is one of the most influential forces behind the sound of the seventies. And as a solo artist with three albums to his credit, Richie has already started defining the music of the eighties.

# THE SINGLE "I STILL HAVE DREAMS" RICHIE FURAY

FROM THE ALBUM



6E-231

PRODUCED BY VAL GARAY  
ON ASYLUM RECORDS



Z93 add 30	WSGN deb 32	KJRB add	WAKX on
94Q 8-5	WBBQ 24-19	KRKE-FM on	WSPT add
Q105 add	WHBQ 28-26	WERC add	KSLY deb 30
KIMN add	WSKZ on	WCGQ 37-35	KDZA on
KNOW 20-14	WRJZ 34-32	WFLB deb 35	
Z98 on	WKIX add	WANS-FM on	
KXX106 30-27	WVIC add	KQWB-FM add	

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# TOP-40



## John Leader

### Top 40 Evolution

The proliferation of radio signals within the major and secondary markets of America has caused the strict definitions of various radio formats to change. It happened to traditional MOR radio as Pop/Adult evolved. It happened to AOR radio with new soft AOR and hard AOR formats taking root. But now that it's happening to Top 40 radio, people on both sides of the radio and record industries are confused. As the traditional Top 40 format boundaries become harder to define, all of us have to make an adjustment.

#### Why The Change?

Top 40 is changing for the very same reason that brought change to the other formats: the audience is changing. Times are much different now than they were in the sixties and people (listeners) are subject to those changes.

Generalized radio formats of the sixties (MOR, Top 40, etc.) have found their audience shares steadily slipping, as the more specialized formats (AOR, News, Beautiful Music) took hold. With multiple stations catering to a specific segment of the audience, listeners found their needs being served more directly by those specialized stations. More and more stations had a salable piece of the audience pie, and the once formidable generalized giants were no longer dominant.

#### Top 40 Grows Up

The evolution of Top 40 is moving toward adults. The population of America is getting older and the 25-34 age group is now the largest segment in most cities. The old Top 40 target audience of 12-plus is becoming less and less profitable for two reasons: controlling that generalized audience is difficult in the face of specialized competitive formats, and national advertising dollars are much more likely to go to a station with a strong 18-34 profile.

The Top 40 giants of yesterday were the 12-plus champs, but that 12-plus dominance had its price . . . a price some of the late-to-change Top 40's are now paying. That 12-plus dominance usually included large amounts of teens and children, a demographic no longer in demand by advertisers. Our generation, the postwar baby boom, is now today's young adults, and our numbers far outweigh the current teen population. America is getting older. The people who buy radio advertising know it and those who program successful radio stations know it too.

Some Top 40's have gotten softer, others have gotten harder, but the demographic target is generally the same and that's really where the misunderstanding lies. There are now Top 40 stations that don't want to play Foreigner records, but there are also Top 40's that don't want to play Barry Manilow songs.

#### Ultimate Dayparting

What is happening in the evolution of Top 40 can best be thought of as the ultimate dayparting situation. The old Top 40 dayparting kept the hard rock records out of mornings and middays and the syrupy ballads away from afternoons and nights. But now Top 40 stations, as they evolve, are targeting their programming to *specific segments* of the population all day long. The audience has become more segmented and radio is programming to that reality.

There are people within the 18-34 age group that love Barry Manilow and there are people that love Foreigner. Research has told smart programmers that these two groups of 18-34's exhibit differences in areas other than just music preference. They dress differently, consume differently, and they live differently. As Top 40 radio splinters off, seeking these two groups of music listeners, stations are being programmed differently than they were in Top 40's dominant heyday.

#### What About Mass Appeal?

We are coming rapidly to a point where less and less music will be truly mass appeal. By mass appeal I refer to the kind of music that cuts across multiple format barriers or applies universally to all modifications of Top 40. That reality is almost certainly a contributing factor in 1979's record sales slump.

When albums or singles come along that are really mass appeal, they sell in huge numbers. They sell a lot because they get a lot of airplay. It's that simple. I can't recall one multimillion selling record in the past decade that didn't have massive airplay.

#### You Can't Fight It

So, perhaps the point of this discussion is that as Top 40 radio evolves it's not something to fear or fight . . . it's something to recognize and understand. Format adjustments toward both ends of the Top 40 spectrum are being tried all across the country and the reason is very simple: survival. Market segmentation has forced the once broad-based Top 40's to specialize. Understanding why that is happening makes it much less of a problem, if in fact you ever thought of it as a problem. Top 40 radio is changing the way it programs music, and record companies have to change too. It's undeniable that radio and records have a symbiotic relationship. Radio needs the record industry to produce and release music its audience will enjoy hearing, and the record industry needs radio to expose that music. That's why it's so critical that both sides of the twin industries continue to evolve *together!*

As Top 40 radio makes its musical moves toward AOR or Pop/Adult or somewhere in between, the winners will not be hard to spot . . . just pick up the latest ratings results and those who have successfully served their audiences will become quickly apparent. The

important thing to remember is that Top 40 radio can't afford to be the homogenized coast-to-coast sound it used to be. The smart radio programmers have seen audience segmentation and are dealing with it. The smart record companies have seen the evolution of Top 40 and instead of being confused they are enthused. Now is not the time to be a professional ostrich.

### Music Notes

What is his last name anyway? That's a question I've heard more than a few times in the last month or so and the person in question is John David Souther. Apparently there are two schools of thought on just how J.D.'s last name is properly pronounced. I checked with Front Line Management in Los Angeles (the firm that manages Souther) and they gave me the definitive pronunciation for his last name. It is pronounced "Sow-ther," which makes the first syllable sound like sow (an adult female pig). With apologies to Miss Piggy (who is in reality a sow, but it is not advised to call her such face-to-snout) and J.D., there is nothing "piggy" about Mr. Souther except the way his latest single and album have been gobbling up airplay.

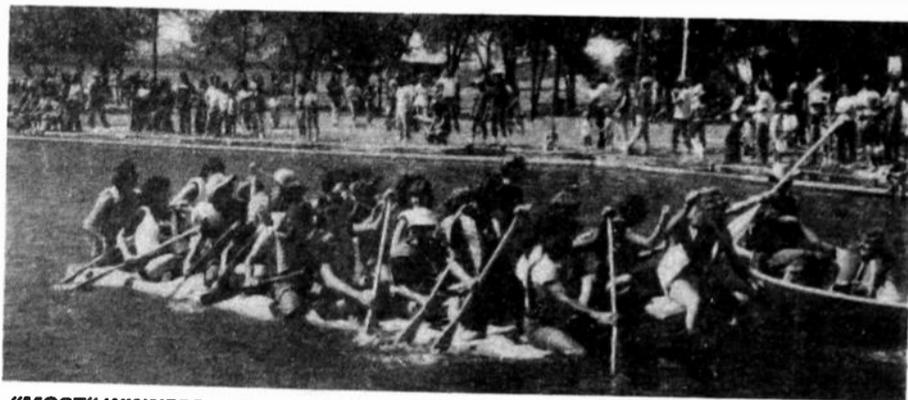
Another one that's been giving jocks a small problem is the title of Abba's new single "Chiquitita." The pronunciation is no problem (just listen to the record, they pronounce it several times for you), but what does the word mean? Checking with several of our resident Spanish experts here at R&R, the word is slang and has several meanings. However, Abba uses the term "chiquitita" in their song to mean "little one."

An interesting fact for those of us who collect such things is that Led Zeppelin's "All My Love" is the first album cut ever to make R&R's National Airplay/30 top ten. The cut, which has not and will not be released as a single, is only the second non-single ever to hit the 30 in the six-year history of R&R. Remember the other LP cut that hit the chart? The Bee Gees' "More Than A Woman" peaked at No. 21 on May 12, 1978.

If you're keeping track, Michael McDonald of the Doobie Brothers may just be the most exposed back-up singer of this or any year. A complete list of all the non-Doobie songs that Michael has performed on would be endless, but looking at the current crop of product that he is singing on gives you an idea of how popular he is. He's on Lauren Wood's current single "Please Don't Leave," Kenny Loggins's new one "This Is It" (which he cowrote with Loggins), and Michael plus Patrick Simmons of the Doobies sing back-up on Elton John's current "Victim Of Love." He's also on Nicolette Larson's new album "In The Nick Of Time" singing a duet with Nicolette called "Let Me Go Love." You might be wondering if he's so hot why he doesn't have a solo album of his own . . . he patient, because it's on its way. It'll be interesting to see how many of Michael's superstar friends show up on his first album effort without the Doobies. By the way, Michael has *not* left the Doobies, he's just releasing a solo album for a musical change of pace.

### Bits

**KSEL/Lubbock tries the impossible!** You've seen raft races all over the country, right? And what do all these radio-sponsored promotions have in common? Water . . . of course that may be stating the obvious, but in Lubbock there is no river. However, the city did undertake a massive 10-year plan to reclaim a canyon in Lubbock from its original life as a dump into a series of manmade lakes surrounded by parks. That project, being complete, offered KSEL an excellent site for their first-ever raft race. With encouragement and much financial support from the Lubbock Parks and Recreation Department, the station launched 108 rafts in front of 4000 spectators. Thanks to the participation of the Parks Dept. KSEL's expenses were kept to a minimum, but PD Jeff King agrees with all the other PD's who have run raft races, "There is a huge potential in this type of promotion . . . I recommend it to everyone."



**"MOST" WINNERS** — Twenty-seven people on a partially-floating raft make interesting conversation. This raft went on to win the "Most people on one raft," one of five novelty categories sponsored by KSEL/Lubbock during the First Annual Great Yellowhouse Canyon Raft Race September 30th in Lubbock. At far right, KSEL PD Jeff King paddles a tippy canoe, while KSEL/News/PA Director Jane Prince gets a "quote" or two during a very quick interview with the winners. Now that's news gathering!

**WQAM/Miami gives away gold, and that's no bull-ion!** In a recent station contest called the WQAM Gold Rush jocks Ron Eric Taylor and Captain John & Ludlo gave away two ounces of gold each day. The WQAM staff gave clues to a gold record title and artist and the 56th caller with the right answer became the winning prospector — striking gold! As a further incentive to the contest, the station had a bank representative call in with the current market-quote on gold's value.

**KRNA/Iowa City kicks power up to 100,000 watts.** Culminating a decade of legal action before the FCC, KRNA boosted its power to 100kw on Friday, October 26th. KRNA had spent over five years in rule-making procedures and two years in contested application procedures that were rivaled only by the marathon Boston TV decision. The station constructed a new tower, bought a new transmitter and stand-by emergency power generator and as a result will now have a coverage radius that blankets Eastern Iowa from Des Moines to Davenport and from near the Minnesota border to Missouri. The new signal strength has only caused one problem for KRNA; with 100kw it has shifted slightly on the dial from 93.5 to 93.9, but PD Robert K. Norton Jr. is confident the listeners will make the adjustment quickly.

# The Sky's The Limit

*With Three Hot New Singles From Blue Sky Records*



**Rick Derringer**  
**"Something Warm"**

*Already One Of The Top AOR Singles In The Country*



**David Johansen**  
**"Melody"**



**Dan Hartman**  
**"Relight My Fire"**



*on Blue Sky Records*  
*Distributed by CBS Associated Labels*

TOP-40



**KITY TAKES THE CAPE** — In order to welcome Count and Countess Dracula properly, KITY/San Antonio (92.9) staffers donned black capes to meet the couple at the airport. The Dracular duo were set for an appearance at the station's Haunted House promotion. Pictured (l-r) are KITY's Mark Carrillo, the Draculæ, and station's Jim Roberts and Steve Anderson.



**KOMA-TOSE RACERS** — KOMA/Oklahoma City personalities recently competed in a charity race at the local Mallbu Grand Prix track. Pictured in racer-sharp form are (l-r) Skip Edwards, Wade Carter, and PD Bill Burkett.



**BEE GEES HAVING FLOWN INTO BIRMINGHAM** — WSGN/Birmingham tied in to the Bee Gees' local appearance by giving away albums, tickets, backstage passes, and a satin Bee Gees tour jacket. Pictured backstage at the show are (l-r) Barry Gibb, WSGN PD John Leeder, contest winner, Maurice Gibb, contest winner, and Robin Gibb.



**BACKSTAGE WITH BLACKFOOT** — Atco's Blackfoot played Knoxville recently and were visited backstage by WRJZ staffers. Pictured (l-r) are Steve Lipscomb, Blackfoot's Jackson Spires, Greg Walker (kneeling), and Ricky Medlocke, WRJZ programming assistant Pam Lipscomb, Scott Lipscomb, group's Charlie Hargrett, Atlantic's Erik MacDonald, WRJZ PD Bob Kaghan, and Atco's Brother Love.



**CHUM UP ON THEIR SOAP BOX** — CHUM/Toronto participated in the Toronto Big Brothers' annual Soap Box Derby recently. Pictured on the scene are the station's Bob Magee and Jeanne Baker.



**KHJ PROGRAMS SPORTS** — Steve Cummings, lead singer of Arista's Sports, journeyed from Australia to L.A. and stopped by KHJ. Pictured at the station are (l-r) KHJ MD Shaune McNamara, Cummings, PD Chuck Martin, and Arista's Dana Morris.

# "READY FOR THE 80's" NB 2220

## the hit single by **VILLAGE PEOPLE**

The world belongs to you.  
The world belongs to me.  
I'm READY FOR THE EIGHTIES, glad to be alive  
I'm waiting for those magic numbers to arrive.  
I've got myself together, got myself in gear  
I'm gonna be the first out there to greet those fabulous years.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES!  
Ready for the time of my life.  
Are you ready for me? 'Cause I'm ready for you.

Take my dream and hitch it to a star,  
in the eighties we will travel far.  
We will realize just who we are.  
We can move as one.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES.  
Ready for the time of my life.  
And baby, I'll be waiting for you.

The world belongs to you.  
The world belongs to me.

I'm READY FOR THE EIGHTIES, things look positive.  
I'm ready and I've got a lot of love to give.  
There's hope in ev'ry heart, and love on ev'ry face.  
The eighties promise everything is just gonna be great.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES!  
Ready for the time of my life.  
Are you ready for me? 'Cause I'm ready for you.

Everything is gonna work out fine,  
I have faith in this old world of mine.  
We'll be loving in the bright sunshine.  
Baby you and me.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES.  
Ready for the time of my life.  
And baby, I'll share them with you.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES!  
Ready for the time of my life.  
Are you ready for me? 'Cause I'm ready for you.

I am ready to begin anew, and I want to share it all with you.  
Give the universe a different view.  
We'll communicate.

I'm READY FOR THE EIGHTIES, READY FOR THE EIGHTIES.  
Ready for the time of my life.  
Oh baby, I'll be happy for you.  
'Cause baby, our dreams will come true.

I'm ready!  
I'm ready!  
I'm ready!

Composed and Produced by JACQUES MORALI for CAN'T STOP PRODUCTIONS  
Executive Producer: HENRI BELOLO  
©1979 Can't Stop Music (BMI) [O.P. Scorpio (Black Scorpio)] All rights reserved. Reprinted by permission

# THE SPIRIT OF THE 80's... START IT TODAY.



## Bayliss

Continued from Page 3

promotional announcements and including him in various pieces of media promotion that we were doing about this new service that was going to come on the air, etc.

"We stopped looking for anybody else, we wouldn't consider anybody else. We wanted to go with who was there, if they would fit, if they were so inclined."

### Short Notice

Bayliss notes that when Scarborough gave his two weeks' notice, he'd been on the air under the new format for three days. "He came in and gave current GM Stan Greenberg his resignation, which floored Stan," says Bayliss, "and then allowed in a conversation following his notice, that he was going over to the competitors at KMOX. That's when we found the non-compete covenant letter in the file and we figured in order to protect ourselves, and because we felt that we'd been terribly fair with this fellow, that we'd attempt to invoke the exclusivity clause to prevent him from going to the competition."

However, Bayliss added, "We are at a point now where we feel we pretty much have the matter resolved. We haven't gotten down to the nitty-gritty, but we've made an offer to AFTRA to allow Ed to go to work in St. Louis, but they haven't responded yet."

In conclusion, Bayliss states, "It put us in a tough position. I don't like to withhold anyone's opportunity to make his way in the business."

## Storer

Continued from Page 3

post as chief executive officer to Peter Storer, who will also assume Vice Chairman's duties. Terry Lee, formerly Executive Vice President, replaces Peter Storer as President and chief operating officer for the company.

In addition, Storer Chief Financial Officer and Vice President of the Cable TV Division Arno Mueller will continue in his present post as chief financial officer while assuming the presidency of Storer's newly-titled Cable Communications Division. Meanwhile, Kenneth Bagwell, Vice President of the Television Stations Group, has been promoted to President of that division.

## LETTER

Continued from Page 3

the only way the entire product will ever be exposed.

Ben Bartel in an article in another publication makes two ridiculous statements. He calls for an "economic boycott" by record companies of stations which insist on playing entire record albums. He also believes their service should be terminated. Well, sorry, guys, but I don't know of a radio station that is solely supported by record companies, and whose throat would they be cutting if they stopped servicing? Both industries depend and thrive on each other's success.

Radio could state in its defense not only the higher prices, but poor pressing of discs and monetary waste on poor product. Talk to the retailer about defectives. But, gee, let's not declare this to be a "vinyl Vietnam" but rather seek a peace with honor.

Steve Bridges  
Op. Mgr., KFMH/Muscataine, IA

## FCC At A Glance

Continued from Page 4

### KMJQ Punished For Not Serving Clear Lake City

Black-formatted KMJQ/Houston has been ordered to beef up non-entertainment programming originated from its main studio in Clear Lake City, TX, its city of license.

Commissioner Joe Fogarty argued in favor of taking away the station's license, but the full Commission granted the renewal subject to the station doing more locally produced public affairs shows. As reported in R&R last week, KMJQ VP/GM Jim Maddox has announced he will be leaving the station.

Trouble arose when the National Black Media Coalition (NBMC) and several other groups asked the FCC to deny the station's li-

cense for failure to provide sufficient programs for its city of license.

### FCC Refuses Priority Treatment For Women

The Commission refused to classify women as minorities this week. Wuenschel Broadcasting Co., owned by more than 50% women, asked that its application for a new FM station be expedited on the grounds that its owners were a minority.

After a heated discussion, the Commission denied Wuenschel's request, but instructed the Broadcast Bureau to find out how many women hold decision making positions.

"I have the feeling that a large number of women are only passive owners," said Commissioner Ab-

bot Washburn. Commissioner Anne Jones agreed, saying the number of women in broadcast management is grossly disproportionate to their numbers in the population as a whole. Chairman Charles Ferris initially resisted the idea, stating, "If we do that, then people will put applications in their wives' names."

### Washburn Continues Deregulation Workshops

Commissioner Abbot Washburn will be on hand to answer questions at the fifth FCC radio deregulation workshop scheduled for Dec. 7 in Wheeling, WV. The workshop is one of a series conducted by the Consumer Affairs Office in an effort to explain how the FCC's rulemaking process works.



**TOGA A-GO-GO AT KFRC** — KFRC/San Francisco held a giant toga party recently, with a special screening of "Animal House" and cash prizes for the best toga ensembles. Pictured displaying their own fashionable creations are (l-r) J.B. Baron, Don Sainte Johnn, Mary Coen, Rick Shaw, and (front) Terry Nelson.



**DANIELS FLOODS JOHNSTOWN** — The Charlie Daniels Band recently played Johnstown, PA, with WCRO staffers present at the show. Pictured (l-r) are WCRO PD Mike Farrow, MD Jack Michaels, Daniels, and air personalities Rick Kelly and Ken Williams.

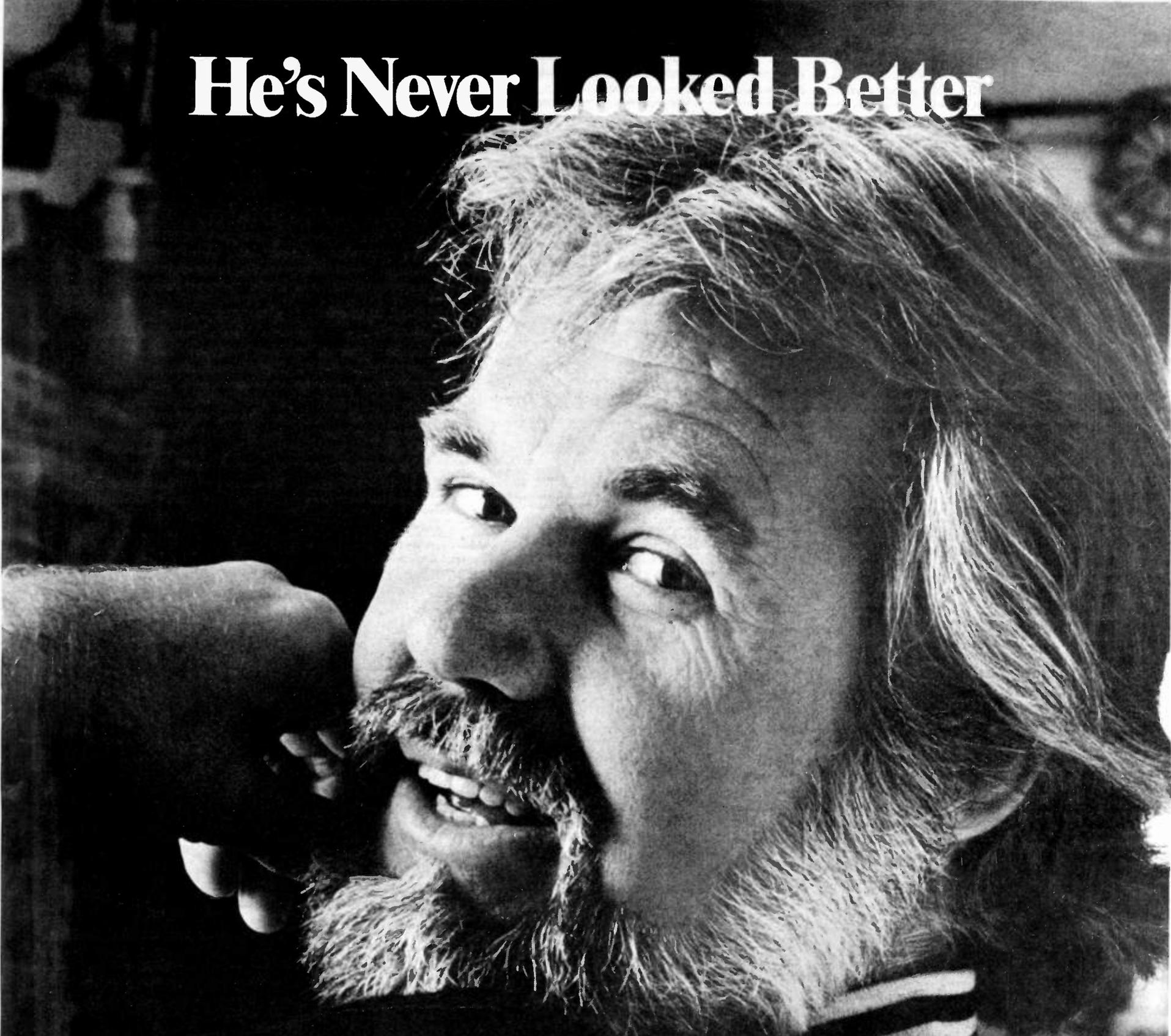


**LEIF'S TURN IN CARBONDALE** — Leif Garrett played the DuQuoin State Fair and was introduced by WCIL/Carbondale, IL morning man Dennis Lyle. Pictured at the fair are (l-r) Garrett, Atlantic's Tom Gordon, Lyle, and WCIL Operations Director Tony Waltekus.



**HOT WHEELS FROM WCCW** — WCCW/Traverse City, MI gave away a hot-looking Z28 this summer, distributing 25,000 bumper stickers to listeners who hoped their license numbers would be spotted by WCCW operatives. The eventual winner, along with her prize, is pictured with PD Cliff Carey.

**He's Never Looked Better**



**Kenny Rogers**  
**“Coward Of The County”**

WPGC 9-7  
WCAO deb 6  
KFI  
WFIL  
KRBE  
KSLQ add 36  
KEARTH  
KFRC  
WTIX  
WLAC add 19  
FM100 add 24

WZUU 25-21  
WFBR deb 28  
WKBO  
WHYN  
KAUM  
KTSA  
Z98  
WJDX  
WSGN  
WAPE deb 29  
WSGA 29-23

WBBQ  
WHBQ  
92Q deb 15  
WSKZ  
WRJZ  
WKIX  
WAYS  
WGH  
WAKY  
KIOA  
KOFM

KWEN  
KRAV  
KLEO  
WMEE  
WOHO  
KJRB  
KRUX  
WLBZ  
WIGY  
WTSN

13FEA  
K104  
WYRE 12-8  
14WK  
WCIR  
WHHY  
KX104 5-2  
WFOX  
WCGQ  
WTMA

WANS-FM  
CK101  
FM99  
KPUR  
KKXL  
KFYR  
WAKX  
KEWI  
KYSN  
KNUS add

Produced by Larry Butler  
Management, Kragen & Co

On United Artists Records and Tapes

© 1979 Liberty United Records, Inc.

**UA**  
UNITED ARTISTS RECORDS

EAST Most Added Hottest

Foreigner Michael Jackson Smokey Robinson
English Styx Barbra & Donna

ADDS & HOTS

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

SOUTH Most Added Hottest

Kenny Rogers Foreigner Tom Petty
Styx Eagles Barbra & Donna

EAST

Parallel One

WEEZ/Pittsburgh, PA Jay Stone
LRS
EAGLES
Notteat:
COMMODORES 4-1
BAD 5-2
ALAN PARSONS 8-1
COMMODORES 12-7
LED ZEPPELIN 15-9
ELO 14-12

CHUM/Toronto, CAN. Brad Jones
NICK LOWE
Notteat:
EAGLES 1-1
STYX 4-3
ROCKY HORNER 14-10
JOE JACKSON 19-11
POLICE 20-16

CEOM/Montreal, CN Joyce Phillaretta
TOM PETTY
JEFF STARSHIP
RUPERT HOLMES
CLIFF RICHARD
Notteat:
EAGLES 1-1
STYX 3-2
FLEETWOOD MAC 13-8
FRANCE JOLI 14-9
COMMODORES 20-12

WABC/New York, NY Susan Jones
ANNE MURRAY
SUPERTRAMP
J.D. SOUTHER
Notteat:
HERB ALPERT 1-1
DONNA SUMNER 5-3
BAD 8-4
BARRY MANILOW 21-9
MICHAEL JACKSON 25-16

WCAQ/Baltimore, MD Ron Miller
PABLO CRUISE
DR. HOOR
Notteat:
EAGLES 1-1
RC & BAND 3-2
STYX 8-3
ANNE MURRAY 16-13
LAUREN WOOD 18-14

WFIL/Philadelphia, PA Gerry DaFrancia
LRS
KENNY ROGERS
CAPT. & TENNILLE
STEVE MARTIN
Notteat:
EAGLES 1-1
COMMODORES 4-2
BAD 10-4
STYX 15-6
BARRY MANILOW 11-9

WIP/Philadelphia, PA Jeff Robins
SNOKEY ROBINSON
KENNY LOGGINS
AC/DC
FOGHAT
FOREIGNER
Notteat:
EAGLES 1-1
CARS 10-8
CHEAP TRICK 15-13
COMMODORES 19-14
HALL & OATES 22-18

WISW/Buffalo, NY Jon Summers
BAD
M. MANCHESTER
JOHN COUGAR
RITA COOLIDGE
BUGGLES
Notteat:
STYX 1-1
COMMODORES 8-4
SUPERTRAMP 10-7
ABBA 20-10
CHEAP TRICK 22-16

WPEZ/Pittsburgh, PA Mark Fritaghe
RUPERT HOLMES
Notteat:
EAGLES 1-1
FLEETWOOD MAC 5-3
COMMODORES 10-5
IAN GOMM 12-6
CHEAP TRICK 13-10

WPGC/Washington, DC Jim Elliott
SUGAR HILL GANG
MICHAEL JACKSON
SNOKEY ROBINSON
JEFF STARSHIP
Notteat:
STYX 2-1
KENNY ROGERS 9-7
RUPERT HOLMES 13-8
BARRY MANILOW 14-11
SUGAR HILL GANG 4-22

WREO/Boston, MA Harry Nelson
Notteat:
EAGLES 2-1
BAD 7-2
ROOL & THE GANG 13-7
STYX 14-10
BAD 19-12
JOURNEY 24-19

F105/Boston, MA Tom Connelly
BARRY MANILOW
FRANCE JOLI
RC & BAND
STEVIE WONDER
Notteat:
KNACK 1-1
FLEETWOOD MAC 12-9
STYX 14-10
BAD 19-12
JOURNEY 24-19

WELQ/New York, NY Dee Kelly
J.D. SOUTHER
SNOKEY ROBINSON
TERMI DESARIO
KENNY LOGGINS
HERB ALPERT
Notteat:
COMMODORES 4-1
BAD 5-2
EAGLES 9-5
STYX 15-8
BARRY MANILOW 17-11

WJBL/Providence, RI Todd Chano
FOREIGNER
JEFF STARSHIP
DR. HOOR
BONNIE TYLER
Notteat:
BAD 1-1
EAGLES 4-3
STYX 5-4
BARRY MANILOW 13-11
J.D. SOUTHER 27-15

PRO-FM/Providence O'Brien Giovanni
OAK
CRYSTAL GAYLE
TOM PETTY
ALAN PARSONS
Notteat:
EAGLES 2-1
COMMODORES 5-2
STYX 10-7
BAD 13-8
LRS 17-11

WEDO/Harrisburg, PA Jim Buchanan
ANNE MURRAY (RA)
RUPERT HOLMES
FOREIGNER
MICHAEL JACKSON
Notteat:
EAGLES 1-1
BAD 12-7
RC & BAND 13-8
BARRY MANILOW 14-10
SUPERTRAMP 18-12

WEDO/Harrisburg, PA Jim Buchanan
KENNY ROGERS
SNOKEY ROBINSON
MICHAEL JACKSON
JEFF STARSHIP (dp)
Notteat:
BAD 1-1
STYX 3-2
EAGLES 9-4
FRANCE JOLI 14-10
ANNE MURRAY 21-16

WVTV/Hartford, CT Rich Donahue
ROOL & THE GANG
RUPERT HOLMES
FOREIGNER
FOGHAT (dp)
Notteat:
EAGLES 4-1
BAD 7-3
COMMODORES 10-4
FRANCE JOLI 14-10
ANNE MURRAY 21-16

WVTV/Hartford, CT Rich Donahue
KOOZ & THE GANG
RUPERT HOLMES
CAPT. & TENNILLE
BLACKFOOT
FOGHAT (dp)
Notteat:
EAGLES 4-1
BAD 7-3
COMMODORES 10-4
FRANCE JOLI 14-10
ANNE MURRAY 21-16

WVTV/Hartford, CT Rich Donahue
BLACKFOOT
SHOES
POLICE
FOREIGNER
CLIFF RICHARD
Notteat:
STYX 1-1
BAD 6-2
JEFF STARSHIP 20-8
J.D. SOUTHER 22-9
RUPERT HOLMES 26-10

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EC181/New Haven, CT Carl Nason
MICHAEL JACKSON
DR. HOOR
Notteat:
STYX 1-1
BAD 5-2
J.D. SOUTHER 15-10
CHRIS THOMPSON 20-13
SUPERTRAMP 21-15

WJBL/Providence, RI Todd Chano
FOREIGNER
JEFF STARSHIP
DR. HOOR
BONNIE TYLER
Notteat:
BAD 1-1
EAGLES 4-3
STYX 5-4
BARRY MANILOW 13-11
J.D. SOUTHER 27-15

PRO-FM/Providence O'Brien Giovanni
OAK
CRYSTAL GAYLE
TOM PETTY
ALAN PARSONS
Notteat:
EAGLES 2-1
COMMODORES 5-2
STYX 10-7
BAD 13-8
LRS 17-11

WEDO/Harrisburg, PA Jim Buchanan
ANNE MURRAY (RA)
RUPERT HOLMES
FOREIGNER
MICHAEL JACKSON
Notteat:
EAGLES 1-1
BAD 12-7
RC & BAND 13-8
BARRY MANILOW 14-10
SUPERTRAMP 18-12

WEDO/Harrisburg, PA Jim Buchanan
KENNY ROGERS
SNOKEY ROBINSON
MICHAEL JACKSON
JEFF STARSHIP (dp)
Notteat:
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STYX 3-2
EAGLES 9-4
FRANCE JOLI 14-10
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ROOL & THE GANG
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WOUY/Bangor, ME Herb Lawrence
STEVIE WONDER
CAPT. & TENNILLE
EMMY LOGGINS
YON PETTY (dp)
Notteat:
EAGLES 2-1
FLEETWOOD MAC 4-3
COMMODORES 15-8
KENNY ROGERS 13-8
J.D. SOUTHER 13-9

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# PARALLEL PLAYLISTS

## EAST

### WIRKO Boston

- 1 EAGLES/Heartache Tonight
- 2 BARRY MANILOW/Ship's
- 3 KENNY ROGERS/You Decorated My Life
- 4 ANNE MURRAY/Broken Hearted Me
- 5 COMMODORES/Still
- 6 KENNY ROGERS/You Decorated My Life
- 7 JOURNEY/Lovin', Touchin'...
- 8 CAROLINA/It's All I Can Do
- 9 ROBERT JOHNSON/Sad Eyes
- 10 JOHN COUGAR/I Need A Lover
- 11 KENNY ROGERS/You Decorated My Life
- 12 M/Pop Muzik
- 13 CHEAP TRICK/Dream Police
- 14 COMMODORES/Still
- 15 SUPERTRAMP/Take The Long Way...
- 16 NICK LOBE/Oruel To Be Kind
- 17 SNIFF & TEARS/Driver's Seat
- 18 HALL & OATES/Wait For Me
- 19 FLEETWOOD MAC/Tusk
- 20 DONNA SUMMER/Dia All The Lights
- 21 BARRY MANILOW/Ship's
- 22 JOHN COUGAR/I Need A Lover
- 23 BLONDIE/Dreaming
- 24 MAUREEN MC GOVERN/Different Worlds
- 25 DONNA SUMMER/On The Radio
- 26 FOREIGNER/Head Games
- 27 BARRY MANILOW/Ship's
- 28 LRB/Confusion
- 29 CAROLINA/It's All I Can Do
- 30 ALAN PARSONS/Damned If I Do
- 31 SUPERTRAMP/Take The Long Way...
- 32 CRUSADERS/Street Life
- 33 JENNIFER WARNE/ I Know A Heartache...
- 34 K.C. & THE BAND/Please Don't Go
- 35 J.D. SOUTHER/You're Only Lonely
- 36 LAUREN WOOD/Please Don't Leave
- 37 HALL & OATES/Wait For Me
- 38 IAN LLOYD/Slip Away

ADDS NONE

ON CRYSTAL GAYLE/Half The Way CAPT. & TENNILLE/Do That To Me... STEVIE WONDER/Send One Your Love JEFF. STARSHIP/Jane

### WPGC Washington D.C.

- 1 STYX/Babe
- 2 EAGLES/Heartache Tonight
- 3 K.C. & THE BAND/Please Don't Go
- 4 BLD/No More/Enough Is...
- 5 KENNY ROGERS/You Decorated My Life
- 6 FLEETWOOD MAC/Tusk
- 7 KENNY ROGERS/You Decorated My Life
- 8 RUPERT HOLMES/Escape
- 9 LED ZEPPELIN/All My Love
- 10 COMMODORES/Still
- 11 BARRY MANILOW/Ship's
- 12 MICHAEL JACKSON/Don't Stop 'Till...
- 13 DONNA SUMMER/Dia All The Lights
- 14 ANNE MURRAY/Broken Hearted Me
- 15 KOO & THE GANG/Ladies' Night
- 16 BRENDIA RUSSELL/So Good, So Right
- 17 KNACK/Good Girls Don't
- 18 SUPERTRAMP/Take The Long Way...
- 19 ELO/Confusion
- 20 M/Pop Muzik
- 21 CLIFF RICHARD/We Don't Talk Anymore
- 22 SUGAR HILL GANG/Rapper's Delight
- 23 DONNA SUMMER/On The Radio
- 24 FOREIGNER/Dirty White Boy
- 25 J.D. SOUTHER/You're Only Lonely
- 26 STEVIE WONDER/Send One Your Love
- 27 CHRIS THOMPSON/If You Remember Me
- 28 FOREIGNER/Head Games
- 29 HERB ALPERT/Rise
- 30 MICHAEL JACKSON/Rock With You

ADDS 22, 30 SMOKEY ROBINSON/Orisun' JEFF. STARSHIP/Jane

### WKBW Buffalo

- 1 STYX/Babe
- 2 KERMIT THE FROG/Rainbow Connection
- 3 BARRY MANILOW/Ship's
- 4 COMMODORES/Still
- 5 EAGLES/Heartache Tonight
- 6 MICHAEL JACKSON/Don't Stop 'Till...
- 7 SUPERTRAMP/Take The Long Way...
- 8 FLEETWOOD MAC/Tusk
- 9 ABBA/You're My Best Friend
- 10 ABBA/On Your Mark
- 11 ANNE MURRAY/Broken Hearted Me
- 12 BLONDIE/Dreaming
- 13 K.C. & THE BAND/Please Don't Go
- 14 ALAN PARSONS/Damned If I Do
- 15 CHRIS THOMPSON/If You Remember Me
- 16 CHEAP TRICK/Dream Police
- 17 EMB/Father The Love Has...
- 18 JIMMY BUFFETT/Fins
- 19 NICK LOBE/Oruel To Be Kind
- 20 CAPT. & TENNILLE/Do That To Me...
- 21 MICHAEL JACKSON/This Night Won't...
- 22 ELO/Confusion
- 23 LRB/Confusion
- 24 KENNY ROGERS/You Decorated My Life
- 25 ELLEN FOLEY/What's A Matter Baby
- 26 CAROLINA/It's All I Can Do
- 27 CLIFF RICHARD/We Don't Talk Anymore
- 28 BLD/No More/Enough Is...
- 29 FRANCES JOLI/Come To Me
- 30 FOGHAT/Third Time Lucky

ADDS 28 M. MANCHESTER/Pretty Girls JOHN COUGAR/I Need A Lover RITA COOLIDGE/It's Rather Love... SUGGES/video Killed The...

ON RAINBOW/Since You've Been... FRANK MILLS/Paper Piper IAN LLOYD/Slip Away

### WABC MUSICRADIO 77 New York

- 1 HERB ALPERT/Rise
- 2 M/Pop Muzik
- 3 DONNA SUMMER/Dia All The Lights
- 4 BLD/No More/Enough Is...
- 5 COMMODORES/Still
- 6 DIONNE WARWICK/I'll Never Love...
- 7 MICHAEL JACKSON/Don't Stop 'Till...
- 8 KOO & THE GANG/Ladies' Night
- 9 BARRY MANILOW/Ship's
- 10 KNACK/Good Girls Don't
- 11 FRANCES JOLI/Come To Me
- 12 KENNY ROGERS/You Decorated My Life
- 13 STYX/Babe
- 14 ROBERT JOHNSON/Sad Eyes
- 15 EAGLES/Heartache Tonight
- 16 MICHAEL JACKSON/Rock With You
- 17 COMMODORES/Still
- 18 FLEETWOOD MAC/Tusk
- 19 K.C. & THE BAND/Please Don't Go
- 20 KNACK/My Sherona
- 21 ANNE MURRAY/Broken Hearted Me
- 22 BLONDIE/Dreaming
- 23 SUPERTRAMP/Take The Long Way...

ADDS 23, 37 J.D. SOUTHER/You're Only Lonely

### wifi 92 Philadelphia

- 1 EAGLES/Heartache Tonight
- 2 COMMODORES/Still
- 3 STYX/Babe
- 4 DONNA SUMMER/Dia All The Lights
- 5 HERB ALPERT/Rise
- 6 KNACK/Good Girls Don't
- 7 JOURNEY/Lovin', Touchin'...
- 8 CAROLINA/It's All I Can Do
- 9 ROBERT JOHNSON/Sad Eyes
- 10 JOHN COUGAR/I Need A Lover
- 11 KENNY ROGERS/You Decorated My Life
- 12 M/Pop Muzik
- 13 CHEAP TRICK/Dream Police
- 14 COMMODORES/Still
- 15 SUPERTRAMP/Take The Long Way...
- 16 NICK LOBE/Oruel To Be Kind
- 17 SNIFF & TEARS/Driver's Seat
- 18 HALL & OATES/Wait For Me
- 19 FLEETWOOD MAC/Tusk
- 20 LAUREN WOOD/Please Don't Leave
- 21 LRB/Confusion
- 22 LRB/Lonesome Loser
- 23 MICHAEL JOHNSON/This Night Won't...
- 24 BONNIE POINTER/Heaven Must Have...
- 25 BARRY MANILOW/Ship's
- 26 IAN LLOYD/Slip Away
- 27 JEFF. STARSHIP/Jane
- 28 JEFF. STARSHIP/Jane
- 29 RUPERT HOLMES/Escape
- 30 RUPERT HOLMES/Escape

ADDS 30 SMOKEY ROBINSON/Orisun' KENNY LOGGINS/This Is It AC/DC/Highway To Hell FOGHAT/Third Time Lucky

ON ALAN PARSONS/Damned If I Do MOON WHATIN'/No Chance

### WILL Philadelphia

- 1 EAGLES/Heartache Tonight
- 2 COMMODORES/Still
- 3 DONNA SUMMER/Dia All The Lights
- 4 BLD/No More/Enough Is...
- 5 HERB ALPERT/Rise
- 6 STYX/Babe
- 7 MICHAEL JOHNSON/This Night Won't...
- 8 KENNY ROGERS/You Decorated My Life
- 9 BARRY MANILOW/Ship's
- 10 ROBERT JOHNSON/Sad Eyes
- 11 COMMODORES/Still
- 12 ANNE MURRAY/Broken Hearted Me
- 13 CHRIS THOMPSON/If You Remember Me
- 14 JENNIFER WARNE/ I Know A Heartache...
- 15 DIONNE WARWICK/I'll Never Love...
- 16 LRB/Lonesome Loser
- 17 EMB/Father The Love Has...
- 18 LAUREN WOOD/Please Don't Leave
- 19 NICK LOBE/Oruel To Be Kind
- 20 LOBO/Where Were You
- 21 K.C. & THE BAND/Please Don't Go
- 22 STEVIE WONDER/Send One Your Love
- 23 CRYSTAL GAYLE/Half The Way
- 24 BRENDIA RUSSELL/So Good, So Right
- 25 J.D. SOUTHER/You're Only Lonely
- 26 RUPERT HOLMES/Escape

ADDS LRB/Confusion KENNY ROGERS/Overd of The County CAPT. & TENNILLE/Do That To Me... STEVE MARTIN/Oruel Shoes

ON CLIFF RICHARD/We Don't Talk Anymore DR. HOOK/Better Love Next Time ENGLAND 101/JFC/What Can I Do With... HALL & OATES/Wait For Me

### 1050 chum Toronto

- 1 EAGLES/Heartache Tonight
- 2 LED ZEPPELIN/All My Love
- 3 STYX/Babe
- 4 FLEETWOOD MAC/Tusk
- 5 BLONDIE/Dreaming
- 6 CAROLINA/It's All I Can Do
- 7 FOREIGNER/Dirty White Boy
- 8 CHEAP TRICK/Dream Police
- 9 KNACK/Good Girls Don't
- 10 BOONTON RATS/It's Don't Like Mondays
- 11 SUPERTRAMP/Take The Long Way...
- 12 DAVE EDMONDS/Girls Talk
- 13 JOE JACKSON/It's The Man
- 14 ELO/Confusion
- 15 COMMODORES/Still
- 16 POLICE/Message In A Bottle
- 17 COMMODORES/Still
- 18 IAN GOMM/Hold On
- 19 ROBERT PALMER/Jealous
- 20 JOURNEY/Lovin', Touchin'...
- 21 BRUCE COBBIN/Wondering Where The...
- 22 LRB/Confusion
- 23 CAROLINE MAS/Stillness
- 24 MOON MARTIN/Rolene
- 25 DOOBIE BROTHERS/Dependin' On You
- 26 J.D. SOUTHER/You're Only Lonely
- 27 STREEHEART/Under My Thumb
- 28 STEVIE WONDER/Send One Your Love
- 29 ROBERT PALMER/Bed Case Of Loving...
- 30 M/Pop Muzik

ADDS NICK LOBE/Switchboard Susan

### F-105 Boston

- 1 KNACK/Good Girls Don't
- 2 M/Pop Muzik
- 3 DONNA SUMMER/Dia All The Lights
- 4 EAGLES/Heartache Tonight
- 5 KENNY ROGERS/You Decorated My Life
- 6 COMMODORES/Still
- 7 FOREIGNER/Dirty White Boy
- 8 HERB ALPERT/Rise
- 9 FLEETWOOD MAC/Tusk
- 10 STYX/Babe
- 11 COMMODORES/Still
- 12 BLD/No More/Enough Is...
- 13 ROBERT JOHNSON/Sad Eyes
- 14 MICHAEL JACKSON/Don't Stop 'Till...
- 15 LED ZEPPELIN/All My Love
- 16 DIONNE WARWICK/I'll Never Love...
- 17 ANNE MURRAY/Broken Hearted Me
- 18 CHEAP TRICK/Dream Police
- 19 JOURNEY/Lovin', Touchin'...
- 20 MAUREEN MC GOVERN/Different Worlds
- 21 CAROLINA/It's All I Can Do
- 22 NICK LOBE/Oruel To Be Kind
- 23 KNACK/My Sherona
- 24 BARRY MANILOW/Ship's
- 25 FRANCES JOLI/Come To Me
- 26 ANS/Spooky
- 27 K.C. & THE BAND/Please Don't Go
- 28 ROBERT PALMER/Jealous
- 29 STEVIE WONDER/Send One Your Love
- 30 ROBERT PALMER/Bed Case Of Loving...
- 31 GLORIA GAYNOR/Let Me Know
- 32 YVONNE ELLIHAM/Love Pains
- 33 ELO/Don't Bring Me Down
- 34 SNIFF & TEARS/Driver's Seat

ADDS 24, 25, 27, 29

### ckgm Montreal

- 1 EAGLES/Heartache Tonight
- 2 STYX/Babe
- 3 LED ZEPPELIN/All My Love
- 4 SUPERTRAMP/Take The Long Way...
- 5 K.C. & THE BAND/Please Don't Go
- 6 MICHAEL JACKSON/Don't Stop 'Till...
- 7 KNACK/Good Girls Don't
- 8 FLEETWOOD MAC/Tusk
- 9 FRANCES JOLI/Come To Me
- 10 BOB DYLAN/Gotta Serve Somebody
- 11 CHEAP TRICK/Dream Police
- 12 COMMODORES/Still
- 13 FOREIGNER/Dirty White Boy
- 14 BLONDIE/Dreaming
- 15 COMMODORES/Still
- 16 CAROLINA/It's All I Can Do
- 17 IAN GOMM/Hold On
- 18 DONNA SUMMER/Dia All The Lights
- 19 STREEHEART/Under My Thumb
- 20 BARRY MANILOW/Ship's
- 21 ELO/Confusion
- 22 BLD/No More/Enough Is...
- 23 JIMMY BUFFETT/Fins
- 24 JOE JACKSON/It's The Man
- 25 APRIL WINE/Say Hello
- 26 ASHFORD & SIMPSON/Found A Cure
- 27 STEVIE WONDER/Send One Your Love
- 28 FOREIGNER/Head Games
- 29 J.D. SOUTHER/You're Only Lonely
- 30 LRB/Confusion

ADDS TOM PETTY/Don't Do Me Like That JEFF. STARSHIP/Jane RUPERT HOLMES/Escape CLIFF RICHARD/We Don't Talk Anymore

ON HALL & OATES/Wait For Me LAUREN WOOD/Please Don't Leave PABLO CRUISE/ I Want You Tonight CAROLINA/It's All I Can Do STYX/Maver Say Never TRIUMPH/Lay It On The Line ANNE MURRAY/Broken Hearted Me

### 96 KX Pittsburgh

- 1 RAINBOW/Since You've Been...
- 2 EAGLES/Heartache Tonight
- 3 ALAN PARSONS/Damned If I Do
- 4 STYX/Babe
- 5 LED ZEPPELIN/All My Love
- 6 KANSAS/Reason To Be
- 7 COMMODORES/Still
- 8 ROBERT PALMER/Bed Case Of Loving...
- 9 LED ZEPPELIN/Pool In The Rain
- 10 EMB/Father The Love Has...
- 11 IAN GOMM/Hold On
- 12 ELO/Confusion
- 13 COMMODORES/Still
- 14 TRIUMPH/Lay It On The Line
- 15 DIONNE WARWICK/I'll Never Love...
- 16 KNACK/Good Girls Don't
- 17 EAGLES/The Long Run
- 18 J.D. SOUTHER/You're Only Lonely
- 19 WINGS/Arrow Through Me
- 20 JEFF. STARSHIP/Jane
- 21 AC/DC/Highway To Hell
- 22 LRB/Lonesome Loser
- 23 LOBO/Where Were You
- 24 LAUREN WOOD/Please Don't Leave
- 25 LRB/Confusion
- 26 EAGLES/In The City
- 27 ROBERT JOHNSON/Sad Eyes
- 28 STYX/Maver Say Never
- 29 BONNIE POINTER/Heaven Must Have...

ADDS 26, 27, 29

ON FOUR DONS/Bring It Back...

### WPEZ Pittsburgh

- 1 EAGLES/Heartache Tonight
- 2 STYX/Babe
- 3 FLEETWOOD MAC/Tusk
- 4 DONNA SUMMER/Dia All The Lights
- 5 COMMODORES/Still
- 6 IAN GOMM/Hold On
- 7 COMMODORES/Still
- 8 JOURNEY/Lovin', Touchin'...
- 9 HERB ALPERT/Rise
- 10 CHEAP TRICK/Dream Police
- 11 RAINBOW/Since You've Been...
- 12 BONNIE POINTER/Heaven Must Have...
- 13 FOREIGNER/Dirty White Boy
- 14 KENNY ROGERS/You Decorated My Life
- 15 BLONDIE/Dreaming
- 16 ALAN PARSONS/Damned If I Do
- 17 J.D. SOUTHER/You're Only Lonely
- 18 KNACK/Good Girls Don't
- 19 TRIUMPH/Lay It On The Line
- 20 LAUREN WOOD/Please Don't Leave
- 21 ELO/Confusion
- 22 JENNIFER WARNE/ I Know A Heartache...
- 23 JOHN COUGAR/I Need A Lover
- 24 K.C. & THE BAND/Please Don't Go
- 25 WHO'S/15
- 26 MICHAEL JOHNSON/This Night Won't...
- 27 JIMMY BUFFETT/Fins
- 28 CLIFF RICHARD/We Don't Talk Anymore
- 29 LRB/Confusion
- 30 JEFF. STARSHIP/Jane
- 31 SPORTS/Who Listens To ...
- 32 FOGHAT/Third Time Lucky
- 33 FOREIGNER/Head Games

ADDS RUPERT HOLMES/Escape

### 99FM WXLO New York

- 1 COMMODORES/Still
- 2 BLD/No More/Enough Is...
- 3 DONNA SUMMER/Dia All The Lights
- 4 HERB ALPERT/Rise
- 5 EAGLES/Heartache Tonight
- 6 KENNY ROGERS/You Decorated My Life
- 7 MICHAEL JACKSON/Don't Stop 'Till...
- 8 STYX/Babe
- 9 M/Pop Muzik
- 10 CRUSADERS/Street Life
- 11 BARRY MANILOW/Ship's
- 12 MICHAEL JOHNSON/This Night Won't...
- 13 MICHAEL JACKSON/Rock With You
- 14 COMMODORES/Still
- 15 FRANCES JOLI/Come To Me
- 16 KOO & THE GANG/Ladies' Night
- 17 DIONNE WARWICK/I'll Never Love...
- 18 FLEETWOOD MAC/Tusk
- 19 LRB/Lonesome Loser
- 20 ROBERT JOHNSON/Sad Eyes
- 21 LOBO/Where Were You
- 22 ANNE MURRAY/Broken Hearted Me
- 23 K.C. & THE BAND/Please Don't Go
- 24 RUPERT HOLMES/Escape
- 25 BRENDIA RUSSELL/So Good, So Right
- 26 CRYSTAL GAYLE/Half The Way
- 27 SUPERTRAMP/Take The Long Way...
- 28 LAUREN WOOD/Please Don't Leave
- 29 STEVIE WONDER/Send One Your Love
- 30 CLIFF RICHARD/We Don't Talk Anymore

ADDS J.D. SOUTHER/You're Only Lonely SMOKEY ROBINSON/Orisun' TERRY DESARID/You're Ready KENNY LOGGINS/This Is It HERB ALPERT/Rotation

ON CAPT. & TENNILLE/Do That To Me... DONNA SUMMER/On The Radio FLEETWOOD MAC/Think About Me

### 60/10090 Baltimore

- 1 EAGLES/Heartache Tonight
- 2 K.C. & THE BAND/Please Don't Go
- 3 STYX/Babe
- 4 COMMODORES/Still
- 5 FLEETWOOD MAC/Tusk
- 6 KENNY ROGERS/Overd of The County
- 7 BLD/No More/Enough Is...
- 8 LED ZEPPELIN/All My Love
- 9 KOO & THE GANG/Ladies' Night
- 10 BARRY MANILOW/Ship's
- 11 DONNA SUMMER/Dia All The Lights
- 12 BRENDIA RUSSELL/So Good, So Right
- 13 ANNE MURRAY/Broken Hearted Me
- 14 LAUREN WOOD/Please Don't Leave
- 15 KNACK/Good Girls Don't
- 16 HERB ALPERT/Rise
- 17 MICHAEL JACKSON/Don't Stop 'Till...
- 18 BONNIE POINTER/Heaven Must Have...
- 19 SUPERTRAMP/Take The Long Way...
- 20 CAROLINA/It's All I Can Do
- 21 STEVIE WONDER/Send One Your Love
- 22 CHRIS THOMPSON/If You Remember Me
- 23 JENNIFER WARNE/ I Know A Heartache...
- 24 STEVIE WONDER/Send One Your Love
- 25 HERB ALPERT/Rise
- 26 J.D. SOUTHER/You're Only Lonely
- 27 LRB/Confusion
- 28 CLIFF RICHARD/We Don't Talk Anymore
- 29 MAUREEN MC GOVERN/Different Worlds

ADDS PABLO CRUISE/ I Want You Tonight DR. HOOK/Better Love Next Time

ON KENNY ROGERS/You Decorated My Life

### MIDWEST

### kbeq Kansas City

- 1 STYX/Babe
- 2 EAGLES/Heartache Tonight
- 3 DONNA SUMMER/Dia All The Lights
- 4 K.C. & THE BAND/Please Don't Go
- 5 MICHAEL JACKSON/Don't Stop 'Till...
- 6 FLEETWOOD MAC/Tusk
- 7 CRUSADERS/Street Life
- 8 KENNY LOGGINS/This Is It
- 9 LED ZEPPELIN/All My Love
- 10 JOHN COUGAR/I Need A Lover
- 11 HERB ALPERT/Rise
- 12 BARRY MANILOW/Ship's
- 13 CRYSTAL GAYLE/Half The Way
- 14 LOBO/Where Were You
- 15 KENNY LOGGINS/This Is It
- 16 LRB/Confusion
- 17 COMMODORES/Still
- 18 JIMMY BUFFETT/Fins
- 19 RUPERT HOLMES/Escape
- 20 M/Pop Muzik
- 21 JOURNEY/Lovin', Touchin'...
- 22 ALAN PARSONS/Damned If I Do
- 23 KENNY ROGERS/You Decorated My Life
- 24 FOREIGNER/Head Games
- 25 JENNIFER WARNE/ I Know A Heartache...
- 26 ANNE MURRAY/Broken Hearted Me
- 27 CAPT. & TENNILLE/Do That To Me...
- 28 ROBERT JOHNSON/Sad Eyes
- 29 PABLO CRUISE/ I Want You Tonight
- 30 CHRIS THOMPSON/If You Remember Me
- 31 LAUREN WOOD/Please Don't Leave
- 32 DIONNE WARWICK/I'll Never Love...
- 33 BOB DYLAN/Gotta Serve Somebody
- 34 BLONDIE/Dreaming
- 35 J.D. SOUTHER/You're Only Lonely
- 36 KOO & THE GANG/Ladies' Night
- 37 AC/DC/Highway To Hell

ADDS TOM PETTY/Don't Do Me Like That JOE JACKSON/It's Different For... DIONNE WARWICK/Da Ja Vu

ON TOM JOHNSTON/Savannah Nights JEFF. STARSHIP/Jane PAGES/Do Believe In You TRIUMPH/Lay It On The Line SHOES/Too Late STEVIE WONDER/Send One Your Love

### WGCL 98 Cleveland

- 1 EAGLES/Heartache Tonight
- 2 HERB ALPERT/Rise
- 3 BLD/No More/Enough Is...
- 4 STYX/Babe
- 5 JOURNEY/Lovin', Touchin'...
- 6 M/Pop Muzik
- 7 COMMODORES/Still
- 8 BARRY MANILOW/Ship's
- 9 MICHAEL JACKSON/Don't Stop 'Till...
- 10 DONNA SUMMER/Dia All The Lights
- 11 KENNY ROGERS/You Decorated My Life
- 12 KNACK/Good Girls Don't
- 13 ALAN PARSONS/Damned If I Do
- 14 ELO/Confusion
- 15 CHEAP TRICK/Dream Police
- 16 SUPERTRAMP/Take The Long Way...
- 17 FLEETWOOD MAC/Tusk
- 18 BLONDIE/Dreaming
- 19 IAN GOMM/Hold On
- 20 J.D. SOUTHER/You're Only Lonely
- 21 JEFF. STARSHIP/Jane
- 22 ANNE MURRAY/Broken Hearted Me
- 23 SMOKEY ROBINSON/Orisun'
- 24 CAPT. & TENNILLE/Do That To Me...
- 25 AC/DC/Highway To Hell
- 26 DAVID JOHNSON/Melody
- 27 LRB/Confusion
- 28 SPORTS/Who Listens To ...
- 29 VILLAGE PEOPLE/Ready For The 80's
- 30 JOHN COUGAR/I Need A Lover

ADDS 25 M. MANCHESTER/Pretty Girls CLIFF RICHARD/We Don't Talk Anymore TOM PETTY/Don't Do Me Like That WINDBONES/Since You've Been... PABLO CRUISE/ I Want You Tonight

ON ELLEN FOLEY/What's A Matter Baby NITELITE/If You Want It TRIUMPH/Too Late

### Q102 Cincinnati

- 1 EAGLES/Heartache Tonight
- 2 COMMODORES/Still
- 3 FLEETWOOD MAC/Tusk
- 4 DONNA SUMMER/Dia All The Lights
- 5 STYX/Babe
- 6 KENNY ROGERS/You Decorated My Life
- 7 HERB ALPERT/Rise
- 8 LED ZEPPELIN/All My Love
- 9 BLD/No More/Enough Is...
- 10 FOREIGNER/Dirty White Boy
- 11 BARRY MANILOW/Ship's
- 12 KNACK/Good Girls Don't
- 13 JIMMY BUFFETT/Fins
- 14 LOBO/Where Were You
- 15 MICHAEL JOHNSON/This Night Won't...
- 16 NICK LOBE/Oruel To Be Kind
- 17 J.D. SOUTHER/You're Only Lonely
- 18 IAN GOMM/Hold On
- 19 COMMODORES/Still
- 20 BONNIE POINTER/Heaven Must Have...
- 21 SUPERTRAMP/Take The Long Way...
- 22 CAROLINA/It's All I Can Do
- 23 JENNIFER WARNE/ I Know A Heartache...
- 24 CLIFF RICHARD/We Don't Talk Anymore
- 25 STEVIE WONDER/Send One Your Love
- 26 KENNY LOGGINS/This Is It
- 27 SNIFF & TEARS/Driver's Seat
- 28 RUPERT HOLMES/Escape
- 29 CHEAP TRICK/Dream Police

ADDS 29, 30

### 98 KSLQ STEREO

### St. Louis

- 1 STYX/Babe
- 2 EAGLES/Heartache Tonight
- 3 COMMODORES/Still
- 4 FLEETWOOD MAC/Tusk
- 5 SUPERTRAMP/Take The Long Way...
- 6 FOREIGNER/Head Games
- 7 BARRY MANILOW/Ship's
- 8 MAUREEN MC GOVERN/Different Worlds
- 9 KENNY ROGERS/You Decorated My Life
- 10 J.D. SOUTHER/You're Only Lonely
- 11 BLD/No More/Enough Is...
- 12 RUPERT HOLMES/Escape
- 13 K.C. & THE BAND/Please Don't Go
- 14 KENNY LOGGINS/This Is It
- 15 LED ZEPPELIN/All My Love
- 16 NEIL YOUNG/My My, Hey Hey
- 17 KANSAS/Reason To Be
- 18 HERB ALPERT/Rise
- 19 M. MANCHESTER/Pretty Girls
- 20 BLONDIE/Dreaming
- 21 PABLO CRUISE/ I Want You Tonight
- 22 LRB/Confusion
- 23 CHRIS THOMPSON/If You Remember Me
- 24 CLIFF RICHARD/We Don't Talk Anymore
- 25 STEVIE WONDER/Send One Your Love
- 26 JEFF. STARSHIP/Jane
- 27 DONNA SUMMER/Dia All The Lights
- 28 ALAN PARSONS/Damned If I Do
- 29 ISAC HAYES/Don't Let Go
- 30 CAPT. & TENNILLE/Do That To Me...
- 31 ANNE MURRAY/Broken Hearted Me
- 32 GERRY RAFFERTY/Don't It Right...
- 33 IAN GOMM/Hold On
- 34 KOO & THE GANG/Ladies' Night
- 35 RED SPEEDWAGON/Easy Money
- 36 KENNY ROGERS/Overd of The County
- 37 TOM PETTY/Don't Do Me Like That
- 38 SMOKEY ROBINSON/Orisun'

ADDS 31, 34, 35, 37, 38

ON CHEAP TRICK/voices EAGLES/The Sad Cafe STYX/Maver Say Never JOHN COUGAR/Night Dancing

### WZUU 96FM Milwaukee

- 1 STYX/Babe
- 2 K.C. & THE BAND/Please Don't Go
- 3 COMMODORES/Still
- 4 BLD/No More/Enough Is...
- 5 BARRY MANILOW/Ship's
- 6 J.D. SOUTHER/You're Only Lonely
- 7 CRYSTAL GAYLE/Half The Way
- 8 ANNE MURRAY/Broken Hearted Me
- 9 CAPT. & TENNILLE/Do That To Me...
- 10 HERB ALPERT/Rise
- 11 MICHAEL JOHNSON/This Night Won't...
- 12 CHRIS THOMPSON/If You Remember Me
- 13 BRENDIA RUSSELL/So Good, So Right
- 14 JENNIFER WARNE/ I Know A Heartache...
- 15 SUPERTRAMP/Take The Long Way...
- 16 STEVIE WONDER/Send One Your Love
- 17 CLIFF RICHARD/We Don't Talk Anymore
- 18 LAUREN WOOD/Please Don't Leave
- 19 LRB/Confusion
- 20 KENNY ROGERS/Overd of The County
- 21 EAGLES/Heartache Tonight
- 22 IAN GOMM/Hold On
- 23 KENNY LOGGINS/This Is It
- 24 KERMIT THE FROG/Rainbow Connection

### CKWJ RADIO Detroit

- 1 BLD/No More/Enough Is...
- 2 EAGLES/Heartache Tonight
- 3 COMMODORES/Still
- 4 STYX/Babe
- 5 K.C. & THE BAND/Please Don't Go
- 6 ANNE MURRAY/Broken Hearted Me
- 7 SMOKEY ROBINSON/Orisun'
- 8 HERB ALPERT/Rise
- 9 DONNA SUMMER/There Will Always Be

### WOLKY Milwaukee

- 1 STYX/Babe
- 2 KC & BAND/Please Don't Go
- 3 EAGLES/Heartache Tonight
- 4 FLEETWOOD MAC/Tusk
- 5 DONNA SUMNER/Dia All The Lights
- 6 KENNY ROGERS/You Decorated My Life
- 7 BARRY MANILOW/Ships
- 8 BBD/No More(Enough Is...)
- 9 JENNIFER WARNES/I Know A Heartache...
- 10 COMMODEORES/S'll
- 11 PATRICK HERMANDEZ/Born To Be Alive
- 12 DR. HOOK/Better Love Next Time
- 13 MICHAEL JACKSON/Don't Stop 'Till...
- 14 LAUREN WOOD/Please Don't Leave
- 15 ANNE MURRAY/Broken Hearted Me
- 16 MICHAEL JACKSON/This Night Won't...
- 17 KNACK/Good Girls Don't
- 18 CHRIS THOMPSON/If You Remember Me
- 19 PABLO CRUISE/I Want You Tonight
- 20 CAPT. & TENNILLE/Do That To Me...
- 21 STEVIE WONDER/Send One Your Love
- 22 J.D. SOUTHER/You're Only Lonely
- 23 HERB ALPERT/Rise
- 24 CRYSTAL GAYLE/Half The Way
- 25 SUPERTRAMP/Take The Long Way...
- 26 BLONDIE/Dreaming
- 27 RUPERT HOLMES/Escape
- 28 FRANK HILLS/Peter Piper
- 29 CLIFF RICHARD/We Don't Talk Anymore
- 30 KENNY ROGERS/You Decorated My Life
- 31 JEFF. STARSHIP/Jane

ADS 29, 30, 31  
TERRI DESARIO/Yes I'm Ready  
JOHN COUGAR/I Need A Lover  
CARLS/It's All I Can Do  
TOM PETTY/Don't Do Me Like That

### 104 KRBE Houston

- 1 COMMODEORES/S'll
- 2 JOURNEY/Lov In', Touchin'...
- 3 EAGLES/Heartache Tonight
- 4 FLEETWOOD MAC/Tusk
- 5 STYX/Babe
- 6 COMMODEORES/S'll
- 7 BBD/No More(Enough Is...)
- 8 KENNY ROGERS/You Decorated My Life
- 9 DIONNE WARRICK/I'll Never Love...
- 10 KENNETH THE FROG/Rainbow Connection
- 11 CHEAP TRICK/Dream Police
- 12 ROBERT JOHN/Sad Eyes
- 13 KNACK/Good Girls Don't
- 14 ANNE MURRAY/Broken Hearted Me
- 15 AC/DC/Highway To Hell
- 16 ELTON JOHN/Victim Of Love
- 17 BLONDIE/Dreaming
- 18 ELQ/Confusion
- 19 LEIF GARRETT/When I Think Of You
- 20 BARRY MANILOW/Ships
- 21 JIMMY BUFFETT/Fins
- 22 KISS/Sure Know Something
- 23 RUPERT HOLMES/Escape
- 24 MICHAEL JACKSON/Don't Stop 'Till...
- 25 FOREIGNER/Dirty White Boy
- 26 RUPERT HOLMES/Escape
- 27 JOHN COUGAR/I Need A Lover
- 28 JETHRO TULL/Head
- 29 JEFF. STARSHIP/Jane
- 30 FOGHAT/Third Time Lucky

ADS 20  
KENNY ROGERS/Coverd Of The County  
PABLO CRUISE/I Want You Tonight  
HOLMES/Under My Thumb  
CARLS/It's All I Can Do

ON DR. HOOK/Better Love Next Time  
TRUMP/Lov In' On The Line  
POINT BLANK/Man To Your Ouanie

### Tampa

- 1 STYX/Babe
- 2 COMMODEORES/S'll
- 3 KC & BAND/Please Don't Go
- 4 EAGLES/Heartache Tonight
- 5 DONNA SUMNER/Dia All The Lights
- 6 MICHAEL JACKSON/Don't Stop 'Till...
- 7 JIMMY BUFFETT/Fins
- 8 JENNIFER WARNES/I Know A Heartache...
- 9 KNACK/Good Girls Don't
- 10 KENNY ROGERS/You Decorated My Life
- 11 LED ZEPPELIN/All My Love
- 12 J.D. SOUTHER/You're Only Lonely
- 13 BARRY MANILOW/Ships
- 14 LAUREN WOOD/Please Don't Leave
- 15 CHRIS THOMPSON/If You Remember Me
- 16 COMMODEORES/S'll
- 17 SUPERTRAMP/Take The Long Way...
- 18 BLONDIE/Dreaming
- 19 MICHAEL JACKSON/This Night Won't...
- 20 BBD/No More(Enough Is...)
- 21 MICHAEL JACKSON/Rock With You
- 22 HERB ALPERT/Rise
- 23 LRB/Cool Change
- 24 CLIFF RICHARD/We Don't Talk Anymore
- 25 ANNE MURRAY/Broken Hearted Me
- 26 KENNY LOGGINS/This Is It
- 27 RUPERT HOLMES/Escape
- 28 PABLO CRUISE/I Want You Tonight
- 29 DR. HOOK/Better Love Next Time
- 30 JEFF. STARSHIP/Jane

ADS DONNA SUMNER/On The Radio

ON FLEETWOOD MAC/Tusk

### KUPD ALL ROCK FM 98 Phoenix

- 1 FOREIGNER/Head Games
- 2 LED ZEPPELIN/In The Rain
- 3 LED ZEPPELIN/All My Love
- 4 EAGLES/The Long Run
- 5 ALAN PARSONS/Damned If I Do
- 6 SANNY HAGAR/Pain Jane
- 7 CARLS/Damnedious Type
- 8 JOHN COUGAR/I Need A Lover
- 9 RED SPEEDWAGON/Only The Strong ...
- 10 EAGLES/Heartache Tonight
- 11 JEFF. STARSHIP/Jane
- 12 BILLY THORPE/Children Of The Sun
- 13 RED SPEEDWAGON/Back On The Road...
- 14 AC/DC/Highway To Hell
- 15 HILLS OF GREEN/Steel Avaz
- 16 SUPERTRAMP/Take The Long Way...
- 17 TRUMP/Lov In' On The Line
- 18 STYX/Babe
- 19 JOURNEY/Too Late
- 20 EAGLES/Those Shoes
- 21 FOREIGNER/Dirty White Boy
- 22 SHIFF & TEARS/Driver's Seat
- 23 CHEAP TRICK/Dream Police
- 24 LRB/Lonesome Loser
- 25 NEIL YOUNG/Hey, My, My, My
- 26 JOURNEY/Lov In', Touchin'...
- 27 FLEETWOOD MAC/Tusk
- 28 IAN GOMPHOLD/On
- 29 CARLS/Let's Go
- 30 RAINBOW/Since You've Been...

ADS 30

ON TOM PETTY/Rafugee  
BREATHLESS/Takin' It Back  
BLACKFOOT/Train, Train  
FLEETWOOD MAC/Think About Me  
PAT BENATAR/Heartbreaker  
TOM PETTY/Don't Do Me Like That  
FOGHAT/Somebody's Been ...  
HOLLY WATCHET/Firin' with ...  
POLICE/Horse in A Bottle  
AC/DC/Touch Too Much

### 101 FM Phoenix

- 1 STYX/Babe
- 2 COMMODEORES/S'll
- 3 BBD/No More(Enough Is...)
- 4 EAGLES/Heartache Tonight
- 5 FLEETWOOD MAC/Tusk
- 6 MICHAEL JACKSON/Don't Stop 'Till...
- 7 KENNY LOGGINS/This Is It
- 8 LED ZEPPELIN/All My Love
- 9 J.D. SOUTHER/You're Only Lonely
- 10 BARRY MANILOW/Ships
- 11 KENNY ROGERS/You Decorated My Life
- 12 ALAN PARSONS/Damned If I Do
- 13 HERB ALPERT/Rise
- 14 FOREIGNER/Dirty White Boy
- 15 ANNE MURRAY/Broken Hearted Me
- 16 KC & BAND/Please Don't Go
- 17 BLONDIE/Dreaming
- 18 KNACK/Good Girls Don't
- 19 JOHN COUGAR/I Need A Lover
- 20 COMMODEORES/S'll
- 21 SMOKEY ROBINSON/Cruisin'
- 22 FRANCE JOLI/Come To Me
- 23 KOOL & THE GANG/Ladies' Night
- 24 JOURNEY/Lov In', Touchin'...
- 25 CHRIS THOMPSON/If You Remember Me
- 26 CLIFF RICHARD/We Don't Talk Anymore
- 27 DR. HOOK/Better Love Next Time
- 28 RUPERT HOLMES/Escape

ADS ISAAC HAYES/Don't Let Go

ON MICHAEL JACKSON/This Night Won't...  
JEFF. STARSHIP/Jane  
TOM PETTY/Don't Do Me Like That  
CAPT. & TENNILLE/Do That To Me...  
AC/DC/Highway To Hell

### KWK STEREO WK St. Louis

- 1 STYX/Babe
- 2 JOURNEY/Too Late
- 3 FLEETWOOD MAC/Think About Me
- 4 FOREIGNER/Head Games
- 5 LED ZEPPELIN/All My Love
- 6 JOHN COUGAR/I Need A Lover
- 7 RED SPEEDWAGON/Only The Strong ...
- 8 RED SPEEDWAGON/Easy Money
- 9 RAINBOW/Since You've Been...
- 10 STYX/Borrowed Time
- 11 EAGLES/The Long Run
- 12 NEIL YOUNG/My My, My My
- 13 JEFF. STARSHIP/Jane
- 14 EAGLES/Heartache Tonight
- 15 KANSAS/On The Other Side
- 16 ALAN PARSONS/Damned If I Do
- 17 BLACKFOOT/Train, Train
- 18 TRUMP/Who's Hold On
- 19 SUPERTRAMP/Take The Long Way...
- 20 IAN GOMPHOLD/On
- 21 CHEAP TRICK/Voices
- 22 MOON MARTIN/No Chance
- 23 MICHAEL JACKSON/This Night Won't...
- 24 POLICE/Message In A Bottle

ADS 24

ON FOREIGNER/I'll Get Even...  
JOHN COUGAR/Need A Lover  
BREATHLESS/Takin' It Back  
EAGLES/The Sad Cafe

### 107 FM Stereo Ft. Worth/Dallas

- 1 JOURNEY/Lov In', Touchin'...
- 2 EAGLES/Heartache Tonight
- 3 LED ZEPPELIN/All My Love
- 4 SUPERTRAMP/Take The Long Way...
- 5 LED ZEPPELIN/Fool In The Rain
- 6 CHICAGO/Must Have Been Crazy
- 7 STYX/Babe
- 8 CARLS/Let's Go
- 9 COMMODEORES/S'll
- 10 GERRY RAFFERTY/Get It Right...
- 11 KANSAS/Reason To Be
- 12 EMF/After The Love Has...
- 13 FOREIGNER/Head Games
- 14 ROBERT PALMER/Bad Case Of Loving...
- 15 ARS/Spooky
- 16 KNACK/Good Girls Don't
- 17 RUPERT HOLMES/Escape
- 18 KENNY ROGERS/You Decorated My Life
- 19 PATRICK HERMANDEZ/Born To Be Alive
- 20 ROBERT JOHN/Sad Eyes
- 21 CHEAP TRICK/Dream Police
- 22 AC/DC/Highway To Hell
- 23 SHIFF & TEARS/Driver's Seat
- 24 IAN GOMPHOLD/On
- 25 TRUMP/Lov In' On The Line
- 26 FOREIGNER/Dirty White Boy
- 27 ELQ/Confusion
- 28 FLEETWOOD MAC/Tusk
- 29 NIGHT/Hot Summer Nights
- 30 CHEAP TRICK/Ain't That A Shame

ADS 24, 25, 27

### 100 Miami

- 1 COMMODEORES/S'll
- 2 HERB ALPERT/Rise
- 3 BBD/No More(Enough Is...)
- 4 STYX/Babe
- 5 MIFFTYE/If You Want It
- 6 KC & BAND/Please Don't Go
- 7 EAGLES/Heartache Tonight
- 8 LED ZEPPELIN/All My Love
- 9 JOURNEY/Lov In', Touchin'...
- 10 DOBBIE BROTHERS/Dependin' On You
- 11 IAN GOMPHOLD/On
- 12 CRUSADERS/Street Life
- 13 KOOL & THE GANG/Ladies' Night
- 14 SUPERTRAMP/Take The Long Way...
- 15 KENNY ROGERS/You Decorated My Life
- 16 KEITH HERMAN/She's Got A Whole...
- 17 NICK LOWME/You To Be Kind
- 18 JIMMY BUFFETT/Fins
- 19 EMF/In The Stone
- 20 FRANCE JOLI/Come To Me
- 21 DIONNE WARRICK/I'll Never Love...
- 22 KENNY LOGGINS/This Is It
- 23 MICHAEL JACKSON/Rock With You
- 24 BARRY MANILOW/Ships
- 25 SMOKEY ROBINSON/Cruisin'
- 26 TERRI DESARIO/Yes I'm Ready
- 27 STEVIE WONDER/Send One Your Love
- 28 DONNA SUMNER/On The Radio
- 29 RUPERT HOLMES/Escape
- 30 J.D. SOUTHER/You're Only Lonely
- 31 CUGINI/Let Me Sleep Alone
- 32 LED ZEPPELIN/Fool In The Rain
- 33 JOHN COUGAR/I Need A Lover
- 34 YVONNE ELLIMAN/Love Pains
- 35 SUGAR HILL GANG/Rapper's Delight
- 36 CHERRY POINTERS/Heaven Must Have...
- 37 BLONDIE/Dreaming
- 38 BOBBY CALDWELL/My Flame

ADS 30, 35, 36, 37, 38  
MICHAEL JACKSON/Workin' Day And Night

### KRLA 101.1 Los Angeles

- 1 COMMODEORES/S'll
- 2 BBD/No More(Enough Is...)
- 3 KOOL & THE GANG/Ladies' Night
- 4 KENNY ROGERS/You Decorated My Life
- 5 EAGLES/Heartache Tonight
- 6 SMOKEY ROBINSON/Cruisin'
- 7 DONNA SUMNER/Dia All The Lights
- 8 FRANCE JOLI/Come To Me
- 9 BARRY MANILOW/Ships
- 10 M/Pop Muzik
- 11 HERB ALPERT/Rise
- 12 MICHAEL JACKSON/This Night Won't...
- 13 J.D. SOUTHER/You're Only Lonely
- 14 CRUSADERS/Street Life
- 15 ANNE MURRAY/Broken Hearted Me
- 16 CRYSTAL GAYLE/Half The Way
- 17 NATURE'S DIVINE/Just Can't...
- 18 RUPERT HOLMES/Escape
- 19 COMMODEORES/S'll
- 20 MICHAEL JACKSON/Rock With You
- 21 DR. HOOK/Better Love Next Time
- 22 CHIC/My Forbidden Lover
- 23 ELTON JOHN/Victim Of Love
- 24 CHRIS THOMPSON/If You Remember Me
- 25 STEVIE WONDER/Send One Your Love
- 26 LAUREN WOOD/Please Don't Leave
- 27 CRYSTAL GAYLE/Half The Way
- 28 CAPT. & TENNILLE/Do That To Me...
- 29 YVONNE ELLIMAN/Love Pains
- 30 ENGLAND DAN & JFC/What Can I Do With...

ADS 20  
TERRI DESARIO/Yes I'm Ready

### 610 KFRC San Francisco

- 1 EAGLES/Heartache Tonight
- 2 HERB ALPERT/Rise
- 3 COMMODEORES/S'll
- 4 FLEETWOOD MAC/Tusk
- 5 KC & BAND/Please Don't Go
- 6 CRUSADERS/Street Life
- 7 BBD/No More(Enough Is...)
- 8 LED ZEPPELIN/All My Love
- 9 KENNY ROGERS/You Decorated My Life
- 10 M/Pop Muzik
- 11 CHEAP TRICK/Dream Police
- 12 STYX/Babe
- 13 KNACK/Good Girls Don't
- 14 SPORTS/Who Listens To ...
- 15 COMMODEORES/S'll
- 16 TIM CURRY/I Do The Rock
- 17 KOOL & THE GANG/Ladies' Night
- 18 MICHAEL JACKSON/Don't Stop 'Till...
- 19 SMOKEY ROBINSON/Cruisin'
- 20 BLONDIE/Dreaming
- 21 SUPERTRAMP/Take The Long Way...
- 22 ROBERT JOHN/Sad Eyes
- 23 PABLO CRUISE/I Want You Tonight
- 24 KOOL & THE GANG/Ladies' Night
- 25 DIONNE WARRICK/I'll Never Love...
- 26 JEFF. STARSHIP/Jane
- 27 CRYSTAL GAYLE/Half The Way
- 28 CLIFF RICHARD/We Don't Talk Anymore
- 29 STEVIE WONDER/Send One Your Love
- 30 RUPERT HOLMES/Escape

ADS 20  
TOM PETTY/Don't Do Me Like That  
KENNY ROGERS/Coverd Of The County  
LED ZEPPELIN/Fool In The Rain

ON MOON MARTIN/No Chance  
DONNA SUMNER/On The Radio  
CHRIS THOMPSON/If You Remember Me  
BLACKFOOT/Train, Train  
EAGLES/The Long Run  
FLEETWOOD MAC/Sara  
ELO/Lost Train To London  
FOREIGNER/Head Games

### WLS Chicago

- 1 HERB ALPERT/Rise
- 2 JOURNEY/Lov In', Touchin'...
- 3 STYX/Babe
- 4 EAGLES/Heartache Tonight
- 5 ROBERT JOHN/Sad Eyes
- 6 BBD/No More(Enough Is...)
- 7 KNACK/Good Girls Don't
- 8 FLEETWOOD MAC/Tusk
- 9 M/Pop Muzik
- 10 COMMODEORES/S'll
- 11 MICHAEL JACKSON/Don't Stop 'Till...
- 12 KNACK/My Sharona
- 13 KENNY ROGERS/You Decorated My Life
- 14 CHEAP TRICK/Dream Police
- 15 DIONNE WARRICK/I'll Never Love...
- 16 BARRY MANILOW/Ships
- 17 LRB/Lonesome Loser
- 18 COMMODEORES/S'll
- 19 ROBERT PALMER/Bad Case Of Loving...
- 20 ELQ/Don't Bring Me Down
- 21 CARLS/Let's Go
- 22 SUPERTRAMP/Goodbye Stranger
- 23 EMF/After The Love Has...
- 24 KENNY ROGERS/She Believes In Me

ADS 21

ON KC & BAND/Please Don't Go  
SUPERTRAMP/Take The Long Way...

ON LED ZEPPELIN/All My Love

### 105 Tampa

- 1 STYX/Babe
- 2 COMMODEORES/S'll
- 3 EAGLES/Heartache Tonight
- 4 KC & BAND/Please Don't Go
- 5 JENNIFER WARNES/I Know A Heartache...
- 6 BBD/No More(Enough Is...)
- 7 KENNY ROGERS/You Decorated My Life
- 8 HERB ALPERT/Rise
- 9 COMMODEORES/S'll
- 10 MICHAEL JACKSON/This Night Won't...
- 11 LED ZEPPELIN/All My Love
- 12 M/Pop Muzik
- 13 DONNA SUMNER/Dia All The Lights
- 14 FLEETWOOD MAC/Tusk
- 15 FOREIGNER/Dirty White Boy
- 16 KENNETH THE FROG/Rainbow Connection
- 17 KNACK/Good Girls Don't
- 18 J.D. SOUTHER/You're Only Lonely
- 19 KISS/Sure Know Something
- 20 LAUREN WOOD/Please Don't Leave
- 21 BARRY MANILOW/Ships
- 22 JIMMY BUFFETT/Fins
- 23 BLONDIE/Dreaming
- 24 LEIF GARRETT/When I Think Of You
- 25 CHEAP TRICK/Dream Police
- 26 SUPERTRAMP/Take The Long Way...
- 27 KENNY LOGGINS/This Is It
- 28 PABLO CRUISE/I Want You Tonight
- 29 BUGGLES/Video Killed The...
- 30 RUPERT HOLMES/Escape

ADS RICHIE FURAY/I Still Have Dreams  
FOREIGNER/Head Games

ON MICHAEL JACKSON/Rock With You  
CLIFF RICHARD/We Don't Talk Anymore  
KOOL & THE GANG/Ladies' Night  
JEFF. STARSHIP/Jane  
CHRIS THOMPSON/If You Remember Me

### KVIL Dallas

- 1 HERB ALPERT/Rise
- 2 DONNA SUMNER/Dia All The Lights
- 3 COMMODEORES/S'll
- 4 KENNY ROGERS/You Decorated My Life
- 5 COMMODEORES/S'll
- 6 BARRY MANILOW/Ships
- 7 BBD/No More(Enough Is...)
- 8 JENNIFER WARNES/I Know A Heartache...
- 9 KC & BAND/Please Don't Go
- 10 STYX/Babe
- 11 ROBERT JOHN/Sad Eyes
- 12 NICK LOWME/You To Be Kind
- 13 EMF/After The Love Has...
- 14 BONNIE POINTERS/Heaven Must Have...
- 15 FRANCE JOLI/Come To Me
- 16 MICHAEL JACKSON/Don't Stop 'Till...
- 17 DIONNE WARRICK/I'll Never Love...
- 18 LRB/Lonesome Loser
- 19 MAXINE NIGHTINGAL/Lead Me On
- 20 JOURNEY/Lov In', Touchin'...
- 21 RUPERT HOLMES/Escape
- 22 MICHAEL JACKSON/This Night Won't...
- 23 IAN GOMPHOLD/On
- 24 ANNE MURRAY/Broken Hearted Me
- 25 DOBBIE BROTHERS/Dependin' On You
- 26 PATRICK HERMANDEZ/Born To Be Alive
- 30 FLEETWOOD MAC/Tusk
- 28 EAGLES/Heartache Tonight
- 29 BOB DYLAN/Gotta Serve Somebody
- 30 SUPERTRAMP/Goodbye Stranger

ADS 09, 10  
DR. HOOK/Better Love Next Time  
CRYSTAL GAYLE/Half The Way  
CHRIS THOMPSON/If You Remember Me  
LAUREN WOOD/Please Don't Leave  
J.D. SOUTHER/You're Only Lonely

ON KENNETH THE FROG/Rainbow Connection  
BARRY MANILOW/One Voice

### Denver

- 1 J.D. SOUTHER/You're Only Lonely
- 2 EAGLES/Heartache Tonight
- 3 STYX/Babe
- 4 COMMODEORES/S'll
- 5 KENNY ROGERS/You Decorated My Life
- 6 LED ZEPPELIN/All My Love
- 7 KNACK/Good Girls Don't
- 8 MICHAEL JACKSON/This Night Won't...
- 9 IAN GOMPHOLD/On
- 10 ANNE MURRAY/Broken Hearted Me
- 11 DONNA SUMNER/Dia All The Lights
- 12 BARRY MANILOW/Ships
- 13 SUPERTRAMP/Take The Long Way...
- 14 KC & BAND/Please Don't Go
- 15 CHRIS THOMPSON/If You Remember Me
- 16 ANNE MURRAY/Broken Hearted Me
- 17 BBD/No More(Enough Is...)
- 18 HERB ALPERT/Rise
- 19 GERRY RAFFERTY/Get It Right...
- 20 LOGO/Where Were You
- 21 COMMODEORES/S'll
- 22 JEFF. STARSHIP/Jane
- 23 DONNA SUMNER/Dia All The Lights
- 24 CHEAP TRICK/Dream Police
- 25 CHERRY/MAIRIE CURRY/Since You Been
- 26 RUPERT HOLMES/Escape
- 27 CLIFF RICHARD/We Don't Talk Anymore
- 28 JEFF. STARSHIP/Jane
- 29 DONNA SUMNER/Dia All The Lights
- 30 CHEAP TRICK/Dream Police
- 31 JOHN COUGAR/I Need A Lover

ADS SMOKEY ROBINSON/Cruisin'  
FOREIGNER/Head Games  
KARLA BONOFF/When You Walk In...  
RICHIE FURAY/I Still Have Dreams

PAGES/Do Believe In You  
DR. HOOK/Better Love Next Time  
SPORTS/Who Listens To ...  
FLEETWOOD MAC/Sisters Of The Moon

### 101 FM Los Angeles

- 1 COMMODEORES/S'll
- 2 BBD/No More(Enough Is...)
- 3 LED ZEPPELIN/All My Love
- 4 EAGLES/Heartache Tonight
- 5 FLEETWOOD MAC/Tusk
- 6 KC & BAND/Please Don't Go
- 7 KENNY ROGERS/You Decorated My Life
- 8 SMOKEY ROBINSON/Cruisin'
- 9 KOOL & THE GANG/Ladies' Night
- 10 DONNA SUMNER/Dia All The Lights
- 11 SUPERTRAMP/Take The Long Way...
- 12 CRUSADERS/Street Life
- 13 MICHAEL JACKSON/Don't Stop 'Till...
- 14 BARRY MANILOW/Ships
- 15 CRYSTAL GAYLE/Half The Way
- 16 J.D. SOUTHER/You're Only Lonely
- 17 CAPT. & TENNILLE/Do That To Me...
- 18 SUPERTRAMP/Take The Long Way...
- 19 MICHAEL JACKSON/Rock With You
- 20 CHRIS THOMPSON/If You Remember Me
- 21 M/Pop Muzik
- 22 RUPERT HOLMES/Escape
- 23 STEVIE WONDER/Send One Your Love
- 24 ANNE MURRAY/Broken Hearted Me
- 25 CLIFF RICHARD/We Don't Talk Anymore
- 26 DONNA SUMNER/Dia All The Lights
- 27 FOREIGNER/Head Games
- 28 TERRI DESARIO/Yes I'm Ready
- 29 PABLO CRUISE/I Want You Tonight
- 30 KENNY ROGERS/Coverd Of The County  
KENNY LOGGINS/This Is It  
DR. HOOK/Better Love Next Time  
RITA COOLIDGE/It's Rather Leave...

ADS 27  
KENNY ROGERS/Coverd Of The County  
KENNY LOGGINS/This Is It  
DR. HOOK/Better Love Next Time  
RITA COOLIDGE/It's Rather Leave...

ON JEFF. STARSHIP/Jane

### 7-93 Atlanta

- 1 EAGLES/Heartache Tonight
- 2 J.D. SOUTHER/You're Only Lonely
- 3 STYX/Babe
- 4 KC & BAND/Please Don't Go
- 5 RUPERT HOLMES/Escape
- 6 LAUREN WOOD/Please Don't Leave
- 7 LED ZEPPELIN/All My Love
- 8 JIMMY BUFFETT/Fins
- 9 CRYSTAL GAYLE/Half The Way
- 10 COMMODEORES/S'll
- 11 DONNA SUMNER/Dia All The Lights
- 12 BBD/No More(Enough Is...)
- 13 PABLO CRUISE/I Want You Tonight
- 14 ELTON JOHN/Victim Of Love
- 15 JOURNEY/Lov In', Touchin'...
- 16 KENNY ROGERS/You Decorated My Life
- 17 RONNIE MILSAP/Get It Up
- 18 FLEETWOOD MAC/Tusk
- 19 ANNE MURRAY/Broken Hearted Me
- 20 ELQ/Confusion
- 21 FOREIGNER/Head Games
- 22 BARRY MANILOW/Ships
- 23 MICHAEL JACKSON/Rock With You
- 24 M. WAINWATER/Pretty Girls
- 25 DR. HOOK/Better Love Next Time
- 26 SMOKEY ROBINSON/Cruisin'
- 27 SUPERTRAMP/Take The Long Way...
- 28 MOTHERS FINEST/Somebody To Love
- 29 ISAAC HAYES/Don't Let Go
- 30 RICHIE FURAY/I Still Have Dreams

ADS 25, 27, 29, 30  
TOM JOHNSTON/Savannah Nights  
SUZI QUATRO/She's In Love With You

ON CAPT. & TENNILLE/Do That To Me...

### 94-Q Atlanta

#### THE MUSIC FM

- 1 STYX/Babe
- 2 EAGLES/Heartache Tonight
- 3 J.D. SOUTHER/You're Only Lonely
- 4 JIMMY BUFFETT/Fins
- 5 RICHIE FURAY/I Still Have Dreams
- 6 LAUREN WOOD/Please Don't Leave
- 7 RUPERT HOLMES/Escape
- 8 KENNY LOGGINS/This Is It
- 9 LRB/Cool Change
- 10 FLEETWOOD MAC/Tusk
- 11 LED ZEPPELIN/All My Love
- 12 TOM JOHNSTON/Savannah Nights
- 13 CHRIS THOMPSON/If You Remember Me
- 14 BLONDIE/Dreaming
- 15 EAGLES/Can't Tell You Why
- 16 PABLO CRUISE/I Want You Tonight
- 17 KISS/It's All I Can Do
- 18 JENNIFER WARNES/I Know A Heartache...
- 19 COMMODEORES/S'll
- 20 FOGHAT/Third Time Lucky
- 21 MICHAEL JACKSON/This Night Won't...
- 22 CLIFF RICHARD/We Don't Talk Anymore
- 23 JEFF. STARSHIP/Jane
- 24 ELQ/Confusion
- 25 M. WAINWATER/Pretty Girls
- 26 BOB DYLAN/Gotta Serve Somebody
- 27 STEVIE WONDER/Send One Your Love
- 28 FOREIGNER/Head Games
- 29 TOM PETTY/Don't Do Me Like That
- 30 ALAN PARSONS/Damned If I Do

ADS 29  
MALL & GATES/Wait For Me

ON RITA COOLIDGE/It's Rather Leave...  
NICOLETTE LARSON/Rio De Janeiro Blue  
NIGHT/Cold Wind Across...  
SANTANA/You Know That I Love

### B107 San Diego

- 1 EAGLES/Heartache Tonight
- 2 MICHAEL JACKSON/Don't Stop 'Till...
- 3 COMMODEORES/S'll
- 4 FLEETWOOD MAC/Tusk
- 5 LED ZEPPELIN/All My Love
- 6 BBD/No More(Enough Is...)
- 7 DONNA SUMNER/Dia All The Lights
- 8 KC & BAND/Please Don't Go
- 9 HERB ALPERT/Rise
- 10 KNACK/Good Girls Don't
- 11 M/Pop Muzik
- 12 CHEAP TRICK/Dream Police
- 13 RUPERT HOLMES/Escape
- 14 COMMODEORES/S'll
- 15 FRANCE JOLI/Come To Me
- 16 J.D. SOUTHER/You're Only Lonely
- 17 CHRIS THOMPSON/If You Remember Me
- 18 SUPERTRAMP/Take The Long Way...
- 19 IAN GOMPHOLD/On
- 20 JOURNEY/Lov In', Touchin'...
- 21 PABLO CRUISE/I Want You Tonight
- 22 ROBERT JOHN/Sad Eyes
- 23 LRB/Cool Change
- 24 CLIFF RICHARD/We Don't Talk Anymore
- 25 STEVIE WONDER/Send One Your Love
- 26 STEVE DAN/Do You Think I'm Disc
- 27 NICK LOWME/You To Be Kind
- 28 WILSON/Pet

ADS KOOL & THE GANG/Ladies' Night  
MICHAEL JACKSON/Rock With You  
JEFF. STARSHIP/Jane

ON MOON MARTIN/No Chance  
JOHN COUGAR/I Need A Lover  
EAGLES/The Long Run  
FLEETWOOD MAC/Sara

### KJR Seattle

- 1 STYX/Babe
- 2 EAGLES/Heartache Tonight
- 3 KENNY ROGERS/You Decorated My Life
- 4 COMMODEORES/S'll
- 5 BBD/No More(Enough Is...)
- 6 KNACK/Good Girls Don't
- 7 JOURNEY/Lov In', Touchin'...
- 8 CHEAP TRICK/Dream Police
- 9 KISS/Sure Know Something
- 10 BOB DYLAN/Gotta Serve Somebody
- 11 LED ZEPPELIN/All My Love
- 12 SUPERTRAMP/Take The Long Way...
- 13 BLONDIE/Dreaming
- 14 FOREIGNER/Dirty White Boy
- 15 KENNY LOGGINS/This Is It
- 16 RICKIE LEE JONES/Whitey All-Star
- 17 LRB/Cool Change
- 18 RUPERT HOLMES/Escape
- 19 M. WAINWATER/Pretty Girls
- 20 EAGLES/The Long Run
- 21 RONNIE MILSAP/Get It Up
- 22 JEFF. STARSHIP/Jane
- 23 PABLO CRUISE/I Want You Tonight
- 24 CLIFF RICHARD/We Don't Talk Anymore

ADS TOM JOHNSTON/Savannah Nights  
JOHN COUGAR/I Need A Lover  
BUGGLES/Video Killed The...  
TOM PETTY/Don't Do Me Like That

ON CAPT. & TENNILLE/Do That To Me...  
STEVIE WONDER/Send One Your Love  
MOON MARTIN/No Chance  
POINTER SISTERS/Who Do You Love  
ALAN PARSONS/Damned If I Do  
CARLS/It's All I Can Do  
FOREIGNER/Head Games

### 64 KEF RADIO Los Angeles

- 1 EAGLES/Heartache Tonight
- 2 BBD/No More(Enough Is...)
- 3 STYX/Babe
- 4 DONNA SUMNER/Dia All The Lights
- 5 KENNY ROGERS/You Decorated My Life
- 6 COMMODEORES/S'll
- 7 MICHAEL JACKSON/Don't Stop 'Till...
- 8 FLEETWOOD MAC/Tusk
- 9 HERB ALPERT/Rise
- 10 KC & BAND/Please Don't Go
- 11 M/Pop Muzik
- 12 FRANCE JOLI/Come To Me
- 13 ANNE MURRAY/Broken Hearted Me
- 14 KNACK/Good Girls Don't
- 15 SUPERTRAMP/Take The Long Way...
- 16 MICHAEL JACKSON/This Night Won't...
- 17 JOURNEY/Lov In', Touchin'...
- 18 LRB/Cool Change
- 19 RUPERT HOLMES/Escape
- 20 CHRIS THOMPSON/If You Remember Me
- 21 CRYSTAL GAYLE/Half The Way
- 22 BARRY MANILOW/Ships
- 23 ROBERT JOHN/Sad Eyes
- 24 KOOL & THE GANG/Ladies' Night
- 25 FOREIGNER/Dirty White Boy
- 26 J.D. SOUTHER/You're Only Lonely
- 27 CAPT. & TENNILLE/Do That To Me...
- 28 LRB/Lonesome Loser
- 29 CLIFF RICHARD/We Don't Talk Anymore
- 30 COMMODEORES/S'll

ADS ISAAC HAYES/Don't Let Go  
PAGES/Do Believe In You  
ABBA/Chauville  
YVONNE ELLIMAN/Love Pains

ON KENNY ROGERS/Coverd Of The County  
BUGGLES/Video Killed The...  
FOREIGNER/Head Games  
JOHN COUGAR/I Need A Lover  
CHEAP TRICK/Dream Police  
LAUREN WOOD/Please Don't Leave  
ELQ/Confusion  
MAXINE NIGHTINGAL/The Girl In Me  
IAN LLOYD/Slip Away  
RONNIE MILSAP/Get It Up

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

188 REPORTS

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

Regional	100/25	65%	National	Summary	
Reach	E 33%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**JIMMY BUFFETT**  
"Fins (MCA)"  
LP: Volcano

Regional	92/2	49%	National	Summary	
Reach	E 40%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**EXAMPLE**

100/25 — 100 R&R reporting stations on it this week. 25 of those 100 added it this week.

65% — Percentage of this week's reporting stations playing it.

**Regional Reach** — Percentages of this week's reporting stations playing the song within the four tracking regions.

**National Summary**  
Up 51 — Number of stations moving it UP on their charts.  
Same 24 — Number of stations holding it STATIONARY on their charts (on to on, add to on, 31-31, etc.).  
Down 0 — Number of stations moving it DOWN on their charts.  
Adds 25 — Again, number of stations ADDING it this week.

**CHEAP TRICK**  
"Dream Police (Epic)"  
LP: Dream Police

Regional	101/5	54%	National	Summary	
Reach	E 50%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**DR. HOOK**  
"Better Love... (Capitol)"  
LP: Sometimes You Win

Regional	97/23	52%	National	Summary	
Reach	E 51%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**BLONDIE**  
"Dreading (Chrysalis)"  
LP: Eat To The Beat

Regional	128/3	69%	National	Summary	
Reach	E 50%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**CAPTAIN & TENILLE**  
"Do That To... (Casablanca)"  
LP: Make Your Move

Regional	105/21	56%	National	Summary	
Reach	E 50%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**COMMODORES**  
"Still (Motown)"  
LP: Midnight Magic

Regional	182/2	88%	National	Summary	
Reach	E 50%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**JOHN COUGAR**  
"I Need A Lover (Rival)"  
LP: John Cougar

Regional	72/18	39%	National	Summary	
Reach	E 40%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

**EAGLES**  
"Heartache Tonight (Asylum)"  
LP: The Long Run

Regional	186/0	100%	National	Summary	
Reach	E 100%	M 100%	S 100%	W 100%	
Up	76	Down	19	Adds	0

**FOREIGNER**  
"Head Games (Atlantic)"  
LP: Head Games

Regional	83/43	50%	National	Summary	
Reach	E 53%	M 21%	S 58%	W 19%	
Up	10	Down	0	Adds	63

**FLYING BURGLARS**  
"The Long Run (Atlantic)"  
LP: The Long Run

Regional	186/0	100%	National	Summary	
Reach	E 100%	M 100%	S 100%	W 100%	
Up	76	Down	19	Adds	0

**CRISTAL GAYLE**  
"Half The Way (Columbia)"  
LP: Miss The Mississippi

Regional	104/13	56%	National	Summary	
Reach	E 37%	M 21%	S 58%	W 19%	
Up	76	Down	19	Adds	13

**DR. HOOK**  
"Better Love... (Capitol)"  
LP: Sometimes You Win

Regional	97/23	52%	National	Summary	
Reach	E 51%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

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LP: John Cougar

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Reach	E 40%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25

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"Heartache Tonight (Asylum)"  
LP: The Long Run

Regional	186/0	100%	National	Summary	
Reach	E 100%	M 100%	S 100%	W 100%	
Up	76	Down	19	Adds	0

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Reach	E 53%	M 21%	S 58%	W 19%	
Up	10	Down	0	Adds	63

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Reach	E 100%	M 100%	S 100%	W 100%	
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LP: Sometimes You Win

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Reach	E 51%	M 21%	S 58%	W 19%	
Up	51	Down	0	Adds	25



**J.D. BOUTHER**  
You're Only Lonely (Columbia)  
LP: You're Only Lonely  
163/7 88%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

Regional Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

P1		
WABC 16-13	WUPA 2-3	WJBO 4-1
WFLA 15-8	WUPA 1-1	WTVT 1-2
WTVT 15-8	WUPA 2-2	WTVT 1-2
WFTS 3-3	WUPA 3-3	WTVT 1-2
WFTS 4-4	WUPA 4-4	WTVT 1-2
WFTS 5-5	WUPA 5-5	WTVT 1-2
WFTS 6-6	WUPA 6-6	WTVT 1-2
WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
WFTS 19-19	WUPA 19-19	WTVT 1-2
WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
WFTS 23-23	WUPA 23-23	WTVT 1-2
WFTS 24-24	WUPA 24-24	WTVT 1-2
WFTS 25-25	WUPA 25-25	WTVT 1-2
WFTS 26-26	WUPA 26-26	WTVT 1-2
WFTS 27-27	WUPA 27-27	WTVT 1-2
WFTS 28-28	WUPA 28-28	WTVT 1-2
WFTS 29-29	WUPA 29-29	WTVT 1-2
WFTS 30-30	WUPA 30-30	WTVT 1-2

**STYX**  
Babe (A&M)  
LP: Cornerstone  
184/1 89%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

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W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

P1		
WABC 16-13	WUPA 2-3	WJBO 4-1
WFLA 15-8	WUPA 1-1	WTVT 1-2
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WFTS 5-5	WUPA 5-5	WTVT 1-2
WFTS 6-6	WUPA 6-6	WTVT 1-2
WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
WFTS 19-19	WUPA 19-19	WTVT 1-2
WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
WFTS 23-23	WUPA 23-23	WTVT 1-2
WFTS 24-24	WUPA 24-24	WTVT 1-2
WFTS 25-25	WUPA 25-25	WTVT 1-2
WFTS 26-26	WUPA 26-26	WTVT 1-2
WFTS 27-27	WUPA 27-27	WTVT 1-2
WFTS 28-28	WUPA 28-28	WTVT 1-2
WFTS 29-29	WUPA 29-29	WTVT 1-2
WFTS 30-30	WUPA 30-30	WTVT 1-2

**CHRIS THOMPSON & NIGHT**  
If You Remember Me (Plano)  
LP: Soundtrack 'The Champ'  
113/10 61%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

Regional Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
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P1		
WABC 16-13	WUPA 2-3	WJBO 4-1
WFLA 15-8	WUPA 1-1	WTVT 1-2
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WFTS 5-5	WUPA 5-5	WTVT 1-2
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WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
WFTS 19-19	WUPA 19-19	WTVT 1-2
WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
WFTS 23-23	WUPA 23-23	WTVT 1-2
WFTS 24-24	WUPA 24-24	WTVT 1-2
WFTS 25-25	WUPA 25-25	WTVT 1-2
WFTS 26-26	WUPA 26-26	WTVT 1-2
WFTS 27-27	WUPA 27-27	WTVT 1-2
WFTS 28-28	WUPA 28-28	WTVT 1-2
WFTS 29-29	WUPA 29-29	WTVT 1-2
WFTS 30-30	WUPA 30-30	WTVT 1-2

**LAUREN WOOD**  
Please Don't Leave (WB)  
LP: Lauren Wood  
127/1 68%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

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WFTS 6-6	WUPA 6-6	WTVT 1-2
WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
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WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
WFTS 23-23	WUPA 23-23	WTVT 1-2
WFTS 24-24	WUPA 24-24	WTVT 1-2
WFTS 25-25	WUPA 25-25	WTVT 1-2
WFTS 26-26	WUPA 26-26	WTVT 1-2
WFTS 27-27	WUPA 27-27	WTVT 1-2
WFTS 28-28	WUPA 28-28	WTVT 1-2
WFTS 29-29	WUPA 29-29	WTVT 1-2
WFTS 30-30	WUPA 30-30	WTVT 1-2

# Others Getting Significant Action

(Continued from Back Page)

- NITEFLY "If You Want It" (Ariola) 27/4**  
Moves: Up 13, Same 10, Down 0, Adds 4, WAXY, WAYS, KBLV, KCRN, Y100 6.6, Y103 38.34, KWEN 16.13, KINT 22.19
- EAGLES "The Long Run" (A&M) 26/5**  
Moves: Up 11, Same 10, Down 0, Adds 6, WRJZ, KCPX, KRUX, KORL, KLUC, 96XK 22.17, KWK 18.11, KUPD 13.4
- RICHIE FURAY "I Still Have Dreams" (Elektra) 25/8**  
Moves: Up 10, Same 8, Down 0, Adds 9, Z93, Q108, KIMN, WKIX, WVIC, KJRH, WERC, KQWB-FM, WSPY, 840 8.6, KNOV 20.14
- CRUSADERS "Street Life" (MCA) 25/0**  
Moves: Up 14, Same 5, Down 0, Adds 4, WKLO 11.10, WRKO 26.24, KBEO 9.8, KEARTH 16.13, WAXY 13.10, WHEB 20.16, FM99 14.12
- FLEETWOOD MAC "Angel" (WB) 24/4**  
Moves: Up 9, Same 11, Down 0, Adds 4, WRJZ, KLEO, CK101, KBDF, WSGA 78.28, KING 13.10, KRQ 38.29, KORL 27.24
- IAN LLOYD "Slip Away" (Scotti Bros.) 21/1**  
Moves: Up 9, Same 11, Down 0, Adds 1, WL62, WFI 30.28, WRKO d.30, KENO 29.25, V100 28.25, WSEZ 35.31
- RITA COOLIDGE "I'd Rather Leave While I'm In Love" (A&M) 19/8**  
Moves: Up 6, Same 6, Down 0, Adds 8, WKBW, KEZ.RTH, KXK108, KLEO, WCIR, WAAY, KBDF, KODI, WHEB 39.22, WHMY d.26, KEWI 38.33
- DONNA SUMMER "On The Radio" (Casablanca) 18/11**  
Moves: Up 6, Same 2, Down 0, Adds 11, WLKY, KEARTH, WAXY, 8J106, WRBQ, WOH, KRQ, KORL 14WK, KX104, WAKX, WRKO 24.18, WPCQ 26.23, Y100 32.28
- ENGLAND DAN & JOHN FORD COLEY "What Can I Do With This Broken Heart" (Big Tree) 18/4**  
Moves: Up 9, Same 6, Down 0, Adds 4, WNOE, Y94, WAEZ, WFLB, KRLA d.30, WZZP d.19, KEWI 17.11
- DIONNE WARWICK "Deja Vu" (Arista) 17/8**  
Moves: Up 4, Same 4, Down 0, Adds 9, CKLW, KBEO, WBN-FM, KTSX, KLEO, WTSN, 13FEA, KY8N, KBOZ, WJBO 23.16, WHEB 4.3, K104 23.16
- TRIUMPH "Lay It On The Line" (RCA) 17/4**  
Moves: Up 6, Same 8, Down 0, Adds 4, 297, KRQ, KRKE-FM, KENI, 96XK 17.14, WPEZ 28.18, KUPD 28.17
- LED ZEPPELIN "Fool In The Rain" (Swan Song) 16/2**  
Moves: Up 6, Same 6, Down 0, Adds 2, KFRC, KTKY, 96XK 15.9, Z97 8.6, Y100 36.32, KRKE-FM 26.22
- EARTH, WIND & FIRE "In The Stone" (ARC/Columbia) 16/0**  
Moves: Up 13, Same 2, Down 1, Adds 0, Y100 24.19, WRJZ 27.23, WNOX 30.28, KRQ 17.7, KORL 9.6, K104 10.6, CK101 19.15
- SHOES "Too Late" (Elektra) 15/6**  
Moves: Up 3, Same 6, Down 0, Adds 6, Q106, BJ106, KRKE-FM, WEEQ, WANS, FM, KSLY, KQWB-FM 34.31, WSPY 28.26
- SPORTS "Who Listens To The Radio" (Arista) 15/0**  
Moves: Up 8, Same 6, Down 1, Adds 0, WPEZ 28.18, WGL 30.26, KFRC 16.14, KNOV 30.26, WOV 26.23, KHJ 28.26, WANS-FM 37.34
- RAINBOW "Since You've Been Gone" (Polygram) 14/6**  
Moves: Up 5, Same 3, Down 0, Adds 6, WGLC, KUPD, WMAP, KHJ, KCPX, WGBF, 96XK 6.1, WPEZ 17.11, KWK 15.9, KLUC 23.19
- ABBA "Chiquitita" (Atlantic) 14/4**  
Moves: Up 4, Same 6, Down 0, Adds 4, CKLW, KFI, WTMA, WANS-FM, WKBW 20.10, K104 35.30
- POLICE "Message In A Bottle" (A&M) 12/4**  
Moves: Up 4, Same 4, Down 0, Adds 4, KWK, Q106, WMBQ, KJRB, CUM 26.16, KQWB-FM 25.19, KRCL 28.23
- SUGAR HILL GANG "Rapper's Delight" (Sugar Hill) 11/7**  
Moves: Up 3, Same 1, Down 0, Adds 7, WPCQ, Y100, WHYN, WKEE, WAAY, KX104, WSPY, WTIX 37.9, WSGA 10.1
- TERI DESARIO "Yes I'm Ready" (Casablanca) 10/7**  
Moves: Up 2, Same 1, Adds 7, WKLO, WOKY, KRLA, WAXY, WFOX, WCCQ, KEWI, Y100 29.26, KEARTH d.29
- NATURE'S DIVINE "I Just Can't Control Myself" (Infinity) 10/3**  
Moves: Up 5, Same 2, Down 0, Adds 3, WZZP, WHYY, WROV, KRLA 20.17, K104 20.16, FM99 36.33
- PAGES "I Do Believe In You" (Epic) 10/3**  
Moves: Up 3, Same 4, Down 0, Adds 3, KFI, KNOV, KYSN, WISM 26.22, KHJ 20.18
- VILLAGE PEOPLE "Ready For The 80's" (Casablanca) 10/2**  
Moves: Up 1, Same 7, Down 0, Adds 2, WKEE, WNOX, WGLC d.29, WTIX on WNOE on
- MARC RATNER "Don't Go Looking" (RSO) 10/0**  
Moves: Up 9, Same 1, Down 0, Adds 0, WGUY 21.17, KPUR 30.16, WSPY 16.13, KSLY 28.26, KBOZ 30.26, KRCL 28.26

**BARBRA STREISAND & DONNA SUMMER**  
Tears/Enough (Col-Cas)  
163/4 88%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

Regional Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

P1		
WABC 16-13	WUPA 2-3	WJBO 4-1
WFLA 15-8	WUPA 1-1	WTVT 1-2
WTVT 15-8	WUPA 2-2	WTVT 1-2
WFTS 3-3	WUPA 3-3	WTVT 1-2
WFTS 4-4	WUPA 4-4	WTVT 1-2
WFTS 5-5	WUPA 5-5	WTVT 1-2
WFTS 6-6	WUPA 6-6	WTVT 1-2
WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
WFTS 19-19	WUPA 19-19	WTVT 1-2
WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
WFTS 23-23	WUPA 23-23	WTVT 1-2
WFTS 24-24	WUPA 24-24	WTVT 1-2
WFTS 25-25	WUPA 25-25	WTVT 1-2
WFTS 26-26	WUPA 26-26	WTVT 1-2
WFTS 27-27	WUPA 27-27	WTVT 1-2
WFTS 28-28	WUPA 28-28	WTVT 1-2
WFTS 29-29	WUPA 29-29	WTVT 1-2
WFTS 30-30	WUPA 30-30	WTVT 1-2

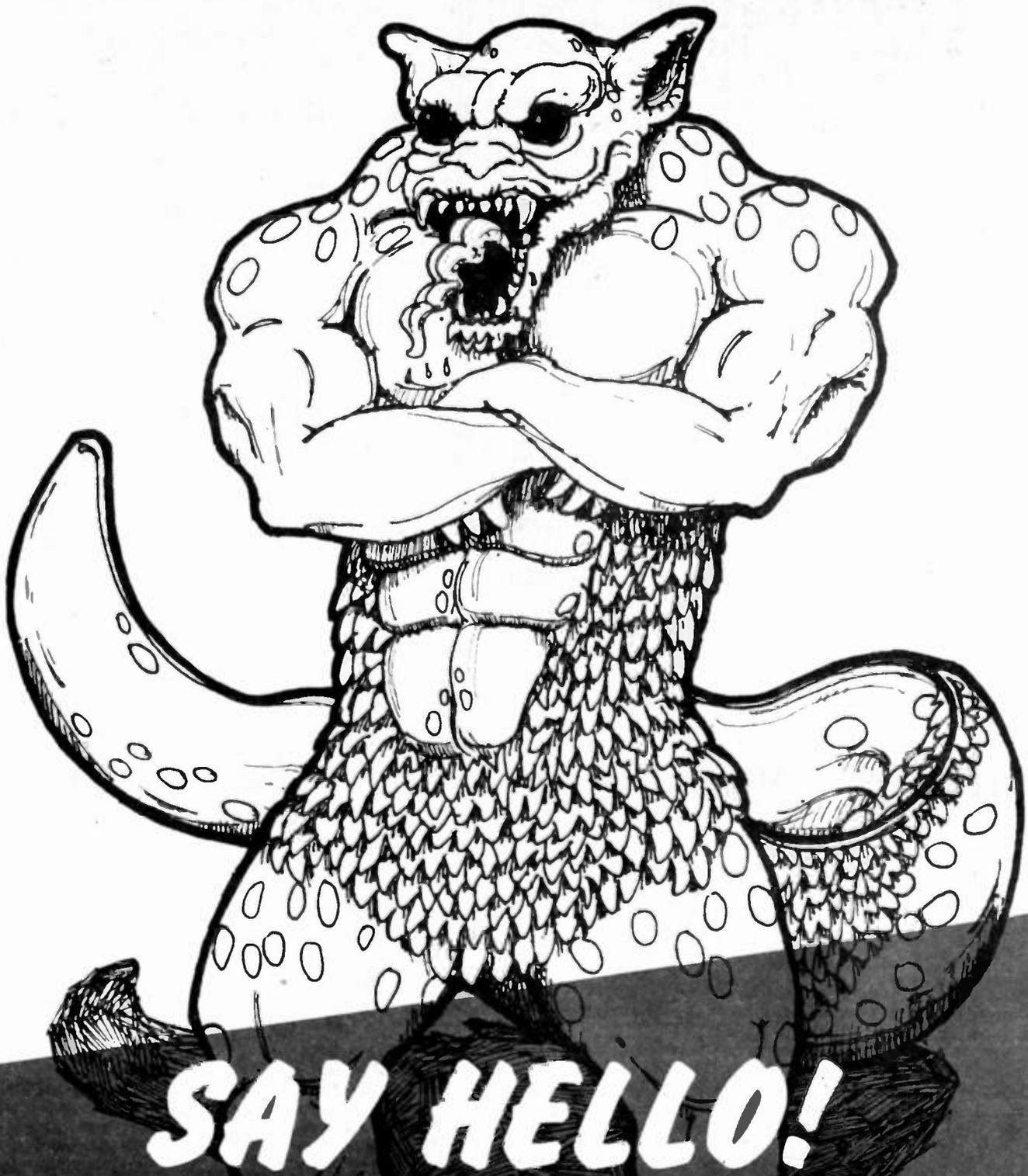
**SUPERTRAMP**  
Take The Long Way... (A&M)  
LP: Breakfast In America  
185/10 89%

National Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

Regional Summary		
W	59%	UP 13
S	3%	SAME 13
D	3%	DOWN 13
A	3%	ADDS 13

P1		
WABC 16-13	WUPA 2-3	WJBO 4-1
WFLA 15-8	WUPA 1-1	WTVT 1-2
WTVT 15-8	WUPA 2-2	WTVT 1-2
WFTS 3-3	WUPA 3-3	WTVT 1-2
WFTS 4-4	WUPA 4-4	WTVT 1-2
WFTS 5-5	WUPA 5-5	WTVT 1-2
WFTS 6-6	WUPA 6-6	WTVT 1-2
WFTS 7-7	WUPA 7-7	WTVT 1-2
WFTS 8-8	WUPA 8-8	WTVT 1-2
WFTS 9-9	WUPA 9-9	WTVT 1-2
WFTS 10-10	WUPA 10-10	WTVT 1-2
WFTS 11-11	WUPA 11-11	WTVT 1-2
WFTS 12-12	WUPA 12-12	WTVT 1-2
WFTS 13-13	WUPA 13-13	WTVT 1-2
WFTS 14-14	WUPA 14-14	WTVT 1-2
WFTS 15-15	WUPA 15-15	WTVT 1-2
WFTS 16-16	WUPA 16-16	WTVT 1-2
WFTS 17-17	WUPA 17-17	WTVT 1-2
WFTS 18-18	WUPA 18-18	WTVT 1-2
WFTS 19-19	WUPA 19-19	WTVT 1-2
WFTS 20-20	WUPA 20-20	WTVT 1-2
WFTS 21-21	WUPA 21-21	WTVT 1-2
WFTS 22-22	WUPA 22-22	WTVT 1-2
W		

# What Do You Say To A Monster?



**"Say Hello"** <sup>4802</sup> the new monster single from APRIL WINE  
From their hot AOR album **HARDER...FASTER** <sup>ST-12013</sup>



Produced by Myles Goodwyn & Nick Blagona  
Direction: Terry Flood Management.

**AQUARIUS**

**Capitol**  
RECORDS

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# DANCEMUSIC

## RADIO

### Radio & Records

# ADDS & HOTS

EAST		SOUTH		MIDWEST		WEST	
Most Added	Hottest	Most Added	Hottest	Most Added	Hottest	Most Added	Hottest
Ashford & Simpson Styx Sylvester Stevie Wonder	Streisand/Summer Kool & The Gang Stargard	Bar-Kays Prince	Kool & The Gang Sugar Hill Gang	Cliff Richard Pablo Cruise	Streisand/Summer Kool & The Gang Donna Summer "Dim" Isaac Hayes	Yvonna Elliman Shalamar	Streisand/Summer Destination Commodores "Still"

**EAST**

**DISCO 101**  
WVON / Albany, NY

ADDED  
Lita  
Stevie Wonder  
Isaac Hayes  
Sylvester  
Jackie Moore  
Pamela Stanley  
Jones Girls  
The Ring  
Gary's Gang  
Trussell  
Nivetyte

HOTTEST  
Stephanie Mills  
"Put/You Can"  
Michael Jackson  
"Don't"  
Kool & The Gang  
Destination  
Isley Brothers  
Stargard  
Elton John  
Ran Woods  
Phyllis Hyman  
Karen Silver  
— Walt Adams

**DISCO 95**  
WVON / Syracuse, NY

ADDED  
Stevie Wonder  
Styx  
Pablo Cruise  
Smoky Robinson  
Sy Stone  
"Dance"  
Peaches & Herb  
LTD "Stranger"

HOTTEST  
Sugar Hill Gang  
Funkadelic  
Kool & The Gang  
KC & Sunshine Band  
"Pleasure"  
Commodores  
"Still"  
Love Unlimited  
Fever "Bliss"  
— Mike Roberts

**DISCO 107**  
WVON / Chicago, IL

ADDED  
Bar-Kays  
Whispers  
Wilson Pickett  
Five Special  
Phyllis Hyman  
O'Jays

HOTTEST  
Prince  
Patrice Rushen  
Michael Jackson  
"Rock"  
Love Unlimited  
Isaac Hayes  
Brenda Russell  
Dexter Wansel  
Streisand/Summer  
Capt. Sky  
Kool & The Gang  
Eddie Rabbit  
— Barry Mayo

**WIZARD 100**  
WZZD / Philadelphia, PA

ADDED  
Shalamar  
Rick James  
Elton John  
Michael Jackson  
"OH"

HOTTEST  
Sugar Hill Gang  
Streisand/Summer  
Commodores  
"Still"  
Dynasty  
Pleasure  
Front Page  
Stargard  
Destination  
Eruption  
Spinners  
"Body"  
— Mark Serpas

**WOODS**  
WBOB / Boston, MA

ADDED  
Janice McClain  
Ashford & Simpson  
"Nobody"  
Dan Hartman  
KC & Sunshine Band  
"Pleasure"  
Styx

HOTTEST  
Donna Summer  
"Dim"  
Front Page  
Elton John  
Simon Orch.  
Pamela Stanley  
Stephanie Mills  
"You Can"  
— Jane Duncklee

**DISCO 95**  
WMAE / Springfield, MA

ADDED  
Renny Logan  
Donna Summer  
"Radio"  
Carlene  
Phyllis Hyman  
Pleasure  
Ashford & Simpson  
"Nobody"

HOTTEST  
Kool & The Gang  
Smoky Robinson  
Malissa Manchester  
WRAP  
Dr. Hook  
Michael Jackson  
"Rock"  
— Mike Adams

**WCAU 107**  
WCAU / Philadelphia, PA

ADDED  
Shadow  
Loose Change  
Chuck Cecil  
Mable Moore  
"Night"  
Rame

HOTTEST  
Kool & The Gang  
Streisand/Summer  
Shalamar  
Phyllis Hyman  
Donna Summer  
"Radio"  
Rufus & Chaka  
— Roy Parry

**WDON**  
WDON / Washington, DC

ADDED  
Ronnie Milsap  
Loose Change  
Sylvester  
Inner Life  
Diana Ross  
"House"  
Fever  
"Pump"  
Chame

HOTTEST  
Streisand/Summer  
France Joli  
Nature's Divine  
Stargard  
Peaches & Herb  
Bar-Kays  
Switch "Call"  
— Barry Richards

**SOUTH**

**WKGN**  
WVON / Knoxville, TN

ADDED  
Rick James  
Tarkenton  
KC & Sunshine Band  
"Life"  
Bar-Kays

HOTTEST  
Sugar Hill Gang  
Kool & The Gang  
Elton John  
— Mike Swagerty

**DISCO 96**  
WVON / Miami, FL

ADDED  
Sister Power  
Prince  
Teri DeSario

HOTTEST  
Kool & The Gang  
Sugar Hill Gang  
Streisand/Summer  
Michael Jackson  
"Working"  
Donna Summer  
"Radio"  
Feedback Band  
"Star/Stone"  
— Frank Walsh

**KHYS 98**  
KHYS / Beaumont, TX

ADDED  
Burt & James  
Peaches & Herb  
Rick James  
Bar-Kays  
Michael Jackson  
"Rock"  
Stevie Wonder

HOTTEST  
Isaac Hayes  
Prince  
Nature's Divine  
Smoky Robinson  
Flowerwood Mac  
Jimmy Bo Horne  
— Don Thompson

**WOLX**  
WVON / Mobile, AL

ADDED  
Elton John  
Streisand/Summer  
Lakeview  
Prince  
Wilson Pickett  
Emotions

HOTTEST  
Kool & The Gang  
Switch "Call"  
Foxy  
Isaac Hayes  
Shalamar  
Freedom  
Stevie Wonder  
Sun "Suns"  
KC & Sunshine Band  
"Pleasure"  
Peaches & Herb  
— Carmen Brown

**KSET**  
KSET / El Paso, TX

ADDED  
Sylvester  
Patrice Rushen  
Gary's Gang  
Pablo Cruise  
Con Funk Shun  
"Now"

HOTTEST  
Destination  
AJ Hudson & Partners  
M  
Bob McGilpin  
Michael Jackson  
"Don't"  
Suzi Lane  
Foxy  
Kool & The Gang  
Streisand/Summer  
Liquid Gold  
— Chuck Eddy

**FM 98**  
WVON / Charlotte, NC

ADDED  
Ronnie Milsap  
Burt & James  
Starch "Call"  
Bar-Kays  
Prince  
Ami Stewart

HOTTEST  
Destination  
Kool & The Gang  
Renaissance  
"Music"  
Funkadelic  
Stargard  
Freddie James  
"Hollywood"  
Streisand/Summer  
Village People  
"Sherry"  
Elton John  
Chic "Levee"  
— Lisa Van Pool

**WXAP**  
WXAP / Columbia, SC

ADDED  
Karen Silver  
Shalamar  
Stargard  
Chanda Barry  
Village People  
"Bibi"  
Sugar Hill Gang  
Bob McGilpin  
Michael Jackson  
"Rock"  
Duncan Sisters  
"Sadness"

HOTTEST  
Donna Summer  
"Dim"  
Isley Brothers  
Kat Mandu  
Glenn Gayner  
— Doug Brown

**DISCO 94**  
KRLY / Houston, TX

ADDED  
Stephanie Mills  
"You Can"  
Pamela Stanley  
LTD "Stranger"

HOTTEST  
Commodores  
"Still"  
Eagles  
Isaac Hayes  
Michael Jackson  
"Rock"  
Spinners  
Sugar Hill Gang  
Donna Summer  
"Radio"  
Ashford & Simpson  
"Nobody"  
— Michael Jones

**WRAP**  
WRAP / Norfolk, VA

ADDED  
Shalamar  
Streisand/Summer  
Spinners  
Stevie Wonder  
Marvin Gaye  
Trussell  
Pamela Stanley

HOTTEST  
Kool & The Gang  
Love Unlimited  
Archie Bell & Drells  
Stargard  
Suzi Lane  
Vernon Burch  
Pat Larry's Band  
Shava  
Bar-Kays  
Rick James  
Freddie James  
"Hollywood"  
— Jerry Williams

**Kfmix**  
KFMX / Minneapolis, MN

ADDED  
Pablo Cruise  
Diana Ross  
"House"  
Cliff Richard  
Chris Thompson  
Buggles  
Gary's Gang

HOTTEST  
Chic "Levee"  
Front Page  
Donna Summer  
"Dim"  
Laurin Road  
Isaac Hayes  
EWSF  
"Star/Stone"  
Elton John  
Streisand/Summer  
Phyllis Hyman  
Michael Jackson  
"Don't"  
France Joli  
Bar-Kays "Call"  
— Gary De Maroney

**WDAI 94.7 FM**  
WDAI / Chicago, IL

ADDED  
Comes  
"Sparkle"  
Shalamar  
Ashford & Simpson  
"Nobody"  
Janice McClain  
Pamela Stanley  
Dan Hartman  
Janis Ian  
Linda Clifford

HOTTEST  
Kool & The Gang  
Streisand/Summer  
Sugar Hill Gang  
Herb Alpert  
M  
Michael Jackson  
"Don't"  
France Joli  
Destination  
Front Page  
Donna Summer  
"Dim"  
Isaac Hayes  
Suzi Lane  
— Mary Eug

**KJLA**  
KJLA / Kansas City, MO

ADDED  
Maxine Nightingale  
Village People  
"90"  
Sly Stone "Dance"

HOTTEST  
Commodores  
"Still"  
Streisand/Summer  
Smoky Robinson  
EWSF  
Laurin Wood  
Elton John  
Isaac Hayes  
— Mart Gelder

**WOKY**  
WOKY / Cincinnati, OH

ADDED  
Pablo Cruise  
Cliff Richard

HOTTEST  
M  
Commodores  
"Still"  
KC & Sunshine Band  
"Pleasure"  
Streisand/Summer  
Michael Jackson  
"Rock"  
— Charlie Brown

**WDAI 107**  
WDAI / Cincinnati, OH

ADDED  
Prince  
Steve  
Deborah Washington  
Stephanie Mills  
"You Can"  
Michael Jackson  
"Rock"

HOTTEST  
Donna Summer  
"Dim/Summer"  
Nature's Divine  
Michael Jackson  
"Don't"  
M  
Herb Alpert  
Chic "Levee"  
Kool & The Gang  
Funkadelic  
Carlene "Just"  
British "Call"  
Streisand/Summer  
— Wynn Rosenburg

**107**  
WVON / Chicago, IL

ADDED  
Bar-Kays  
Whispers  
Wilson Pickett  
Five Special  
Phyllis Hyman  
O'Jays

HOTTEST  
Prince  
Patrice Rushen  
Michael Jackson  
"Rock"  
Love Unlimited  
Isaac Hayes  
Brenda Russell  
Dexter Wansel  
Streisand/Summer  
Capt. Sky  
Kool & The Gang  
Eddie Rabbit  
— Barry Mayo

**Z100**  
WVEZ / Columbus, OH

ADDED  
Sugar Hill Gang

HOTTEST  
Donna Summer  
"Dim"  
Kool & The Gang  
Streisand/Summer  
Switch "Call"  
Suzi Lane  
Bobby Caldwell  
O'Jays  
Freddie James  
"Hollywood"  
— Ken Pugh

**WEST**

**KBFI**  
KBFI / Los Angeles, CA

ADDED  
Led Zeppelin  
Donna Summer  
"Radio"  
Styx  
Sylvester  
Brenda Russell  
Shalamar  
Cliff Richard

HOTTEST  
Streisand/Summer  
Commodores  
"Still"  
Sugar Hill Gang  
Flowerwood Mac  
Smoky Robinson  
— Wagner / Cohen

**KPDS**  
KPTT / San Diego, CA

ADDED  
Isaac Hayes  
Yvonna Elliman  
Malissa Manchester  
Shalamar  
Donna McCann  
Ann-Margret  
Simon Orch.

HOTTEST  
Suzi Lane  
Santa Emeralds  
Kool & The Gang  
Destination  
Glenn Gayner  
Fever "Bliss"  
Giorgio Moroder  
"Baby"  
Streisand/Summer  
Pamela Stanley  
— Bill Garcia

**KSF 104**  
KSF / San Francisco, CA

ADDED  
Don Armando  
"Theme"  
France Joli  
"Playboy"

HOTTEST  
Prince  
Streisand/Summer  
Destination  
Crusaders  
Karen Silver  
Isley Brothers  
Kool & The Gang  
GO  
Sugar Hill Gang  
— Jim Smith

**RTLR**  
RTLR / Denver, CO

ADDED  
Janis Ian  
Bonnie Boyer  
Yvonna Elliman  
Dianne Warwick  
"Deja"  
Cameo  
"Sparkle"  
Richie Forsy

HOTTEST  
Commodores  
"Still"  
KC & Sunshine Band  
"Pleasure"  
Styx  
Funkadelic  
Flowerwood Mac  
Laurin Wood  
Rupert Holmes  
Elton John  
Ronnie Milsap  
— Paula Matthews

**DISCO 123**  
KLVV / Las Vegas, NV

ADDED  
Stevie Wonder  
Claudia Barry  
Shalamar  
Diva Gray & Oyster  
Sylvester  
Ashford & Simpson  
"Nobody"

HOTTEST  
France Joli  
Streisand/Summer  
Kool & The Gang  
Suzi Lane  
Front Page  
Glenn Gayner  
Sly Stone "Dance"  
Rick James  
— Susan Korngold

**97K**  
KCBS / San Francisco, CA

ADDED  
Angela Bofill  
Janice McClain  
Herb Alpert  
"Rotation"  
Marlene Shaw  
"Touch"

HOTTEST  
Ashford & Simpson  
"Nobody"  
Chic "Levee"  
Bar-Kays  
Cory Days  
"Paw"  
Destination  
Fever "Pump"  
Funkadelic  
Giorgio Moroder  
"Baby"  
Isaac Hayes  
Elton John  
— Marc Richardson

**DISCO 107**  
KJLA / Kansas City, MO

ADDED  
Stephanie Mills  
"You Can"  
Pamela Stanley  
LTD "Stranger"

HOTTEST  
Commodores  
"Still"  
Eagles  
Isaac Hayes  
Michael Jackson  
"Rock"  
Spinners  
Sugar Hill Gang  
Donna Summer  
"Radio"  
Ashford & Simpson  
"Nobody"  
— Michael Jones

**DISCO 107**  
KJLA / Kansas City, MO

ADDED  
Stephanie Mills  
"You Can"  
Pamela Stanley  
LTD "Stranger"

HOTTEST  
Commodores  
"Still"  
Eagles  
Isaac Hayes  
Michael Jackson  
"Rock"  
Spinners  
Sugar Hill Gang  
Donna Summer  
"Radio"  
Ashford & Simpson  
"Nobody"  
— Michael Jones

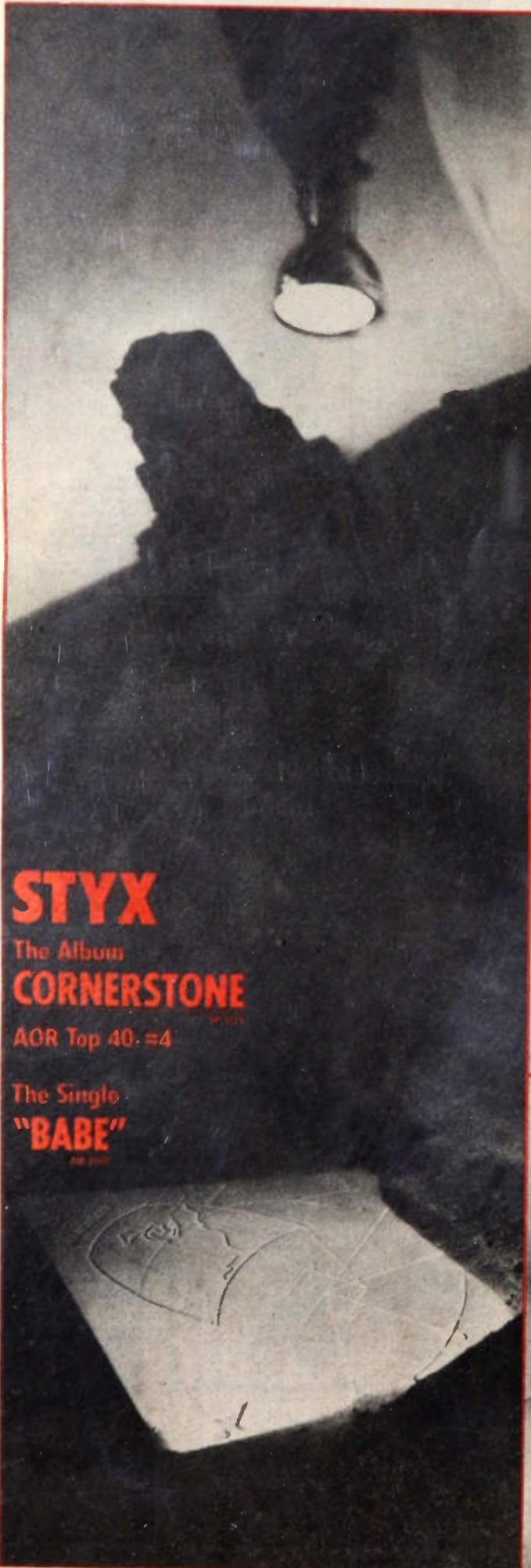
**DISCO 107**  
KJLA / Kansas City, MO

ADDED  
Stephanie Mills  
"You Can"  
Pamela Stanley  
LTD "Stranger"

HOTTEST  
Commodores  
"Still"  
Eagles  
Isaac Hayes  
Michael Jackson  
"Rock"  
Spinners  
Sugar Hill Gang  
Donna Summer  
"Radio"  
Ashford & Simpson  
"Nobody"  
— Michael Jones



# ENERGY FOR A HOT ALBUMS AND SINGLES TO FUEL Y



**STYX**  
The Album  
**CORNERSTONE**  
AOR Top 40: #4

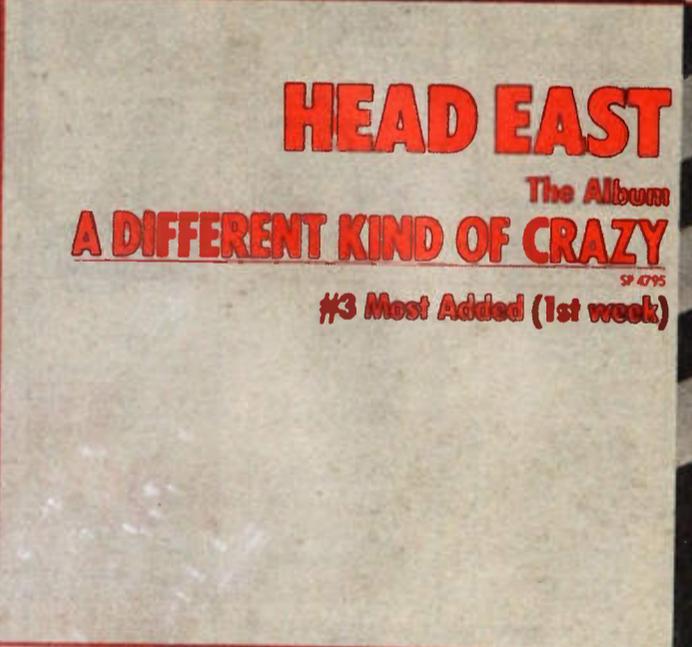
The Single  
**"BABE"**



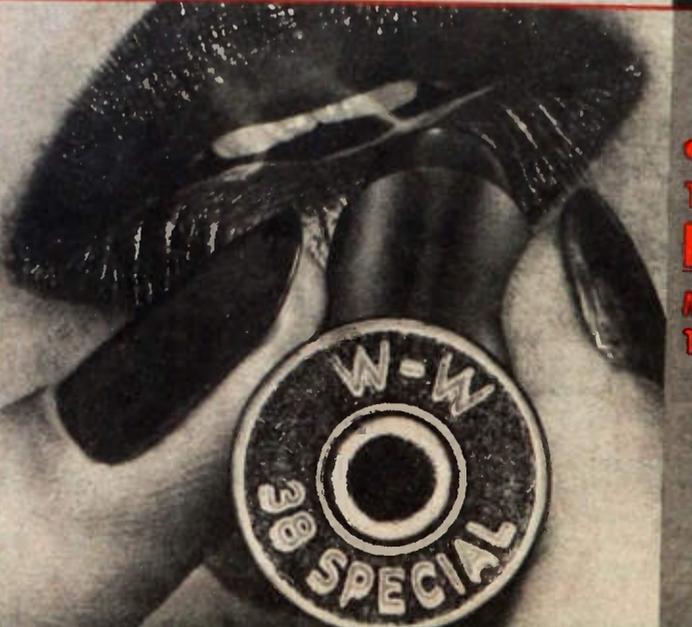
## PABLO CRUISE

The Album  
**PART OF THE GAME**  
#2 Most Added  
AOR Top 40-#37 debut

The Single  
**"I WANT YOU TONIGHT"**



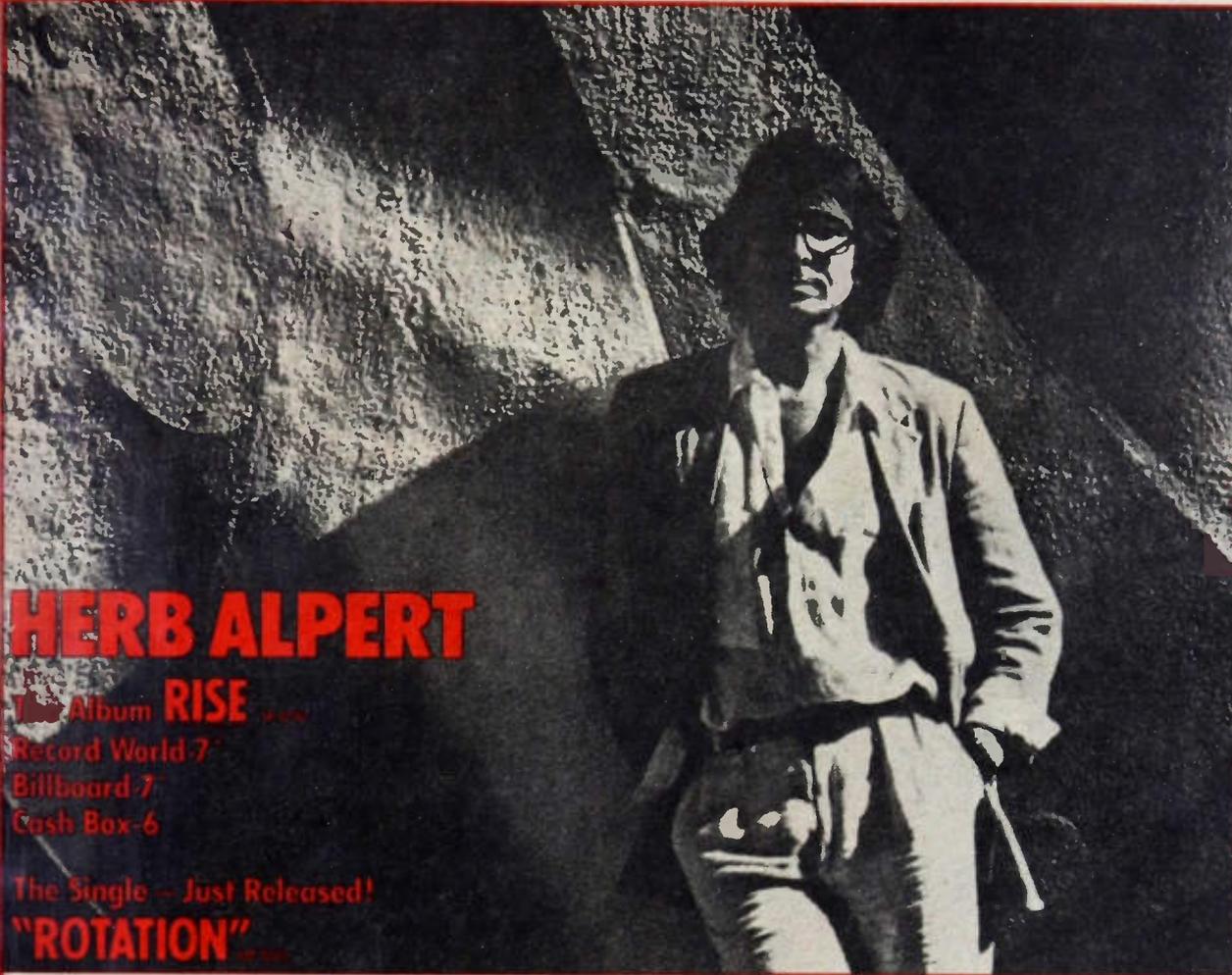
**HEAD EAST**  
The Album  
**A DIFFERENT KIND OF CRAZY**  
#3 Most Added (1st week)



**.38 SPECIAL**  
The Album  
**ROCKIN' INTO THE NIGHT**  
Most Added 4 weeks in a row  
This Week #7 Most Added



# WINTER FROM A&M. WU THROUGH THE COLD WINTER.



## HERB ALPERT

The Album **RISE**  
Record World-7  
Billboard-7  
Cash Box-6

The Single - Just Released!  
**"ROTATION"**

## JOE JACKSON

The Album **I'M THE MAN**  
SP 4794  
AOR Top 40-#13

The Single  
**"IT'S DIFFERENT FOR GIRLS"**  
AM 7164



## THE POLICE

The Album  
**REGGATA  
DE BLANC**  
SP 4792  
AOR Top 40-#11

The Single **"MESSAGE IN A BOTTLE"**  
AM 2190  
Goodphone/Top Tracks #4  
Bill Hard/Song Index #2  
RMR/Top 50 #4

# HEAT TO THE BEAT FROM A&M RECORDS & TAPES



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# THE PICTURE PAGES

## Infinity's "Escape" Artist



Following a recent New York City showcase performance by Infinity's Rupert Holmes, the artist was feted and greeted by a variety of radio and label reps. Seen after the showcase are (l-r) 99FM Asst. PD Rob Sisco, WRNW PD Gary Axelbank, WRNW MD Margaret Locicero, WTFM MD Frank Kelly, Infinity's Andrea Ganis and Ron Raphael, Rupert Holmes, WPIX MD Dan Near, Infinity's Frank Horowitz, WLOB PD Eric Heckman, WFIL/Philadelphia PD Ray Quinn, Infinity's Rick Alden, label VP Peter Gidion, and WYNY MD Jere Sullivan.

## Yetnikoff UJA's Man Of The Year



CBS Records Group President Walter Yetnikoff was honored as Man Of The Year at a recent dinner held by the Music Industry Division of the United Jewish Appeal-Federation of Jewish Philanthropies Joint Campaign. Pictured at the award's presentation are (l-r) Co-Chairman Irv Biegel, Dinner Chairman Morris Levy, Walter Yetnikoff, Co-Chairman Theodora Zavin, and Dinner Committee member Phil Kahl.

## First Taste Of April Wine



Capitol's April Wine previewed their new LP, "Harder... Faster," at Le Studio in Montreal recently. On hand to listen were (seated, l-r) Capitol VP Rupert Perry, Capitol's Mike Diamond, and April Wine's Brian Greenway and Myles Goodwyn; (standing, l-r) manager Terry Flood, group's Gary Moffat, and Capitol's Deane Cameron and Bobby Colomby.

## Mac Celebrates Completion Of "Tusk"



Pictured at the party celebrating the release of Fleetwood Mac's "Tusk" LP are, from left WB's Robin Rothman and Chris Crist, and group's Mick Fleetwood.

## U.A. Signs Steele



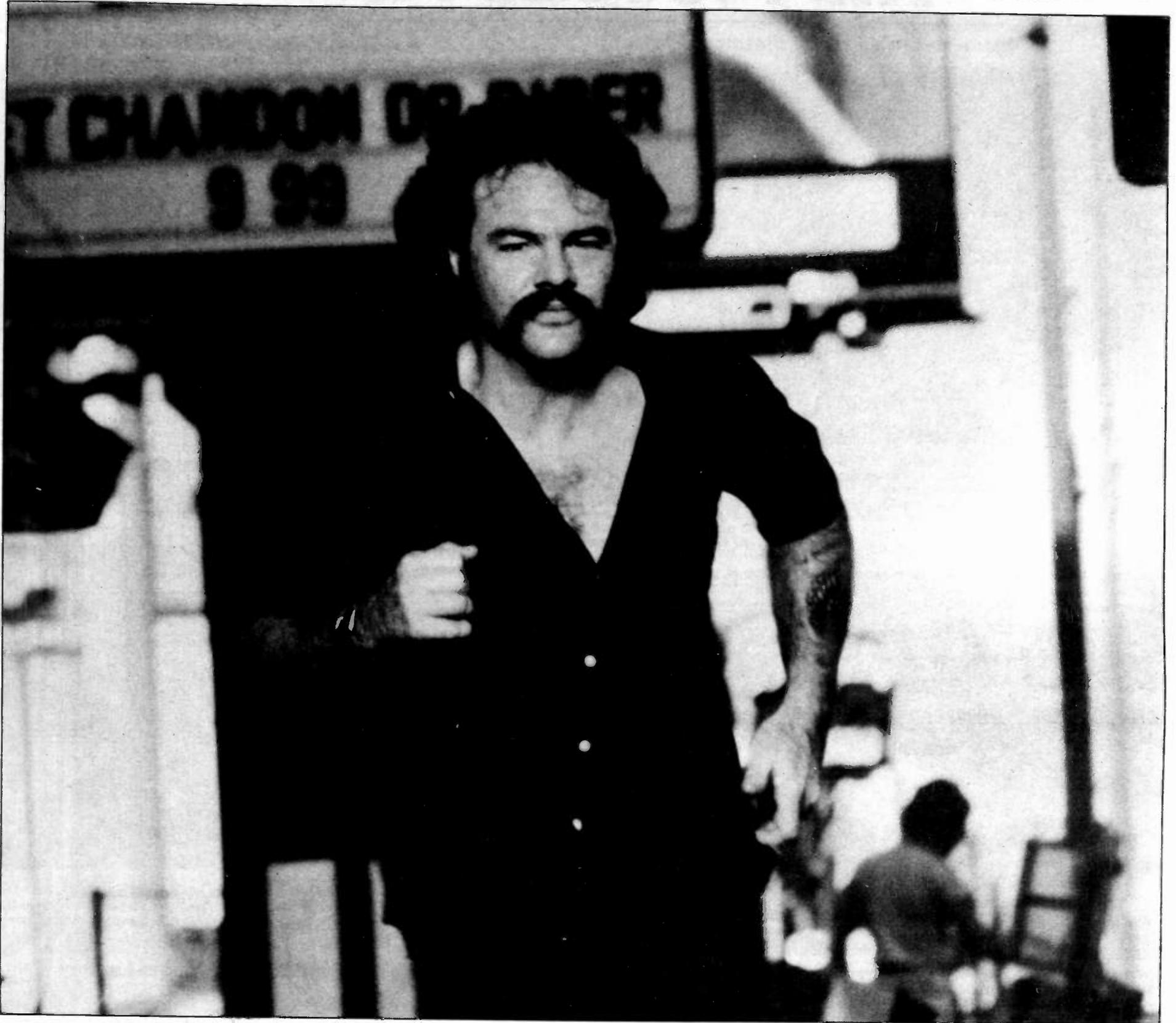
Country singer Sandra Steele recently signed a recording contract with United Artists Records. Her debut album and single are due to be released in January. Pictured at the signing in Nashville are (standing, l-r) attorney Fred Benson, manager David Bridger, producer Ralph Murphy, Picalic Productions' Anita Moore, and UA's Jerry Søabolt; (seated, l-r) EMI-A/UA VP Don Grierson, Sandra Steele and EMI-A/UA VP Mark Levinson.

## Phonogram Heats Up Behind Grill



Pictured planning promotional strategies for Phonogram/Mercury recording artist Rob Grill's single, "Rock Sugar," are, from left Phonogram/Mercury's Jimi Fox, PDI's Kenny Hamilin, Grill, and PDI Regional VP Emile Petrone.

# Quarter-Hour Maintenance Man



## TOM JOHNSTON "SAVANNAH NIGHTS"

Z93 add  
94Q 14-12  
KBEQ on  
KJR add  
WKEE add  
KNOW deb 35

Z98 add  
KXX106 29-24  
WSGA 20-19  
95SGF 15-10  
WBBQ 30-25  
WSKZ 21-18

WNOX 25-22  
WNAP deb 30  
WBGN add  
Y94 on  
K104 deb 39  
WAAY 12-9

WFOX 28-26  
WCGQ 31-26  
WANS-FM deb 33  
WROV on  
WKXY add  
KQWB-FM 33-27

WSPT add  
KBDF add  
KBOZ add  
KOOK on  
KFXD deb 30  
KRLC 20-17

Produced by Ted Templeman  on Warner Bros. Records

# THE PICTURE PAGES

## Van Halen's Pair Of Platinum Platters



Warner Bros. Records rock group Van Halen recently celebrated their receiving platinum record awards for both of their Ted Templeman-produced albums, "Van Halen" and "Van Halen II." Photo'd at the fete are (top row, l-r) group's manager Noel Monk, Warner Bros. Records President and Board Chairman Mo Ostin, group's Eddie Van Halen, WB VP Carl Scott, group's David Roth, WB VP Russ Thyret, and label's Benita Brazler; (bottom row, l-r) group members Mike Anthony and Alex Van Halen, WB VP and producer Templeman, WB VP's Lou Dennis and Clyde Bakkemo, label's Ted Cohen and WB VP Tom Ruffino.

## RCA Execs Hear Starship's Enterprise



RCA executives were afforded a world premiere playback of Jefferson Starship's new album, "Freedom At Point Zero." To commemorate the occasion, the Starship and their manager Bill Thompson were presented plaques. Pictured are (l-r) RCA VP's John Betancourt and Mel Ilberman, Thompson, RCA VP Don Burkheimer, RCA's Don Wardell, and RCA VP Bob Fead.

## Disco DJ's Have Atlantic Artist Cerrone-ded



While in New York City recently, Atlantic recording artist Cerrone was feted with a party thrown by the For The Record disco pool. Pictured pooling their talents are, from left: Atlantic's Roxy Myzel; Cerrone; 12 West DJ Alan Dodd; Flemingo, Paradise Garage and the Ring DJ Richie Rivera; an unidentified guest; and Studio 54 DJ Roy Thode.

## Gayle Blows Into New York



Columbia's Crystel Gayle recently performed at the Bottom Line in New York and was greeted backstage by label execs. Seen are (l-r) CBS Records VP Rick Blackburn, Crystel Gayle, CBS VP Tom McGuinness, CBS Sr. VP Paul Smith, and CBS VP Frank Mooney.

## Shirts Wear Well With Klein



Capitol Record rock group the Shirts appeared recently on "The Robert Klein Hour," a D.I.R.-syndicated radio program that originates from New York. Pictured are Robert Klein (left) while interviewing Shirts lead singer Annie Golden (right).

## Manchester Meets Ladd



Arista's Melissa Manchester appeared on the Merv Griffin Show recently where she was joined by Cheryl Ladd. Seen at the studios are (l-r) Manchester, Manchester's manager Michael Lippman, and Ladd.



# Rufus & Chaka



From The LP

## “Do You Love What You Feel”

Top 10 R&B!  
And Ready To Explode!  
POP!

“Do You Love What You Feel”

on

MCA RECORDS

Produced By  MCA RECORDS

Direction: Fitzgerald Hartley Co.

# Black Radio



**Bill  
Speed**

## Teens — Are They Worth Pursuing?

One of the biggest issues in all radio, not just Black radio, is what to do about teenaged listeners. On the one hand advertisers are generally a lot more interested in the 18-34 demographics, where the money is, and so many radio stations are aiming their music and promotions at these older, more affluent listeners. On the other side, teens are a potential huge base of loyal listeners who will grow up and likely stick with your station.

This week I asked three black programmers their opinions on this issue. David Oliver, Station Manager at WNOO/Chattanooga, says simply, "The teenagers in Chattanooga are listening to the radio." How does he program to them? "We have a request line and we keep direct personal contact with them by visiting schools, having lunches with the kids, even going so far as hanging out with the kids. Since we're a daytimer station we have some time that we devote to the kids of the city, not just visiting them on the streets, but actually in school and also churches. I've noticed that there are a lot of teenage gospel groups, and therefore with those groups in the churches, a lot of teens will go to church. We find a lot are coming back to church, so we're there with them."

### The Opposite View

Rudy Greene, PD at KAPE/San Antonio, says flatly, "We don't program to teens. We include everybody in our type of programming, a great variety of music — blues, jazz,

**"We don't program to teens. We include everybody in our type of programming."**

**Rudy Greene**

dancemusic, basic uptempo black music. The music becomes more current in the evenings because of the younger set that's listening, but we do nothing specifically for them. We have giveaways and play the best of uptempo music, and we find that with a good variety of music, we don't chase anybody away."

### Dangers Of Ignoring Teens

Jerry Boulding, Operations Manager at KDIA/Oakland, had some interesting general comments. I asked him if he thought there was still a significant teen audience to program to? "Yes, I do. I think there's a teen audience out there that's going to be entertained by somebody. You're looking at a critical audience, especially those teens that control radios in homes or in cars. They buy records, they go to concerts, they make up a good portion of the active audience of any radio station that's programming mainstream music."

Boulding talked about the increased emphasis on the 18-34 group. "I think that most programmers have always been interested in programming to their reliable demographics, and the 18-34's are the most salable of them all. But I think to ignore the teens and to

**"I think to ignore the teens and to program strictly to the adults can affect your overall listening. The difficulty is if you program strictly to the teens and you wind up losing your core of adult audience, the sales department has a problem justifying some time buys based on audience composition."**

**Jerry Boulding**

program strictly to the adults can affect your overall listening. Teens can fatten your overall shares. The difficulty is if you program strictly to the teens and you wind up losing your core of adult audience, the sales department has a problem justifying some time buys based on audience composition."

Boulding explains, "We try to look at those times when the teens would be most likely to listen for extended periods of time — obviously in the summer before school starts you have a lot of teen listeners available that are going to listen to somebody's radio station. Remember, as I mentioned earlier, teens control a lot of radio stations with parents who you're happy to have listen along until yours is the favorite station. The teens can force the adults to listen to you, and they'll find out how good you are, and you can pick up some fringe audience."



**A&M'S RUSSELL MUSCLES INTO MOTOR CITY — WCHB/Detroit air personality Deborah Davies (left) and Music Director John Arnold (center) provided A&M recording artist Brenda Russell (right) with this striking show of togetherness, following a recent station visit from the singer.**



**KEEPING UP WITH THE JONES GIRLS — While in Los Angeles recently, Philadelphia International recording artists the Jones Girls celebrated group member Shirley Jones's birthday with a party at the Imperial Gardens restaurant. Pictured at the party are, from left: group's Valorie Jones, KJLH/Los Angeles air personality Louise Foster, group's manager McKinley Jackson, group's Shirley and Brenda Jones, and WXRA/Washington, DC air personality Chuck Long.**



**PICKING UP POINTERS — During the grand opening of J&R Music's new Manhattan music store, UA recording artist Noel Pointer entertained fans and customers with a series of live performances. Seen on the scene while signing between-set autographs are (back row, l-r) Capitol/EMI-A's Ira Dertler and Ray Brilli; (middle row, l-r) Capitol/EMI-A's Cora Cataffo, J&R Music's owner Rachelle Friedman and J&R Music store manager Gail Lichpiger; (front row, l-r) EMI-A/UA's Milton Allen, WRVR-FM/New York News Director Barbara Malmat, WRVR-FM air personality Les Davis, Noel Pointer, and J&R Music's Jennifer Kolton.**

## People, Places And Things

With the book in full swing, news is down to a minimum, while promotions are up to their maximum. A noteworthy human interest promotion recently took place in Boston with the cooperation of local station WILD and its listening community. The station has set up a Darryl Williams Trust Fund to raise monies for the youth who was shot by a sniper while playing in a football game. He is now paralyzed from the neck down. The station took an interest in the youth because he had also won a trip to Las Vegas from them several weeks prior. According to Assistant Program Director Butterball Jr., the station raised \$8,635 through its two-hour telethon with more money still coming in . . . Back on the West Coast, Los Angeles radio station KGFJ is celebrating the return of its old call letters by staging a "Welcome Back KGFJ" concert. Featured artists for the free concert on November 11 are Lakeside, Wayne Henderson, Bobby Lyle, Tierra and Ronnie Laws. The event is to be held at MacArthur Park with special guest stars to be announced . . . WLLC/Raleigh is sponsoring a "I Listen To WLLC Where The Winners Are" contest, which listeners must say should the station happen to call them. Qualifiers will then have a chance to win one of two AM/FM component sets or AM/FM portable radios . . . WLK/Memphis and Motown Records will be sending two lucky listeners to the Bahamas to hear Stevie Wonder perform. This is in conjunction with the release of his latest album "Secret Life Of Plants." Listeners are being asked to correctly identify three songs that have been spliced together with qualifiers winning copies of Stevie's albums. Other stations sponsoring Stevie Wonder promotions featuring the grand prize Bahama trip are KDAY/Los Angeles and WTLC/Indianapolis . . . STREET LIFE: And speaking of WTLC, that station has become an integral part of its listening community thanks to the city and its housing authority. According to assistant station manager Amos Brown, the station now has a street named after them in the Brogan Burr Trails housing complex. WTLC Circle came to fruition after the grand prize winners of the station's Clean City campaign petitioned to have the station recognized for its efforts . . . How's that for community involvement? . . . November 9, 10 and 11 are the scheduled dates of the "Programming For The 1980's" conference to be held at Howard University in Washington, D.C. It is co-sponsored by the University itself as well as the National Black Media Coalition, WPFW-FM/Washington, D.C. and L.M. Resources, Inc. The principal purpose of the meeting is to "define inter-relationships and determine future directions" for the black community in the music and radio industries . . . Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067 . . .

**Janice McClain**

Smack  
Dab  
in  
the middle

WKTU	WDAS
WBLS	WDAI
WXKS	WMMN
WBOS	KLAV
WILD	KCBS
WMAS	KKCS
WCAU	KXTC
WFEC	WWWS-FM
WOOO	KOKY
	KCAT

The 16-year-old sensation  
from Philadelphia  
whose 7" and 12"  
will smack dab itself  
right to the *top*  
of the charts.  
Hot and ready.  
A Larry Levan Mix.  
On Warner/RFC.  
12" DRCS 8893  
7" RCS 49103

**RFC**  
RECORDS  
RFC Trademark of RFC Records



# Pop/Rhythms

## BREAKERS

No records qualified for Breaker status this week.

## HOTTEST

Following are listed in order of their airplay activity.

- KOOL & THE GANG**  
"Ladies' Night" (De-Lite)
- PRINCE**  
"I Wanna Be Your Lover" (WB)
- RUFUS & CHAKA**  
"Do You Love What You Feel" (MCA)
- FUNKADELIC**  
"Knee Deep" (WB)
- BAR-KAYS**  
"Move Your Boogie Body" (Mercury)
- COMMODORES**  
"Still" (Motown)
- SUGAR HILL GANG**  
"Rapper's Delight" (Sugar Hill)
- PLEASURE**  
"Glide" (Fantasy)
- ISAAC HAYES**  
"Don't Let Go" (Polydor)
- SMOKEY ROBINSON**  
"Cruisin'" (Tamla)
- STEVIE WONDER**  
"Send One Your Love" (Tamla)
- NATURE'S DIVINE**  
"I Just Can't Control Myself" (Infinity)
- MICHAEL JACKSON**  
"Rock With You" (Epic)

## CLIMBERS

Following are listed in order of their airplay activity.

**SWITCH** "I Call Your Name" (Gordy) 45% of all reporters are on it. Added in the East at WILD, in hot rotation at WKND, and reflecting medium airplay at WXYV and WDAS. In the South it is in hot rotation at the following stations: WJMI, WOWI, KAPE, WANT, WJJS, WLE; in medium rotation at WHRK, and WVEE, with a new add at WAOK. In medium airplay in the West at KDIA, KDKO and KLIP while hot at KDAY. The Midwest reflects hot airplay at WJMO, WDAO and WTLC, while medium at WKWM.

**MARVIN GAYE** "Ego Tripping Out" (Tamla) 38% reporting airplay. The South leads the way with activity; medium rotation at the following stations: WOWI, KAPE, WDIA, WYLD, WLE, WHRK and WVEE. Hot rotation in the East at WDAS with medium at WXYV. Medium in the Midwest at WJMO and WDAO and hot at WCIN. Medium airplay in the West at KDIA.

**RICK JAMES** "Love Gun" (Gordy) 35% reporting activity. The East reflects medium airplay at WXYV and WDAS. Meanwhile, the Midwest shows it hot at WCIN and medium at WJMO, WKWM, WTLC and WDAO. Hot in the South at WAOK with medium airplay at WPDQ, WDIA, WHRK and WVEE.

**CHIC** "My Forbidden Lover" (Atlantic) 35% of stations reporting action. Medium airplay in the South at WPXI, WLE, WVEE and WHRK with hot rotation at WOWI and WPDQ. The Midwest reflects hot rotation at WBMX and WDAO, with medium airplay at WJMO. Medium also at WKND and WXYV in the East while hot at WWRL.

### Album Airplay

Following are listed in order of their airplay activity.

- O'JAYS "Identify Yourself" (Philadelphia International) "Forever Mine" "Sing A Happy Song" "I Want You Here With Me"
- MICHAEL JACKSON "Off The Wall" (Epic) "Rock With You" "Don't Stop 'Til You Get Enough" "Working Day And Night"
- FUNKADELIC "Uncle Jam Wants You" (WB) "Knee-Deep"
- ASHFORD & SIMPSON "Stay Free" (WB) "Stay Free" "Found A Cure" "Nobody Knows"
- CHIC "Risque" (Atlantic) "My Forbidden Lover" "Good Times" "My Feet Keep Dancing"
- COMMODORES "Midnight Magic" (Motown) "Still" "Sail On" "Midnight Magic"
- LTD "Devotion" (A&M) "Stranger" "Share"
- PLEASURE "Future Now" (Fantasy) "Glide"
- CURTIS MAYFIELD "Heartbeat" (Curton/RSO) "Between You Baby And Me"
- KOOL & THE GANG "Ladies' Night" (De-Lite) "Ladies' Night"

\*Asterisk denotes that cut has been released as a single.

**SHALAMAR** "Second Time Around" (Solar/RCA) 36% of all reporters on it. Added in the Midwest at WJMO, hot at WTLC and WWS, and medium at WKWM. Hot in the West at KDKO, KDAY and KDIA. The South reflects medium airplay at WJMI and WLE. Hot at WILD and WDAS in the East and medium at WWRL.

**DAVID RUFFIN** "Break My Heart" (WB) 32% of all stations reporting activity. The South dominates activity - hot rotation at WPXI and WLE, medium airplay at WVEE, WJJS, WHRK and WDIA. Hot in the Midwest at WJMO. At KDIA in the West it is in medium airplay as well as in the East at WWIN, WILD, and WXYV.

**HERB ALPERT** "Rise" (A&M) 29% of stations are on it. Midwest leads the way with activity; hot rotation at WBMX, WCIN and KKSS; medium airplay at WTLC and WWS. In hot rotation in the West at KDKO and KDIA. Also hot in the South at KAPE, WPDQ and WJJS.

**FATBACK BAND** "King Tim III" (Spring/Polydor) 29% reporting action this week. Hot in the South at the following stations: WJMI, WPXI, WOWI, KAPE and WDIA with a medium at WLE. Hot in the Midwest at WDAO. In the East it is hot at WKND and WDAS with medium airplay at WILD.

**PARLIAMENT** "Party People" (Casablanca) 29% of all reporters are on it. Added in the South at WOWI, KAPE, WDIA, WLE, WHRK and WVEE. New in the Midwest at WTLC as well as at WWIN, WILD and WXYV in the East.

**BRENDA RUSSELL** "So Good, So Right" (Horizon/A&M) 26% of stations reporting action. Hot in the West at KDKO while medium at KDIA. Hot rotation in the Midwest at WKWM. The South reflects heavy airplay at WDIA, WYLD, WHRK and WVEE. The East shows hot airplay at WXYV and medium at WWIN.

**FOXY** "RRRock" (Dash/TK) 24% reporting activity. Hot in the East at WILD and in medium rotation at WDAS. The South reflects hot at WOWI and WYLD while medium at WJMI. Medium airplay in the West at KDKO. In the Midwest it is hot at WDAO and medium at WJMO.

**ASHFORD & SIMPSON** "Nobody Knows" (WB) 24% of all stations reporting airplay. New in the Midwest at WLOU, WJMO, WKWM, WCIN and WDAO. New also in the South at WJJS with hot rotation at WAOK. Hot in the East at WWRL.

**CAMEO** "Sparkle" (Chocolate City) 24% of all stations reporting action. New in the East at WWRL. Added in the South at KAPE and WAOK with medium airplay at WJMI and WPDQ. Medium airplay also in the Midwest at WDAO. Added in the West at KDAY with a medium at KLIP.

**SLAVE** "Just A Touch Of Love" (Cotillion) 24% reporting activity. Midwest leads the way with activity; added at WKWM, hot at WTLC, WCIN, and WDAO with medium airplay at WWS. The South reflects medium airplay at WJMI and WLE. A new add in the East at WWIN.

**LENNY WHITE** "Peanut Butter" (Elektra) 24% of reporters on it. Added in the Midwest at KATZ, WDAO, hot at WTLC and medium at WKWM. New in the West at KDAY and new in the South at KAPE and WPXI with medium airplay at WJMI.

## NEW & ACTIVE

**DYNASTY** "I Don't Want To Be A Freak" (Solar/RCA) 21% of all reporters on it. Hot rotation in the East at WILD and WDAS with a new add at WWRL. Hot in the South at WPXI. Hot in the West at KLIP. Medium airplay at WDAO in the Midwest while hot at WKWM.

**EARTH, WIND & FIRE** "In The Stone" (ARC/Col) 21% reporting action. Midwest is dominant with activity; medium airplay at WJMO, KKSS and WDAO and hot at WCIN. Medium airplay in the West at KDIA. Medium airplay also in the South at WYLD with hot rotation at WOWI.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- LONNIE LISTON SMITH..... A Song For The Children (Columbia) *Various Cuts*
- BOB JAMES..... Lucky Seven (Tappan Zee/Col) *Various Cuts*
- JEFF LORBER FUSION..... Water Sign (Arista) *"Toad's Place"*
- STAN GETZ..... Children Of The World (Columbia) *Various Cuts*
- GATO BARBIERI..... Euphoria (A&M) *Various Cuts*
- NOEL POINTER..... Feel It (UA) *Various Cuts*
- BEN SIDRAN..... The Cat And The Hat (A&M) *Various Cuts*
- STIX HOOPER..... The World Within (MCA) *"Cordon Bleu"*
- JEAN-LUC PONTY..... Taste Of Passion (Atlantic) *Various Cuts*

### NEW & ACTIVE

No records qualified for N&A this week.

EAST: WRVR/New York, NY *Herschell/Prescott*; WHUR/Washington, D.C., *Jesse Fax*; WEAA/Baltimore, MD, *Chauncey Lewis*. SOUTH: WCLK/Atlanta, GA, *Requaya Ward*. MIDWEST: WBBY/Columbus, OH, *P. Norman Grant*; WJZZ/Detroit, MI, *Dorian Paster*. WEST: KADX/Denver, CO, *Chuck Edwards*; KRE/Berkeley, CA, *Hal Jackson*; KKGO/Los Angeles, CA, *Monica Riordan*; KJLH/Los Angeles, CA, *Lawrence Tanter*.

**Pop / Rhythms**  
**Hottest**  
**November 9, 1979**

EAST	SOUTH	MIDWEST	WEST
Kool & The Gang Funkadelic Smokey Robinson	Kool & The Gang Funkadelic Prince	Kool & The Gang Funkadelic	Prince

**Regionalized Adds & Hits**

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

**EAST**

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
Emotions  
Parliament  
Con Funk Shun "Now"  
O'Jays "Want"  
Positive Force  
9th Creation  
Loose Change  
Switch

**HOTTEST**  
Sugar Hill Gang  
Kool & The Gang  
Johnny Nash  
Funkadelic  
Foxy  
Eddy Grant  
Dynasty  
Shalamar  
Smokey Robinson  
Gloria Gaynor

**WXYV**  
Baltimore, MD  
Larry Hall

**ADDED**  
Parliament  
Jean Carn

**HOTTEST**  
Prince  
Funkadelic  
Bar-Kays  
M  
Rufus & Chaka  
Isaac Hayes  
Brenda Russell  
Stevie Wonder

**WDAS**  
Philadelphia, PA  
Joe Temburro

**ADDED**  
Lakeside

**HOTTEST**  
Kool & The Gang  
Sugar Hill Gang  
Commodores "Still"  
Funkadelic  
Shalamar  
Marvin Gaye  
Pleasure  
Rufus & Chaka  
Dynasty  
Fatback Band

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Stephanie Mills "You Can"  
Peaches & Herb  
Dionne Warwick "Deja Vu"  
Sun

**HOTTEST**  
Kool & The Gang  
Funkadelic  
Isaac Hayes  
Smokey Robinson  
Fat Larry's Band  
Fatback Band  
Switch "Call"  
Prince  
KC & Sunshine Band "Please/But"  
Pleasure

**WWIN**  
Baltimore, MD  
Don Brooks/Sue Woods

**ADDED**  
Fat Larry's Band  
Slave  
Parliament

**HOTTEST**

Nature's Divine  
Prince  
Bar-Kays  
Mayfield/Clifford  
O'Jays "Forever"  
Michael Jackson "Rock"  
KC & Sunshine Band "But"  
Kool & The Gang  
Smokey Robinson  
Sugar Hill Gang

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

**ADDED**  
Cameo "Sparkle"  
Dynasty  
Stephanie Mills "You Can"  
Phyllis Hymen  
O'Jays "Want"

**HOTTEST**  
Michael Jackson "Rock"  
Stevie Wonder  
Kool & The Gang  
Commodores "Still"  
Chic "Lover"  
Whispers  
Ashford & Simpson "Nobody"  
France Joli  
Smokey Robinson  
Rufus & Chaka

**MIDWEST**

**WWWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
Peaches & Herb (LP)  
Stargard (LP)

**HOTTEST**

Sugar Hill Gang  
Funkadelic  
Michael Jackson "Don't"  
Kool & The Gang  
M  
Bar-Kays  
Pleasure  
Shalamar  
Stargard  
Isaac Hayes

**WKBS**  
St. Louis, MO  
Harry O

**ADDED**  
David Ruffin "Excited"  
White Bobo

**HOTTEST**

Herb Alpert  
Funkadelic  
Prince  
Kool & The Gang  
Smokey Robinson  
Michael Jackson "Don't"  
Commodores "Still"  
Isaac Hayes  
Raydio "More"

**KATZ**  
St. Louis, MO  
Gary Starr

**ADDED**  
Al Hudson & Partners "Now"  
Emotions  
Bobby Blend  
Tyrone Davis  
Lenny White

**HOTTEST**

Kool & The Gang  
Funkadelic  
Vernon Burch  
Smokey Robinson  
Mayfield/Clifford  
Raydio "More"  
Herb Alpert  
Anita Ward  
Lenny Williams  
Rufus & Chaka  
Bar-Kays  
Lowrll

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Wilson Pickett  
Stevie Wonder  
Instant Funk  
Noel Pointer  
Ashford & Simpson "Nobody"  
Con Funk Shun

**HOTTEST**

Love Unlimited  
Bar-Kays  
Dynasty  
Creole D'Cocoe  
Jimmy Bo Home  
Funkadelic  
David Ruffin  
Vernon Burch  
David Oliver  
Prince

**WBMX**  
Chicago, IL  
James Alexander

**ADDED**  
Rufus & Chaka (LP)  
Angela Bofill (LP)

**HOTTEST**

Kool & The Gang  
Sugar Hill Gang  
Pleasure  
Prince  
GQ  
Cameo "Just"  
Funkadelic  
Ashford & Simpson  
Michael Jackson  
Oster Wansel

**WYLD**  
New Orleans, LA  
Willie Jay Johnson

**ADDED**  
Michael Jackson "Rock"  
Lakeside  
Linda Clifford  
Mu Band  
Emotions

**HOTTEST**

Kool & The Gang  
Sugar Hill Gang  
Commodores "Still"  
KC & Sunshine Band "Please/But"  
Pleasure  
Rufus & Chaka  
Prince  
Freedom  
Foxy  
Brenda Russell

**HOTTEST**

Prince  
Switch  
Pleasure  
Shalamar  
Funkadelic  
Bar-Kays  
LTD "Stranger"  
Rufus & Chaka  
Commodores "Still"  
Sugar Hill Gang

**HOTTEST**

Funkadelic  
Mudry  
Prince  
Kool & The Gang  
Isaac Hayes  
Bar-Kays  
Sly Stone (WB)  
Love Unlimited  
Stevie Wonder  
Commodores  
LTD "Stranger"

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Wilson Pickett  
Slave  
George Duke  
Ashford & Simpson "Nobody"  
B-H-Y  
Beverly & Duane

**HOTTEST**

Sugar Hill Gang  
Smokey Robinson  
Kool & The Gang  
Pleasure  
Funkadelic  
Dynasty  
Johnnie Taylor  
Johnny Nash  
Mayfield/Clifford  
Isaac Hayes

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Parliament  
Emotions  
B-H-Y  
Stephanie Mills "You Can"  
Funder Cooper  
Herbie Hancock  
Wilson Pickett  
Gene Chandler "Do"

**HOTTEST**

Lenny White  
Switch  
Linda Williams  
Pleasure  
Slave  
Vernon Burch  
Freedom  
Bar-Kays  
Prince  
Shalamar

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Instant Funk "Witch"  
Ashford & Simpson "Nobody"  
Diana Ross "House"  
Shalamar

**HOTTEST**

Kool & The Gang  
Funkadelic  
Smokey Robinson  
Switch  
Rufus & Chaka  
Commodores "Still"  
Sugar Hill Gang  
David Ruffin  
Prince  
Michael Jackson "Don't"

**SOUTH**

**WLE**  
Raleigh, NC  
Paul Ingram

**ADDED**  
Tyrone Davis  
Strasand/Summer  
Herbie Hancock  
George Duke  
Parliament  
Shadow

**HOTTEST**  
Kool & The Gang  
Funkadelic  
Michael Jackson "Rock"  
Prince  
Commodores "Still"  
Smokey Robinson  
Nature's Divine  
David Ruffin  
Rufus & Chaka  
Switch

**WPDQ**  
Jacksonville, FL  
Net Jackson

**ADDED**  
Jean Carn

**HOTTEST**  
Michael Jackson  
Al Hudson & Partners  
Funkadelic  
Chic "Lover"  
Isley Brothers  
Archie Bell & Drells  
Jimmy Bo Home  
Kool & The Gang  
Commodores "Still"  
Sister Sledge "Lost"

**KAPE**  
San Antonio, TX  
Rudy Greene

**ADDED**  
Parliament  
Patrice Rushen  
Strasand/Summer  
Lenny White  
Instant Funk  
Cameo "Sparkle"  
New York City Band

**HOTTEST**  
Sugar Hill Gang  
Funkadelic  
Kool & The Gang  
Switch  
Vernon Burch  
Herb Alpert  
Fatback Band  
Commodores "Still"  
Pleasure  
Crusaders

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Parliament  
Jean Carn

**HOTTEST**  
Prince  
Funkadelic  
Bar-Kays  
M  
Rufus & Chaka  
Isaac Hayes  
Brenda Russell  
Stevie Wonder

**WONI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Parliament  
Johnnie Taylor

**HOTTEST**  
Sugar Hill Gang  
Chic "Lover"  
Isaac Hayes  
Foxy  
Nature's Divine  
Smokey Robinson  
Fatback Band  
Switch  
EW&F  
Kool & The Gang

**WPXI**  
Charleston, SC  
Tony Jamison

**ADDED**  
Opus 7  
TTF  
Chanson  
Lenny White  
Stevie Wonder  
Rockie Robbins

**HOTTEST**  
Funkadelic  
Dynasty  
Tower Of Power  
Shobizz  
Chapter 8  
David Ruffin  
Kool & The Gang  
Isley Brothers  
Nature's Divine  
Fatback Band

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
O'Jays "Want"  
Bobby Blend  
Jackie Moore  
Emotions  
Pockets

**HOTTEST**  
Isaac Hayes  
Switch  
Michael Jackson "Rock"  
Prince  
Fatback Band  
Nature's Divine  
Jimmy Bo Home  
Bar-Kays  
Smokey Robinson  
Rufus & Chaka

**WDIA**  
Memphis, TN  
Ron King/Johnnie Neely

**ADDED**  
Parliament  
Pleasure  
Stevie Wonder

**HOTTEST**  
Fatback Band  
Kool & The Gang  
Commodores "Still"  
Sugar Hill Gang  
Bar-Kays  
Brenda Russell  
Mandrell  
LTD "Stranger"  
Funkadelic  
Isaac Hayes

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Trussell  
Ray Goodman

**HOTTEST**  
Pleasure  
Smokey Robinson  
Bar-Kays  
Kool & The Gang  
Nature's Divine  
Sugar Hill Gang  
Donna Summer "Dim"  
Prince  
Switch

**WJJS**  
Lynchburg, VA  
Robert Golins

**ADDED**  
Sugar Hill Gang  
Vernon Burch  
Ashford & Simpson "Nobody"

**HOTTEST**  
Kool & The Gang  
Funkadelic  
Commodores "Still"  
Donna Summer "Dim"  
Michael Jackson "Don't"  
Prince  
Herb Alpert  
Nature's Divine  
Switch  
Bonnie Pointer

**WHRK**  
Memphis, TN  
Ron Olson

**ADDED**  
Parliament  
Jean Carn

**HOTTEST**  
Prince  
Funkadelic  
Bar-Kays  
M  
Rufus & Chaka  
Isaac Hayes  
Brenda Russell  
Stevie Wonder

**WAOK**  
Atlanta, GA  
Doug Harris

**ADDED**  
Switch "Call"  
Linda Clifford  
Cameo "Sparkle"  
Joe Simon

**HOTTEST**  
Rick James  
Kool & The Gang  
Pleasure  
Prince  
Rufus & Chaka  
Bar-Kays  
Isaac Hayes  
Stevie Wonder  
Nature's Divine  
Ashford & Simpson "Crazy"  
Commodores "Still"  
O'Jays

**WYLD**  
New Orleans, LA  
Willie Jay Johnson

**ADDED**  
Michael Jackson "Rock"  
Lakeside  
Linda Clifford  
Mu Band  
Emotions

**HOTTEST**

Kool & The Gang  
Sugar Hill Gang  
Commodores "Still"  
KC & Sunshine Band "Please/But"  
Pleasure  
Rufus & Chaka  
Prince  
Freedom  
Foxy  
Brenda Russell

**WGIV**  
Charlotte, NC  
Chris Turner

**ADDED**  
Instant Funk  
Rufus & Chaka  
Las McCann  
O'Jays "Want"  
Joe Simon  
Jean Carn

**HOTTEST**  
Funkadelic  
Mudry  
Prince  
Kool & The Gang  
Isaac Hayes  
Bar-Kays  
Sly Stone (WB)  
Love Unlimited  
Stevie Wonder  
Commodores  
LTD "Stranger"

**WCIN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Wilson Pickett  
Slave  
George Duke  
Ashford & Simpson "Nobody"  
B-H-Y  
Beverly & Duane

**HOTTEST**  
Kool & The Gang  
Rick James  
Bar-Kays  
Sugar Hill Gang  
Lakeside  
EW&F  
Michael Jackson "Rock"  
Herb Alpert  
Marvin Gaye  
Commodores "Still"  
O'Jays "Forever"

**WDAD**  
Dayton, OH  
Turk Logan

**ADDED**  
Chapter 8 "Girl"  
Ashford & Simpson "Nobody"  
Stevie Wonder  
Lakeside  
Patrice Rushen  
Wilson Pickett  
Lenny White  
Heaven & Earth  
Sugar Hill Gang  
Ray Charles

**HOTTEST**  
Fatback Band  
Switch  
Commodores "Still"  
Jimmy Bo Home  
Slave  
Rufus & Chaka  
Chic "Lover"  
Bobby Caldwell  
Foxy  
Johnnie Taylor

**ADDED**  
Instant Funk "Witch"  
Ashford & Simpson "Nobody"  
Diana Ross "House"  
Shalamar

**HOTTEST**  
Kool & The Gang  
Funkadelic  
Smokey Robinson  
Switch  
Rufus & Chaka  
Commodores "Still"  
Sugar Hill Gang  
David Ruffin  
Prince  
Michael Jackson "Don't"

**ADDED**  
Parliament  
Emotions  
B-H-Y  
Stephanie Mills "You Can"  
Funder Cooper  
Herbie Hancock  
Wilson Pickett  
Gene Chandler "Do"

**HOTTEST**  
Lenny White  
Switch  
Linda Williams  
Pleasure  
Slave  
Vernon Burch  
Freedom  
Bar-Kays  
Prince  
Shalamar

**ADDED**  
Opus 7  
TTF  
Chanson  
Lenny White  
Stevie Wonder  
Rockie Robbins

**HOTTEST**  
Funkadelic  
Dynasty  
Tower Of Power  
Shobizz  
Chapter 8  
David Ruffin  
Kool & The Gang  
Isley Brothers  
Nature's Divine  
Fatback Band

**ADDED**  
O'Jays "Want"  
Bobby Blend  
Jackie Moore  
Emotions  
Pockets

**HOTTEST**  
Isaac Hayes  
Switch  
Michael Jackson "Rock"  
Prince  
Fatback Band  
Nature's Divine  
Jimmy Bo Home  
Bar-Kays  
Smokey Robinson  
Rufus & Chaka

**ADDED**  
Parliament  
Jean Carn

**HOTTEST**  
Prince  
Funkadelic  
Bar-Kays  
M  
Rufus & Chaka  
Isaac Hayes  
Brenda Russell  
Stevie Wonder

**ADDED**  
Not Available

**HOTTEST**  
Kool & The Gang  
Archie Bell & Drells  
Nature's Divine  
Sly Stone (WB)  
Prince  
Phyllis Hymen  
Dynasty  
Sister Power  
9th Creation  
Mass Production

**(ALBUM ORIENTED ROCK)**

## Jeff Gelb

### AOR Market Summary: Washington, D.C.

Three distinctly different radio stations program AOR in our nation's capital. This week we spoke with the PD's at WAVA, WHFS, and WWDC-FM (DC 101) for their insights on AOR radio.

### DC 101: It's The Image . . . And A Lot More

Of the three stations, the traditional ratings winner has been DC 101, which has programmed AOR since 1975. Its very first jock, Dave Brown, has been the station's PD since March of 1978. DC 101 is his first PD post.

Brown credits much of DC 101's overall feel with an attitude he learned from Lee Abrams, who consulted the station at its inception. "One of the things Lee stressed," Brown recalled, "was image; how the audience perceives your station as they listen. Everything you do; every song you play, every promotion, everything out of your mouth should be image-oriented. If it's not you, it will reflect on you. Just recently I heard one

*"Everything you do; every song you play, every promotion, everything out of your mouth should be image-oriented."*

— DC 101 PD Dave Brown

of the Top 40's in town come out of a Kiss record offering tickets to see the play 'Kismet.' Now how does that relate to the average Kiss fan? Radio is like a giant jigsaw puzzle and all the pieces have to fit perfectly to make it really work."

One of the ways in which the station is particularly image-conscious is in its promotions. The station's replica 1931 Model A Ford hits the street regularly, with a station representative handing out 101 free station T-shirts at a time. Over 10,000 are in the hands of listeners.

When the station isn't giving things away, it earmarks proceeds from its promotional functions to charities. Among such functions: an annual art auction of 6'X6' album cover paintings at a Peaches outlet; a half-time basketball match with Epic's Boston with proceeds benefitting Special Olympics; and a station birthday concert featuring Santana, Eddie Money and Sad Cafe with \$1.01 of each ticket sold going to charity. Latest in a long line of charity station promotions is a tie-in with Epic Records, which is pressing 10,000 album samplers of their artists for the station, which will sell them at \$1.01, the station matching the album's sales penny-for-penny, and donating all proceeds to Special Olympics. Of charity promotion tie-ins Brown remarked, "They're the greatest thing in the world. There's a popular misconception out there that rock 'n' roll people are uncaring and apathetic. We're out to prove that opinion wrong."

### AOR And The Political Arena

Doing AOR radio in Washington would seem to necessitate a special sensitivity to song lyrics or jock comments, since your next phone call could come from around the corner at the FCC offices. Brown offered, "I'm conscious of their presence, but I'm sure they're not listening as closely to us as I sometimes fear they are. I guess we are a bit more careful about what goes on the air here but in general don't worry much about it."

Similarly, Brown has never programmed any material or music on the station with the thought that among his listeners might be such famous folks as the first family. "Do you mean do we play more Southern rock here? Actually, we're aware of the possibility, but we don't exploit it. We are trying to reach Chip Carter for a guest DJ shift, but that hasn't been worked out yet."

Nor does DC 101's news department pay special attention to the local political arena for its stories. "We've sent reporters out to cover major protests and demonstrations that happen locally, and some of the congressional representatives may be a bit more readily available to us because we're right here. But basically our news is rock-oriented, covering the things that hit home for our listeners rather than the political stuff."

### A Remodeled WAVA Makes Waves

Brown typified his station as a bit more "conservative" in music policy than its prime AOR competitor WAVA, a station which has made tremendous ratings inroads since new

*"We go on new music first and take chances. To Washington listeners we come across as a very aggressive-sounding station."*

— WAVA PD Jim Herron

PD Jim Herron's inception early this year. The latest Mediatrend results, in fact, show WAVA to be the top-rated AOR for the first time ever, with an overall 6.0 to DC 101's 4.9.

Herron described the process of renewal and rebirth the station underwent when he took over. "First we cleaned house. With all due respect to our former employees, we just didn't have the proper talent on the air here. I brought in a number of people locally, from DC 101 and WHFS. Second, we tightened the music library, which had been heading in a very loose direction. Basically we'd been playing too many records that did not have the image we were going after; we wanted to be an album-oriented-rock radio station."

### Aggression-Oriented Rock

Herron has not changed one aspect of the station's music policy: that of taking chances on new music. In comparison to DC 101's conservative musical policy ("We'd rather wait two weeks and be right more often," explained Dave Brown), Herron enjoys "being ahead of the game. We go on new music first and take chances. To Washington listeners we come across as a very aggressive-sounding station."

Contributing to that sound is a thousand-cut music library from which the jocks have a fair amount of leeway in picking their music. Cuts are categorized alphabetically, and within each category the jocks have total freedom to choose their songs. "This makes it exciting both for the announcer and for the listener. The announcer can make the station sound more exciting because segues can still be done, and themes can be created."

Herron isn't afraid to let his jocks rock 24 hours a day either. "Other programmers seem to feel that people don't want to wake up to tunes like 'Whole Lotta Love.' I don't believe that. Basically this station is rock 'n' roll all day long."

This aggressive attitude carries over to the station's promotional stance as well. The station is in the middle of a ten-week bumper sticker promotion that serves dual purposes, according to Herron: "Of course they will be able to win merchandise. But we promoted the bumper stickers by telling them that by showing the sticker they were showing their support for rock 'n' roll." A segment of the sticker can also be cut off and used as a "VIP Card" entitling its owner to discounts and prize packages.

### WHFS: The Progressive Alternative

WAVA and DC 101 are 50,000-watt powerhouses. Washington's third AOR station, WHFS, trails at 3000 watts, which PD Dave Einstein considers the station's greatest liability. "If we were a station with a lot more watts I would have to consider more mass appeal demographics. As it is, I'm going to have to live with a community radio station geared towards a local market, local advertisers and listeners."

To counteract the physical limitation of its signal, WHFS has been programming free-form AOR for over a decade now. "We had to program something listeners couldn't hear on the 50,000-watt stations. We have adhered to an intelligently-presented mixture that offers people an alternative to the same old stuff." The jocks have 12,000 albums to choose from, which are programmed in no particular rotations or categories. A WHFS listener is just as likely to hear jazz or even classical music as he is rock, programmed in a blend of segues. Commenting on the "time warp" feel to his station's freeform musical stance, Einstein said, "I suppose we're the brontosaurus of the Eighties. But it worked for the last decade, and as long as we can continue responding to the musical changes and are willing to live with being number two or three in the AOR marketplace because of our signal problem, we can continue."

It's a rare management that will settle for last place, but Einstein explained that the station has always been financially successful; in fact, profits have been up 10% annually for the past half-dozen years. "We have a core group of very local, very reactive listeners who will support our promotions and advertisers," Einstein said. "And as long as I can

*"I suppose we're the brontosaurus of the Eighties . . . We have adhered to an intelligently presented mixture that offers people an alternative to the same old stuff."*

— WHFS PD Dave Einstein

continue to show our advertisers that we have such a reactive audience, I don't think we have any reason to worry."

Still, Einstein is a pragmatist about his job and about radio in general. "I don't think I've ever felt really secure," he confided. "I don't think radio is a job people get into for security. We're going to present what we feel to be the best product being put out and if it doesn't click, we've done the best we can."

As for the future of the city's three AOR's, DC 101 PD Dave Brown reflected, "It'd be nice to be the only game in town, but that's no good either. If you knew you were going to go out and win every time maybe you wouldn't be as good as you could be when there are people knocking at your door. Competition keeps us on our toes." WAVA PD Herron offered, "Probably the only way all three will survive is if all three are aggressively going in different directions." Right now that's the case in Washington, D.C., where AOR audiences are served very professionally by three fine radio stations.

### Evolution

Ted Ferguson has resigned as PD at WABX/Detroit. Bob Burch, PD for the Century chain of AOR's that includes WABX, said a new PD will be announced shortly . . . Fred Levy has exited as PD at KXFM/Santa Maria. Irene Salyards is KXFM's new MD . . . CFOX/Vancouver PD Roy Hennessey has exited for the PD post at CHED/Edmonton. No successor has been named . . . Derek Ryan has joined WMAD/Madison as MD . . . Tim Woods is the new MD at WVUD/Dayton . . . Former WZLD/Columbia MD Tom Spock is now Production Director and airstaffer at WSAC-FM/Ft. Knox . . . Michael D. is the new Promotion Director at CHOM-FM/Montreal, replacing Mark Sherman who has moved into sales . . . Capitol AOR Promotion person Craig Lambert has exited for a similar post with Arista's Chicago office.

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## Jeff Gelb

### AOR Celebrates Halloween

AOR stations seem to have a special affinity for Halloween. Each year at this time stations gear up for the festive occasion with a slew of special promotions and programs, and this year proved to be no exception.

Several stations sponsored special parties for their listeners. Probably the most elaborate was sponsored by KPRI/San Diego, which raised \$15,000 for a local mental retardation home in a costume concert/dance that featured Arista's Pop. The station awarded outrageous outfits with prize offerings including a \$1000 stereo system, a Pentax camera, and a grand prize 1979 Toyota Corolla. Point Blank played for 98 cents admission at the WQXM/Tampa Halloween get-together, while 1300 listeners joined the WAAL/Binghamton jocks for their party which had a rock star theme and awarded albums and cash prizes to the closest look-alikes. WZZO/Allentown had four simultaneous parties with their listeners, while KOMA/San Jose sent listeners with station window stickers to a free triple-bill drive-in feature.

While many stations sponsored parties, others sent representatives to listeners' parties for one-to-one audience contact. WRIF/Detroit air personalities chose five parties to visit based on postcard entries that had the most interesting reasons why WRIF should attend. The KAZY/Denver "Coffin Cruisers" also used postcards to determine which parties to show up at, unannounced and in costume, complete with one employee dressed as a vampire in a coffin being carried by the other station staffers.

On the air, news departments were interviewing area witches while jocks did their shows with screeching sound effects records in the background, playing sets of "appropriate" music (I heard Black Sabbath's tune of the same name for the first time in eight years on one of the L.A. stations this year). Many stations dusted off recordings of the original "War Of The Worlds" broadcast by Orson Welles, while others preferred Columbia's updated musical version released last year, which seems to be a sure bet for perennial airplay on Halloween.

All in all, if listeners were too old to be out trick-or-treating, AOR radio gave them a good excuse to act like kids again, with the sort of programs and promotions that act as reminders of how well radio can interact with its listeners when it uses imagination and creativity.



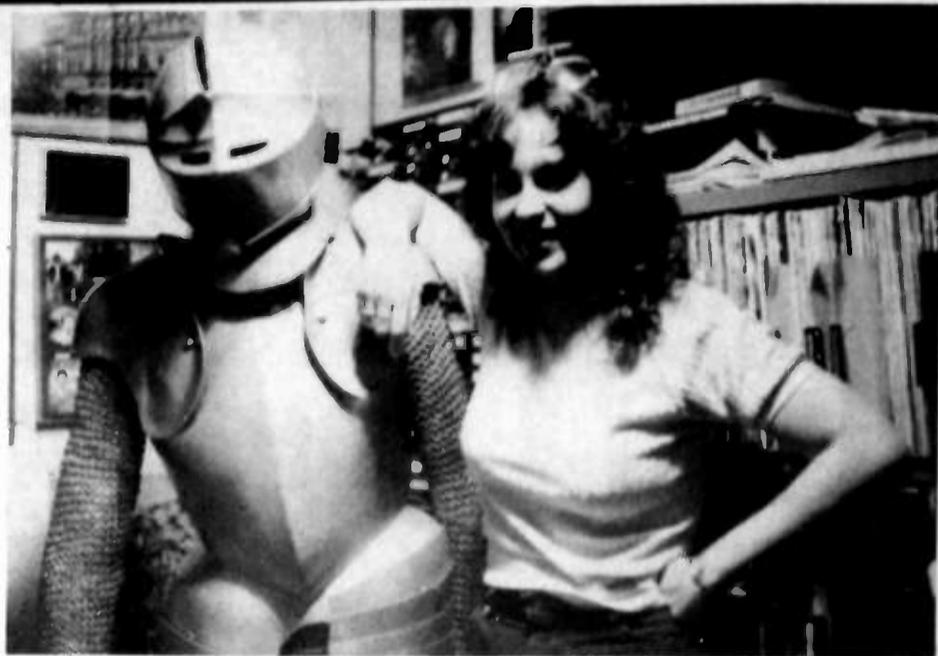
**HALLOWEEN HI-JINX** — KPRI/San Diego sponsored a Halloween concert/costume party featuring Arista recording group the Pop. Pictured among the partiers are KPRI air personality Bree Bushaw (far left), PD Ernesto Gladden (second from left), various members of the band, and Arista promotional rep Randy Hock (far right).



**"SEEDS" BEARS MUSICAL FRUIT** — KWST/Los Angeles climaxed six months of its home-grown talent radio hour, hosted by Digby Welch, with a free outdoor concert for its listeners featuring four of the show's best-received groups. Pictured (l-r) at the festivities are Nemporer recording artist Stanley Clarke, KWST MD Pam May, concert co-producer Gary Weiss.

### Update

KBPI/Denver is searching for rock star memorabilia for a Greenpeace auction the station will be holding the last weekend in November. Contact PD Frank Cody or Asst. PD Phil Stryder at (303) 936-2313. . . AOR "breakfast club" broadcasts are a current rage. Steve Dahl receives as many as 1200 requests daily to join him for an on-air breakfast at an area theatre where his show now originates. M105/Cleveland morning person Benson does a weekly breakfast broadcast from a different location each week, inviting listeners to join



**NO MORE LONELY KNIGHTS** — Somewhere under that chain mail is Infinity Records rep Walter Paas, who donned the medieval garb for a custom delivery of the label's Blue Steel album to WLPX/Milwaukee MD Bobbin Beam.

him. Also joining Benson in the mornings at M105 is Cleveland Browns player Lyle Alzado for weekly sports comments. . . WIBA-FM/Madison invited alumni jocks to help celebrate their station's tenth AOR anniversary, and were swamped with tapes from all parts of the country. . . WMET/Chicago and 3000 listeners watched Larry Raspberry in a station-sponsored concert. The \$3.95 admission was also good for a free station T-shirt. Those who couldn't make it to the show heard it live over WMET. . . WROQ/Charlotte's homegrown talent album, "Carolina Q-Tracks," hits the streets next week. . . KWFM/Tucson's Fall Jam '79 gathered 7000 to a show featuring three local bands plus Mike Nesmith and Point Blank. The show raised \$5000 for the March of Dimes. . . KDKB/Phoenix's "Fall Games" gathered the same two starring acts to headline a \$1.93 concert that gathered 5000. Many of those present also won various prizes from the station, including stereo equipment and resort vacations. . . WLOM/Cape Cod received an award from the Cape Cod and Islands Council on Children for the station's support of the International Year of the Child and Children's Fair. . . CFOX/Vancouver presented LRB in a radio/TV simulcast concert. . . KBCO/Boulder was the scene of the "Return of Underground Radio" last weekend, when all the music and even the public service announcements hearkened back to a decade ago, when progressive rock FM radio began. . . FOX 101/Grand Rapids has been sponsoring post-concert private parties for its listeners. At one recent show Pablo Cruise showed up after their concert and set up their equipment for a mini-concert of three tunes for the partiers. . . WMMS/Cleveland presented a Solid Gold Sunday's worth of special programming. Segments spotlighted Motown, the British invasion, protest music, surfing music, East Coast rock, and one-hit wonders. . . KQFM/Portland is co-sponsoring an annual racquetball tournament that gives all entrants commemorative shirts, while winners receive assorted sports gear. . . Point Blank played free for 3000 KAZY/Denver listeners who won tickets to two private concerts by the band. Free tickets were sent to those who sent postcards to the station saying "Brock Whaley sent me." Brock is the station's new morning air personality.

### Color

**ROCK 'N' ROLL TRIVIA:** Several stations are rewarding correct rock trivia answers with prize packages. WMMS/Cleveland is giving away a 1980 Honda Civic as a grand prize, while WTUE/Dayton will send a winning pair of listeners to the Bahamas with spending money.

**WEATHER REPORT:** WRVR/New York, in conjunction with Columbia Records and the latest Weather Report album, is asking listeners to predict the temperature daily for a week at 8:30 in Central Park. Correct responses get thrown in a hopper, with a grand prize winner taking a trip for two to San Juan, Puerto Rico.

**THANKS A MILLION:** KFIG/Fresno is offering a million dollars in deminted currency to a winning listener in a postcard entry promotion. The grand prize winner will also take a "millionaire's weekend" trip to either Las Vegas or San Francisco.

### Concerts & Conversations

**PRESENTATIONS:** Love 94/Miami presented Michael Johnson for free. . . KRST/Albuquerque presented Point Blank for \$2.50. . . WCMF/Rochester presented Sinceros for \$1.96.

**RADIO CONCERTS:** Hall & Oates on KAZY/Denver. . . Hall & Oates on KZEW/Dallas. . . Hall & Oates, Leon Russell on KMOD-FM/Tulsa.

**GUEST DJ'S:** Cars, Joe Walsh on WMMS/Cleveland. . . Glenn Frey on KZEW/Dallas. . . Sammy Hagar on KISW/Seattle.

**CONVERSATIONS:** Rick Derringer on WGRQ/Buffalo. . . Cars, Bram Tchaikovsky, Steve Forbert on CHOM-FM/Montreal. . . John Cougar, Jefferson Starship on WIOT/Toledo. . . Brian Auger on KTCL/Ft. Collins. . . Fleetwood Mac, Shoes on KAZY/Denver. . . Outlaws, Molly Hatchet, John Cougar on WLPX/Milwaukee. . . Gary Sandy ("WKRP") on KLOS/Los Angeles. . . Robert Palmer, Ronnie Montrose on KLBK/Austin. . . David Werner on WQBK/Albany. . . Robert Palmer, Molly Hatchet on KATT-FM/Oklahoma City. . . Kenny Loggins, Persuasions on WIQB/Ann Arbor. . . Jerry Garcia on WNEW-FM/New York. . . Shoes, Rupert Holmes, Simms Brothers on WDHA/North Jersey. . . Hall & Oates, Leon Russell on KMOD-FM/Tulsa. . . Dirt Band, Pages, Wet Willie, Tom Scott, Poco, Michael Nesmith on K104/Phoenix, AZ.

**COMING NEXT WEEK:** Veteran AOR air personalities Dick Wilson and Jay Cooper of KYYS/Kansas City, offering proof that the sky's the limit for jocks who have something to say and know how to say it entertainingly, have just completed their first half-hour TV special, to be aired over Kansas City TV this Thanksgiving. Next week Dick and Jay will preview the show for us and take us behind the scenes to discuss the filming.

# Break Into The Top Ten.

After 4 years of quiet, the sound of ZZ Top rings loud and clear. On 10 ear-piercing originals, on a brand new label.

ZZ TOP

EXPERIENCE QUARTER



**ZZ Top. Degüello.**

Produced by Bill Ham.  
On Warner Bros. Records & Tapes (HS 3361)  
A Warner Communications Company

# Radio & Records

# Album Airplay/40

# Chart Summary

## November 9, 1979

158 REPORTERS

Album cuts are listed in order of airplay preference.

In the heated battle for the top airplay spot, AOR's voted the EAGLES in for a fourth consecutive term. MAC nearly matched total reports with Eagles but lost in hot reports. ZEP and STYX held rock steady and could provide a heated match for third place next week. FOREIGNER inched up with renewed airplay interest generated by a new single release. PETTY jumped into top ten in his second week of chart activity as adds converted into higher airplay rotations. POLICE arrested several airplay spaces while RAITT and LOGGINS inched up. BUFFETT maintained as BENATAR took a nice jump up. SHOES reeled and resurged as FORBERT jumped. H&O were up. BONOFF and COUGAR resurged, and WINE continued its steady airplay climb. HEADBOYS and NICOLETTE moved up. INMATES and CRUISE were the week's sole debuts, while JOHNSTON held his own. HEAD EAST came significantly close to charting this week.

1	1	1	1	EAGLES	The Long Run (Asylum)	"Heartache" Title "Shoes" "Tell"
11	3	2	2	FLEETWOOD MAC	Tusk (WB)	"Sisters" "Sara" "Angel" Title
2	2	3	3	LED ZEPPELIN	In Through The Out... (Swan Song)	"Fool" "All" "Evening"
5	5	4	4	STYX	Cornerstone (A&M)	"Babe" "Lights" "Never" "Time"
3	6	6	5	FOREIGNER	Head Games (Atlantic)	Title "Telephone" "Rev" "Boy"
4	4	5	6	CHEAP TRICK	Dream Police (Epic)	Title "Voices" "Hell" "Tonight"
-	-	17	7	T. PETTY & HEARTBREAKERS	Damn The... (Backstreet/MCA)	"Refugee" "My Girl" "Like That"
8	8	7	8	MOLLY HATCHET	Flirtin' With Disaster (Epic)	Title "Whiskey" "Over" "Boogie"
7	7	8	9	JETHRO TULL	Stormwatch (Chrysalis)	"Oil" "Move" "Orion"
14	10	9	10	BLONDIE	Eat To The Beat (Chrysalis)	"Dreaming" "Accidents" "Union"
-	16	13	11	POLICE	Reggatta de Blanc (A&M)	"Bottle" "Alright" "Moon"
17	13	11	12	SANTANA	Marathon (Columbia)	"Wanted" "You" "Hard" "Aqua"
32	14	12	13	JOE JACKSON	I'm The Man (A&M)	Title "Different" "Radio" "Kute"
12	12	10	14	FOGHAT	Boogie Motel (Bearsville/WB)	"Bed" Title "Lucky"
21	15	16	15	BONNIE RAITT	The Glow (WB)	"Coming" "Thank" "Same"
6	9	15	16	BOB DYLAN	Slow Train Coming (Columbia)	"Serve" "Angel" "Train" "Wake"
23	23	18	17	KENNY LOGGINS	Keep The Fire (Columbia)	"This" "Age" Title "Night"
9	11	14	18	ALAN PARSONS PROJECT	Eve (Arista)	"Dogs" "Damned" "Man" "Won't"
15	17	19	19	JIMMY BUFFETT	Volcano (MCA)	"Fins" Title "Sandbar" "Survive"
34	28	27	20	PAT BENATAR	In The Heat Of The... (Chrysalis)	"Heartbreaker" "Think" "Need"
-	40	20	21	OUTLAWS	In The Eye Of The Storm (Arista)	"Miracle" "Blueswater" "Gone"
27	25	25	22	SHOES	Present Tense (Elektra)	"Night" "Late" "Now" "Miss"
-	-	36	23	STEVE FORBERT	"Jackrabbit Slim" (Nemperor)	"Romeo's" "Oil" "Complications"
37	30	26	24	HALL & OATES	X-Static (RCA)	"Wait" "Intravino" "Be Bop"
20	19	24	25	AC/DC	Highway To Hell (Atlantic)	Title "Girls" "Walk" "Touch"
33	26	30	26	KARLA BONOFF	Restless Nights (Columbia)	"Room" "Go" "Trouble"
18	22	21	27	CARS	Candy-O (Elektra)	"Go" "Do" Title
29	29	32	28	JOHN COUGAR	John Cougar (Riva)	"Need" "Think"
13	20	22	29	TALKING HEADS	Fear Of Music (Sire)	"Life" "Mind" "Heaven" "Drugs"
-	39	31	30	APRIL WINE	Harder...Faster (Capitol)	"Hello" "Rock"
-	-	35	31	HEADBOYS	Headboys (RSO)	"Shape" "Stone"
10	18	23	32	KNACK	Get The Knack (Capitol)	"Good" "Sherona" "Tara"
25	24	28	33	QUADROPHENIA	Various Artists (Polydor)	"5:15" "Faces" "Sea"
-	-	37	34	NICOLETTE LARSON	In The Nick Of Time (WB)	Title "Let" "Daddy" "Rio"
-	→	35	35	INMATES	First Offence (Polydor)	"Water" "Walk" "Jealousy"
16	21	29	36	IAN GOMM	Gomm With The Wind (Stiff/Epic)	"Hold" "Hooked"
-	→	37	37	PABLO CRUISE	Part Of The Game (A&M)	"Want" Title "Givin'" "Tears"
24	35	33	38	NEIL YOUNG	Rust Never Sleeps (WB/Reprise)	"Blue" "Finger" "Sail" "Pocahontas"
-	33	39	39	TOM JOHNSTON	Everything You've... (WB)	"Savannah" "River" "Outlaw"
38	31	34	40	JUDAS PRIEST	Unleashed In The East (Columbia)	"Diamonds"

NEW ENTRY

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

## MOST ADDED

	11/9	11/2	10/26	10/19	10/12
1 INMATES	71/70	6/6	0/0	0/0	0/0
First Offence (Polydor)	M-1	M-0			
"Dirty Water"	H-0	H-0			
2 PABLO CRUISE	64/68	6/5	0/0	0/0	0/0
Part Of The Game (A&M)	M-3	M-1			
"Want... Tonight"	H-5	H-0			
3 HEAD EAST	64/61	8/8	0/0	0/0	0/0
A Different Kind... (A&M)	M-2	M-0			
"Keep A Secret"	H-1	H-0			
4 A RHYTHM SECTION	49/43	7/7	0/0	0/0	0/0
Are You Ready! (Polydor)	M-4	M-0			
"Large Time"	H-2	H-0			
5 STEVE FORBERT	75/34	60/60	15/15	0/0	0/0
"Jackrabbit..." (Nemperor)	M-28	M-5	M-0		
"Romeo's Tune"	H-16	H-6	H-0		
6 TOTO	31/31	0/0	0/0	0/0	0/0
Hydra (Columbia)	M-0				
"All Us Boys"	H-0				
7 38-SPECIAL	45/22	42/24	28/22	14/14	0/0
Rockin' Into The... (A&M)	M-19	M-16	M-5	M-0	
Title	H-4	H-2	H-1	H-0	
8 BOOMTOWN RATS	22/21	0/0	0/0	0/0	0/0
Fine Art... Surfacing (Col)	M-0				
"...Like Mondays"	H-1				
9 CINDY BULLENS	33/16	33/31	7/7	0/0	0/0
Steel The... (Casablanca)	M-13	M-2	M-0		
"Full... Rocker"	H-2	H-0			
10 HEADBOYS	55/17	50/29	53/39	18/13	1/1
Headboys (RSO)	M-33	M-16	M-11	M-4	M-0
"Shape Of Things"	H-5	H-5	H-3	H-1	H-0
10 BOB MARLEY & WAILERS	17/17	1/1	0/0	0/0	0/0
Survival (Island)	M-0	M-0			
"Wake Up And Live"	H-0	H-0			
11 GARY MOORE	22/16	10/7	9/8	4/4	0/0
Back On The Street (Jet)	M-6	M-3	M-1	M-0	
Title	H-0	H-0	H-0	H-0	
11 HORSLIPS	23/18	24/24	2/2	0/0	0/0
Short Stories... (Mercury)	M-7	M-0	M-0		
"Guests... Nation"	H-0	H-0	H-0		
11 TANYA TUCKER	16/16	0/0	0/0	0/0	0/0
Tear Me Apart (MCA)	M-0				
"Blind Love"	H-0				
12 TOM PETTY...	128/12	137/131	0/0	0/0	0/0
Damn... (Backstreet/MCA)	M-30	M-1			
"Refugee"	H-44	H-5			

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

## MEDIUM

	11/9	11/2	10/26	10/19	10/12
1 SANTANA	116/67	120/71	108/71	92/46	95/19
Marathon (Columbia)	A-2	A-6	A-8	A-22	A-83
"All I Ever Wanted"	H-46	H-42	H-28	H-23	H-13
2 BONNIE RAITT	103/68	100/68	99/64	80/38	80/37
The Glow (WB)	A-5	A-6	A-10	A-15	A-21
"What's Coming"	H-32	H-38	H-35	H-27	H-22
3 FOGHAT	107/64	112/61	106/64	96/68	108/16
Boogie... (Bearsville/WB)	A-1	A-3	A-8	A-12	A-84
"Sleepin' In My Bed"	H-42	H-48	H-38	H-28	H-8
4 JETHRO TULL	113/62	122/69	123/62	115/56	119/63
Stormwatch (Chrysalis)	A-0	A-4	A-1	A-3	A-14
"North Sea Oil"	H-51	H-49	H-60	H-56	H-42
5 JOE JACKSON	109/67	109/68	102/43	81/0	2/0
I'm The Man (A&M)	A-5	A-10	A-33	A-80	A-2
Title	H-47	H-41	H-28	H-1	H-0
6 D. HALL & J. OATES	70/66	71/61	57/40	55/28	64/2
X-Static (RCA)	A-5	A-11	A-9	A-23	A-61
"Wait For Me"	H-9	H-9	H-8	H-6	H-1
7 PAT BENATAR	74/51	68/50	57/44	57/39	51/36
In The Heat... (Chrysalis)	A-3	A-2	A-0	A-9	A-9
"Heartbreaker"	H-20	H-16	H-13	H-8	H-7
7 OUTLAWS	79/51	99/28	68/0	0/0	0/0
In The Eye Of The... (Arista)	A-10	A-58	A-88		
"Miracle Man"	H-18	H-13	H-0		
8 TOM PETTY...	126/50	137/1	0/0	0/0	0/0
Damn... (Backstreet/MCA)	A-12	A-131			
"Refugee"	H-44	H-5			
9 POLICE	110/49	97/50	110/16	15/1	0/0
Reggatta de Blanc (A&M)	A-8	A-4	A-79	A-14	
"Message In A Bottle"	H-63	H-43	H-13	H-0	
10 SHOES	65/45	66/53	67/50	54/36	47/31
Present Tense (Elektra)	A-4	A-2	A-4	A-8	A-12
"Tomorrow Night"	H-16	H-11	H-13	H-10	H-4
11 APRIL WINE	61/43	67/36	69/6	17/0	0/0
Harder...Faster (Capitol)	A-8	A-27	A-82	A-16	
"Say Hello"	H-10	H-4	H-1	H-1	
12 KENNY LOGGINS	90/41	84/39	74/36	68/37	63/5
Keep The Fire (Columbia)	A-7	A-9	A-5	A-14	A-57
"This Is It"	H-42	H-38	H-32	H-17	H-6
13 BOB DYLAN	94/39	97/33	110/39	112/31	126/33
Slow Train Coming (Col)	A-0	A-0	A-0	A-0	A-0
"Serve Somebody"	H-55	H-64	H-72	H-81	H-92
14 ALAN PARSONS PROJ.	80/37	88/48	103/48	102/43	115/50
Eve (Arista)	A-0	A-0	A-0	A-3	A-3
"Lie... Dogs"	H-43	H-60	H-65	H-66	H-82

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

## THE HOTTEST

	11/9	11/2	10/26	10/19	10/12
1 EAGLES	154/151	160/157	168/154	151/147	148/109
The Long Run (Asylum)	A-0	A-0	A-0	A-4	A-33
"Heartache"	M-3	M-3	M-2	M-6	M-6
2 FLEETWOOD MAC	151/143	158/143	149/124	134/8	0/0
Tusk (WB)	A-0	A-0	A-11	A-123	
"Sisters Of The Moon"	M-8	M-15	M-14	M-3	
3 LED ZEPPELIN	139/133	148/142	144/139	141/135	147/143
In Through... (Swan Song)	A-0	A-0	A-0A-0	A-0	A-0
"Fool In The Rain"	M-6	M-6	M-5	M-6	M-4
4 STYX	138/126	141/128	138/120	127/105	130/84
Cornerstone (A&M)	A-0	A-1	A-2	A-3	A-30
"Babe"	M-13	M-11	M-14	M-19	M-16
5 FOREIGNER	128/117	138/126	134/121	128/118	138/129
Head Games (Atlantic)	A-0	A-0	A-0	A-0	A-1
Title	M-11	M-12	M-13	M-10	M-8
6 CHEAP TRICK	128/111	139/120	137/118	129/107	135/113
Dream Police (Epic)	A-0	A-0	A-0	A-0	A-2
Title	M-17	M-19	M-19	M-22	M-20
7 MOLLY HATCHET	113/77	120/83	115/79	103/64	107/69
Flirtin' With Disaster (Epic)	A-3	A-1	A-4	A-4	A-2
Title	M-38	M-34	M-36	M-35	M-38
8 BLONDIE	102/67	109/63	108/51	83/34	89/8
Eat To The... (Chrysalis)	A-1	A-4	A-14	A-12	A-73
"Dreaming"	M-34	M-42	M-41	M-37	M-8
9 TOM PETTY...	126/64	137/5	0/0	0/0	0/0
Damn... (Backstreet/MCA)	A-12	A-131			
"Refugee"	M-50	M-1			
10 BOB DYLAN	94/55	97/84	110/72	112/61	125/52
Slow Train Coming (Col)	A-0	A-0	A-0	A-0	A-0
"Serve Somebody"	M-39	M-33	M-38	M-31	M-33
11 POLICE	110/53	97/43	110/13	15/0	0/0
Reggatta de Blanc (A&M)	A-8	A-4	A-79	A-14	
"Message In A Bottle"	M-67	M-50	M-18	M-1	
12 JETHRO TULL	113/51	122/49	123/60	115/56	118/42
Stormwatch (Chrysalis)	A-0	A-4	A-4	A-3	A-14
"North Sea Oil"	M-62	M-69	M-62	M-56	M-63
13 SANTANA	118/48	120/42	108/28	92/23	95/13
Marathon (Columbia)	A-2	A-6	A-8	A-22	A-63
"All I Ever Wanted"	M-67	M-71	M-71	M-46	M-19
14 JOE JACKSON	108/47	108/41	102/26	81/1	2/0
I'm The Man (A&M)	A-5	A-10	A-33	A-80	A-2
Title	M-57	M-58	M-43	M-0	M-0
15 ALAN PARSONS PROJ.	80/43	98/50	103/65	102/56	115/62
Eve (Arista)	A-0	A-0	A-0	A-3	A-3
"Lie... Dogs"	M-37	M-48	M-48	M-43	M-80

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



THE



OTHER



ONE

# THE NEW BOB WELCH ALBUM

PRODUCED BY CARTER



THE OTHER ONE

SW-12017





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The Debut Album On Mercury Records By

# Rob Grill

Contains The Single

# “Rock Sugar”

With Airplay From These Believers:

WMMS  
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WQBK  
WIOQ  
WEZX  
WYXE  
KSFT  
KROQ  
KTIM  
KEJO

KPFT  
WHFS  
WLPL  
WSLQ  
WKLS  
WUOG  
WAUD  
WJAX  
WAOR  
KCBW  
KXFM  
KZEL

KXXY  
WKWF  
WFSU  
WGNE  
WAAL  
WOUR  
WAER  
WKQQ  
WMIR  
KKKX  
KTYD  
KIOK

KZOM  
KNCN  
WOOR  
WKIR  
WQUT  
WABD  
WHSY-FM  
WLBJ-FM  
KBTM  
KADI  
WSMI  
KZOK

KGOU  
WRUV  
WSAC  
KFMH  
KBLE  
KKRL  
KLYX  
WXRT  
WTAO  
KBCO  
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KNTD

“Rock Sugar” from Rob Grill

“Uprooted” on Mercury. We believe.







**A POWERFUL  
NEW ALBUM  
FROM THE  
WORLD'S  
GREATEST  
ELECTRIC  
VIOLINIST.  
JEAN-LUC  
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ONCE AGAIN, JEAN-LUC PONTY CREATES A HIGHLY CHARGED WORK THAT CAN ONLY BE CALLED BRILLIANT. "A TASTE FOR PASSION" IS A MASTERPIECE.

**JEAN-LUC PONTY  
"A TASTE FOR  
PASSION"  
ON ATLANTIC  
RECORDS  
AND TAPES.**

PRODUCED BY  
JEAN-LUC PONTY



**ON THE CHARTS**

Billboard 65 ● Cashbox 92 ● Record World 101 ●  
 Billboard Jazz 7 ● Cashbox Jazz 8 ● Record World Jazz 8  
 Goodphone Jazz Chart #1  
 #1 Jazz Airplay—Gavin  
 #1 Jazz on AOR—Radio & Records  
 Significant Airplay—Gavin  
 Significant Action—Fred

**ALBUM RADIO ADDS**

WBAB	KLBJ	WBLM	KSFT
WHSY	WXRT	WAUD	KINK
WBCN	WJKL	WNEW	KREM
WCAS	KFMH	WBRU	KRST
WQBK	WTAO	WEEI	KAWY
WHFS	WIBA	WPDH	KOZZ
WIOQ	KBLE	WLIR	KTIM
WRNW	KKRL	WXLM	KCAL
WAER	WTUE	WKDF	KATT
WRXL	WIQB	WLBJ	WWCT
WRAS	KTYD	WBIR	KQ98
WGOE	KZOZ	WAAL	KKKX
WKWF	KIOT	WVUD	KZEL
WDBS	KFML	NOW104	
WWWZ	KZAM	KGGO	



**SOUTH**

**fm99 Norfolk**  
804-623-9667

NO: BILL BRUCE  
NO: RICK WALKER

Address: Norfolk, VA  
Head: BILL BRUCE  
Add: RICK WALKER

NO: BILL BRUCE  
NO: RICK WALKER

Address: Norfolk, VA  
Head: BILL BRUCE  
Add: RICK WALKER

**Oklahoma City**  
405-831-8881

FM100

NO: CLARE BETH  
NO: MARK DEBBY

Address: Oklahoma City, OK  
Head: CLARE BETH  
Add: MARK DEBBY

**WXLW 97.7 Savannah**  
912-233-9211

NO: BRUCE COTTON  
NO: RICE MILLER

Address: Savannah, GA  
Head: BRUCE COTTON  
Add: RICE MILLER

**98ROCK Tampa**  
813-391-9986

NO: RICH VAN CLEVE

Address: Tampa, FL  
Head: RICH VAN CLEVE

**KMOD Tulsa**  
918-884-2810

NO: BILL BRUCE  
NO: CHARLIE WEST

Address: Tulsa, OK  
Head: BILL BRUCE  
Add: CHARLIE WEST

**North Charleston**  
803-564-7154

FM100

NO: BILL BRUCE

Address: North Charleston, SC  
Head: BILL BRUCE

**WOPR Orlando**  
305-645-1802

NO: NEAL HIRSHY

Address: Orlando, FL  
Head: NEAL HIRSHY

**WQDR Raleigh**  
919-832-8311

NO: TOM WILCOX  
NO: PHILLIPS

Address: Raleigh, NC  
Head: TOM WILCOX  
Add: PHILLIPS

**WSSO WSMU-FM Starkville**  
601-323-1230

NO: HALL & GATES (MCA)

Address: Starkville, MS  
Head: HALL & GATES (MCA)

**XL102 Richmond**  
804-282-9731

NO: CASEY DAVIS

Address: Richmond, VA  
Head: CASEY DAVIS

**MIDWEST**

**WJOL Ann Arbor**  
313-662-2881

NO: MARK OWENS

Address: Ann Arbor, MI  
Head: MARK OWENS

**WJOL Chicago**  
312-628-9191

NO: DAVID BEISON

Address: Chicago, IL  
Head: DAVID BEISON

**WARI Chicago**  
312-777-1700

NO: BOB GUS

Address: Chicago, IL  
Head: BOB GUS

**WUms Cleveland**  
216-781-9887

NO: JOHN CERRASO

Address: Cleveland, OH  
Head: JOHN CERRASO

**KGGO Des Moines**  
515-265-6181

NO: MARK N. VIVY

Address: Des Moines, IA  
Head: MARK N. VIVY

**WVTA Appleton**  
414-734-9228

NO: JIMMY BROWN

Address: Appleton, WI  
Head: JIMMY BROWN

**WEPN Cincinnati**  
513-871-8500

NO: DEBBY WALKER

Address: Cincinnati, OH  
Head: DEBBY WALKER

**Q-FM-96 Columbus**  
614-224-1271

NO: STEVE NUMBER

Address: Columbus, OH  
Head: STEVE NUMBER

**WUPE Dayton**  
513-224-1501

NO: SEAN SCOTT

Address: Dayton, OH  
Head: SEAN SCOTT

**WVLSX Detroit**  
313-398-1100

NO: ERIC COLBERT

Address: Detroit, MI  
Head: ERIC COLBERT

**the Loop Chicago**  
312-440-5270

NO: BOB DANIELS

Address: Chicago, IL  
Head: BOB DANIELS

**94.1 'SAY-FM Cincinnati**  
513-921-0594

NO: CORINNE GALTSBAND

Address: Cincinnati, OH  
Head: CORINNE GALTSBAND

**WUPE Dayton**  
513-229-4247

NO: KEVIN BRIGHT  
NO: DAVID LEEZAR

Address: Dayton, OH  
Head: KEVIN BRIGHT  
Add: DAVID LEEZAR

**WRIF 101 Detroit**  
313-444-1010

NO: TAMARA FORTSMAN

Address: Detroit, MI  
Head: TAMARA FORTSMAN

**WVLSX Detroit**  
313-259-4323

NO: MARK REEVES

Address: Detroit, MI  
Head: MARK REEVES

**WVLSX Detroit**  
313-398-1100

NO: ERIC COLBERT

Address: Detroit, MI  
Head: ERIC COLBERT

**WVLSX Detroit**  
313-398-1100

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NO: ERIC COLBERT

Address: Detroit, MI  
Head: ERIC COLBERT

Page 08 MIDWEST

Elgin 312-741-7700
94.3
WJLA 94.3

Evanville 812-422-8895
KDO ROCK
KDO 100.3

Flint 313-744-1570
WWCK 105 FM
WWCK 105 FM

Ft. Wayne 219-484-0580
FM 104 WAKE
FM 104 WAKE

Grand Forks 701-775-0876
FM 95
FM 95

Grand Rapids 616-466-6461
LAV-FM 97
LAV-FM 97

Indianapolis 317-267-7665
WFBQ 98.5 FM STEREO
WFBQ 98.5 FM STEREO

Lincoln 402-432-8566
FM 102 KFMQ
FM 102 KFMQ

Milwaukee 414-342-1111
WLPX 97 FM
WLPX 97 FM

Minneapolis 612-648-6801
KQ92
KQ92

Muscatel 310-263-2512
KFML
KFML

Omaha 402-592-5300
Z-92
Z-92

Omaha 712-322-4041
KQ92
KQ92

Peoria 308-674-8000
fm album rock
fm album rock

Rockford 815-877-3076
92.3
92.3

Rockford 815-399-2333
WZOK 97
WZOK 97

Saginaw 517-892-9528
517-894-2996
WJNO 90.3

Sioux Falls 605-339-1520
KIXX 93
KIXX 93

St. Louis 314-842-1111
WJLL 92.3
WJLL 92.3

Terre Haute 812-238-2867
PDR ROCK 101
PDR ROCK 101

Toledo 419-248-3377
FM 104
FM 104

Wichita 316-722-8123
T-95
T-95

Winnipeg 204-775-0371
92 CITI FM
92 CITI FM

MIDWEST

Albuquerque 505-265-8811
KFMG
KFMG

Albuquerque 505-266-7946
KRST
KRST

Anaheim 714-776-3698
96 REFM
96 REFM

Aspen 303-926-6776
KSN
KSN

Bakersfield 805-393-1500
KKXX FM 108
KKXX FM 108

Bakersfield 805-393-1500
KKXX FM 108
KKXX FM 108

MOST ADDED

- INMATES First Offence (Polydor) 23/23
PABLO CRUISE Part Of The... (A&M) 20/19
ATLANTA RHYTHM SECTION Are You Ready! (Polydor) 18/17
HEAD EAST A Different Kind... (A&M) 16/14
TOTO Hydra (Columbia) 13/13

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

MEDIUM

- DARYL HALL & JOHN OATES X-Static (RCA) 25/22
JOE JACKSON I'm The Man (A&M) 29/16
JETHRO TULL Stormwatch (Chrysalis) 29/15
POLICE Regatta de Blanc (A&M) 27/15
FOGHAT Boogie... (Bearsville/WB) 29/15

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

THE HOTTEST

- EAGLES The Long Run (Asylum) 44/43
FLEETWOOD MAC Tusk (WB) 43/40
LED ZEPPELIN In Through The Out Door (Swan Song) 34/32
FOREIGNER Head Games (Atlantic) 34/30
STYX Cornerstone (A&M) 37/29
CHEAP TRICK Dream Police (Epic) 33/29

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

Boulder 303-444-5800
KBCO
KBCO

Boulder 303-444-5800
KBCO
KBCO

Casper 307-235-1515
JAWZ
JAWZ

Casper 307-235-1515
JAWZ
JAWZ

Corvallis 503-754-8633
KEJO
KEJO

Corvallis 503-754-8633
KEJO
KEJO



# Country



**CLOWN COUNTRY** — WGTO/Cypress Gardens, FL Program Director Terry Slane is shown clowning around with Corky (left), a clown with the Cypress Gardens Ski Show, and evening air personality Bob Fuller. Slane was recently voted the CMA's small market Disc Jockey of the Year.



**CHARLIE AND CRYSTAL SPARKLE** — Columbia recording artists Crystal Gayle and Charlie Daniels guested for an hour each on WHN/New York. Pictured are WHN's VP/IGM Nick Verbitsky, Crystal, Charlie, WHN air personality Lee Arnold, and Program Director Ed Salamon.



**KEED DEEDS** — Pictured here is one of the many 25th anniversary cakes KEED/Eugene, OR received from loyal listeners. Also shown are KEED personalities Jim Tall, PD Tom Edwards, and Greg Lee, during KEED night at the Eugene Emeralds baseball game. The station collected over 300 cans of food for needy families. Fans were admitted free with a can.



**DENVER DOINGS** — RCA's Waylon Jennings is pictured here visiting with guests at his recent concert in Denver. Pictured (l-r) are Mike Ketchum, Branch Manager, RCA/Denver; former radio personality Carson Schreiber (who also claims to work for RCA Records); Carter Robertson, a featured voice on Waylon's current single, "Come With Me;" KERE/Denver PD Jay Hoffer; and Waylon.



**ANNE'S FANS** — Capitol Records' Anne Murray recently performed at Cleveland's Front Row Theater. Pictured backstage are Bill Coffey, PD of WSLR/Akron; Rex Ryan, PD at WNYN/Canton; Anne Murray; Don Dempsey, Music Director of WSLR; and Jack Pride, Regional Promotion, Capitol/Nashville.

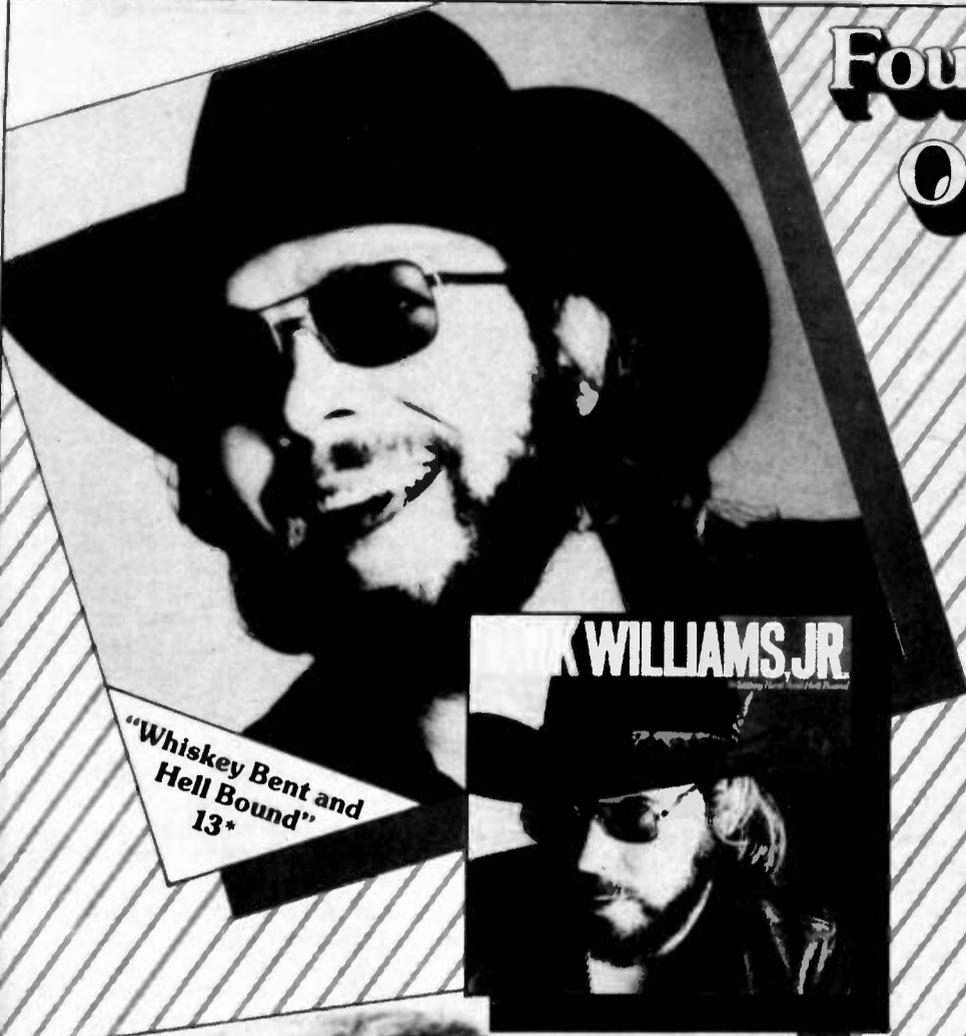


**SAGINAW SESSION FOR SONNY** — Sonny James is shown with WKCQ/Saginaw, MI Program Director Tom Samoray (left) and a Saginaw Fair Official. Sonny performed at two sold-out grandstand shows during the recent fair.

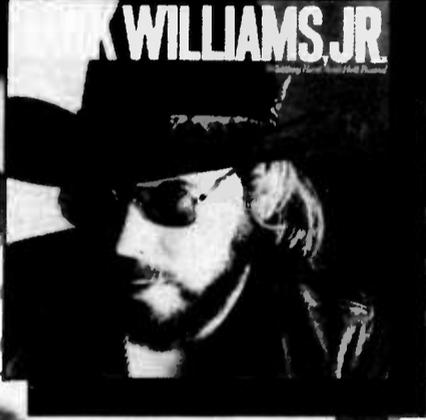


**GETTING TO THE BOTTOM OF THINGS** — An enthusiastic WFMS/Indianapolis listener displays the WFMS bumpersticker on her bumper. It was just some of the fun at the WFMS Free Beer Night at a local Country nightclub. The WFMS van is also pictured in front of the club.

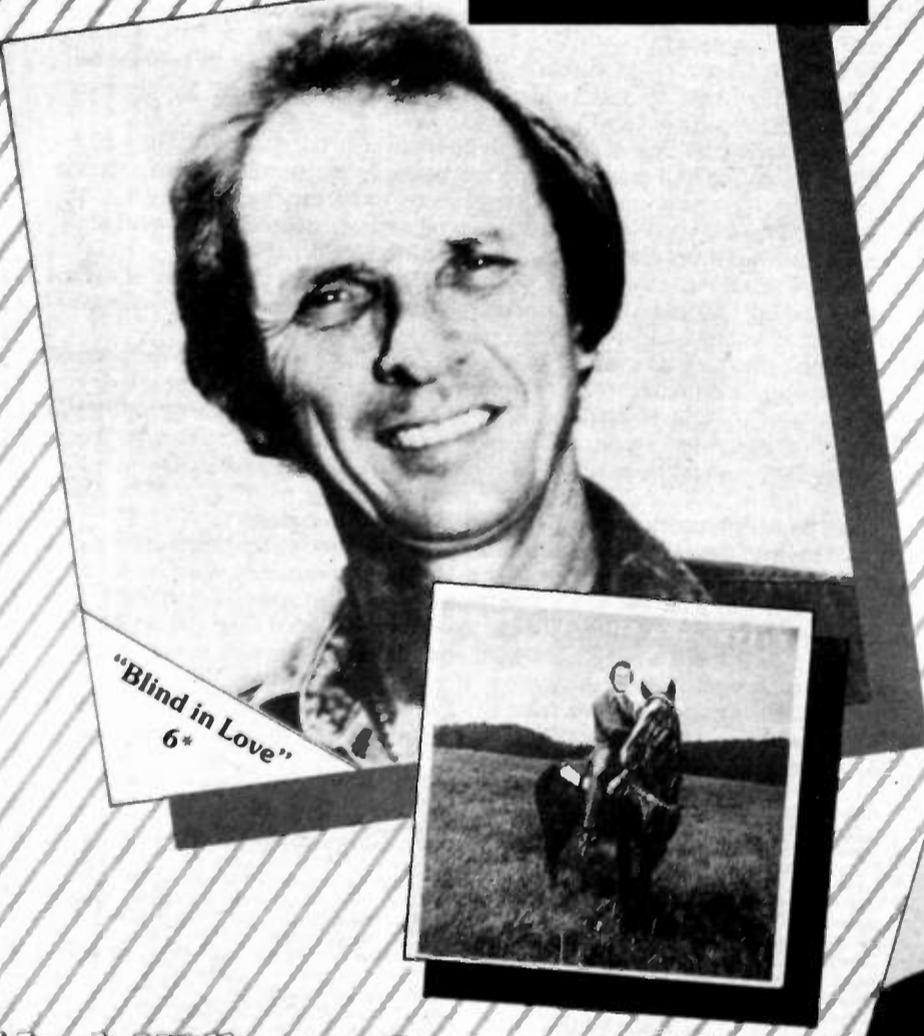
# Four Of The Reasons Why Our Country Is The Best Country In The World.



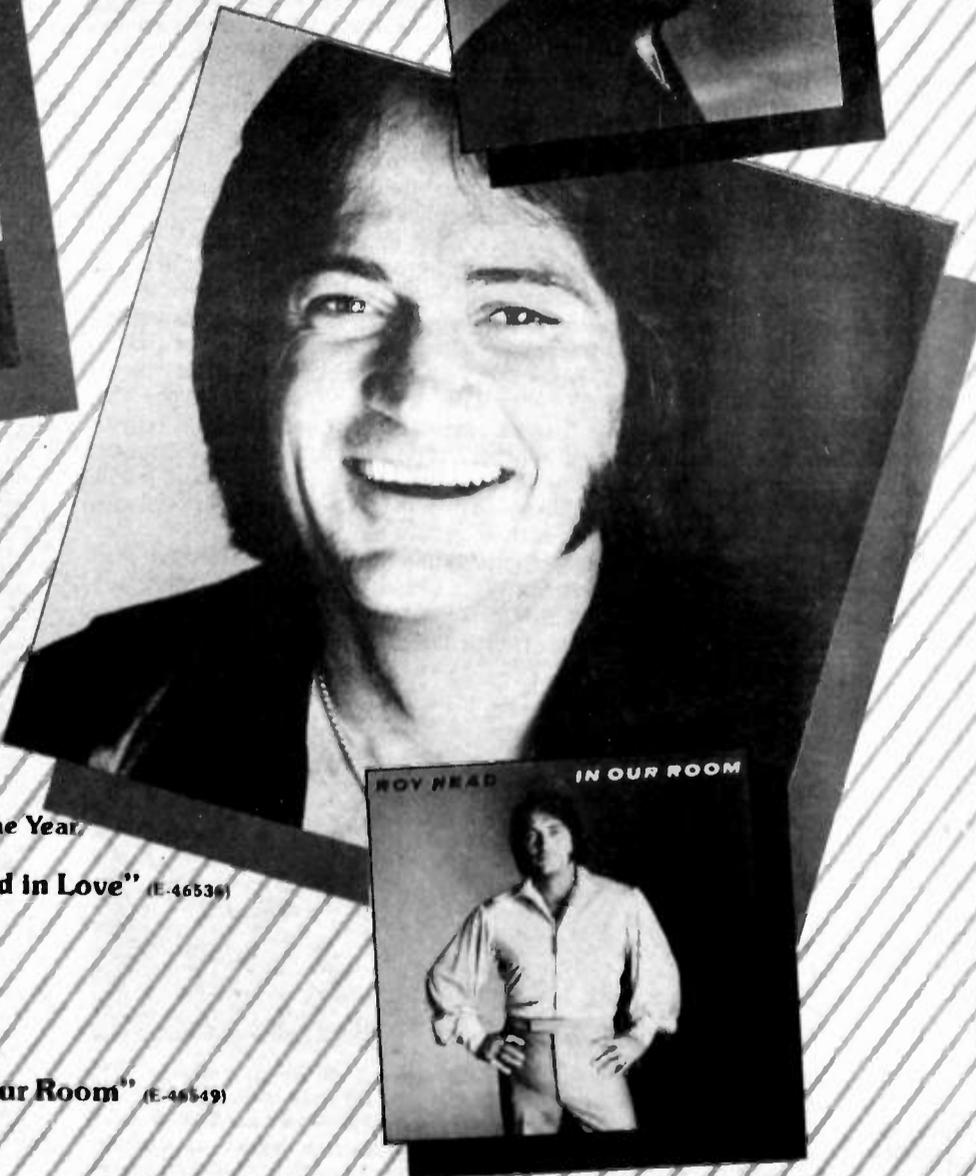
"Whiskey Bent and Hell Bound"  
13\*



"Pour Me Another Tequila,"  
from the album  
"Loyalist"  
28\*



"Blind in Love"  
6\*



**Hank Williams, Jr.**  
**Whiskey Bent and Hell Bound** (6E-237)  
Rockin' the family traditions.  
Produced by Jimmy Bowen  
Featuring the single, "Whiskey Bent and Hell Bound" (E-46535)

**Mel Tillis**  
**Me and Pepper** (6E-236)  
Always the Entertainer of the Year.  
Produced by Jimmy Bowen  
Featuring the single, "Blind in Love" (E-46536)

**Eddie Rabbitt**  
**The Best of Eddie Rabbitt** (6E-235)  
Ten songs... ten number 1 hits.  
Produced by David Malloy

**Roy Head**  
**In Our Room** (6E-234)  
Still treatin' you right.  
Produced by Jimmy Bowen  
Featuring the single, "In Our Room" (E-46549)

# Country



**Jim Duncan**

## News Notes

An FM Country station in New York? (Relax, Ed, it's just a station in Newton, New Jersey that's in the New York ADI.) Now that we have your attention . . . WIXL-FM/Newton has new owners. They are Michael Levine and Marv Strauzer, both former division managers with Arbitron out of New York. Levine will be VP/Sales Manager for the Country-formatted WIXL-FM and the WNNJ-AM Pop/Adult station. Strauzer is VP/GM for both, with Mike Forbes handling programming for both. Eileen Evans is in charge of music on the country side. The new company is Group M. Levine told R&R, "We are looking toward making a great deal of excitement in this area with promotions, contests, expanded news and a more modernized music rotation. We could use any help on music service to get things rolling." (WIXL-FM, Box 40, Newton, N.J. 07860) . . . Speaking of Arbitron, Jhan Hiber's "Ratings & Research" column this week has the rating dates for 1980 for those interested . . . Alan Bishop is the new GM of WUNI/Mobile. He joins the station from WGIG/Brunswick, GA. Former GM Lynn Stevens, after a year-and-a-half, exits radio for television sales . . . After 17 years in the Kansas City market (KCKN-AM-FM and KFIX), Don Rhea has been named PD for KQIL/Grand Junction, CO . . . Dr. Jerry Carroll has joined the weekend air staff of WHN/New York. He is known in that area for his zany television commercials, as well as work at WNEW, WPIX and 99X in the "Big Apple" . . . KFAT/Gilroy, CA has a new PD. He is Douglas Droese, former PD/MD of KSJO/San Jose. Laura Ellen will remain the Music Director for KFAT. This station is mentioned in the AOC article on this page. It will be interesting to see if under a new PD the station makes any big changes in its approach to presenting its own brand of Album-Oriented Country . . . As of November 1, KHAK-AM-FM split their programming totally. Both will be formatted Country, using live air personalities on AM and FM. The station will have a new PD, as of November 19. He is Jeff Taylor, formerly of KSON/San Diego. KHAK's current PD, Lynn Younger, will remain with the station to do AM drive. Pat Devaney will continue to do the music . . . John Lyles, after more than two years doing morning drive, is leaving WLAS/Jacksonville to pursue other interests. PD Jerry Outlaw called to say the station needs a morning entertainer who loves the music. (919) 347-6066 . . . "Like father, like daughter!?" KLAC/Los Angeles air personality Corky Mayberry was by the R&R studios the other day and proudly gave me this bit of news: His daughter Jamie Mayberry is doing an on-air shift for WTAW-AM-FM/Bryan College Station, TX . . . Jack Allen, from KVI/Seattle, to KMPS-AM, also in Seattle. Allen will be doing the 7 to midnight show . . . KYAK/Anchorage reports it has dropped its automated Country format to go all live. PD Bill Brink says the station needs record service for the 24-hour 50,000 watts-clear channel station: KYAK, 2800 East Dowling Road, Anchorage, AK 99507 . . . KUGN-FM/Eugene will take on a Country format as of the first of the year. Program Manager and MD Paul Thorn called to say the station will be doing morning drive live and will use the TM music service for the other dayparts. All of the announcing will be tracked locally. No morning person has been selected yet . . . Amarillo, TX, Mayor Jerry Hodge proclaimed October 30 as Dugg Collins Day. Collins, recently selected as a CMA "D.J. of The Year," is the PD/MD of KZIP/Amarillo . . . Another crazy Texan, Wayne Edwards, reports the RCA Records office has changed address and phone number. As of November 19, RCA will be at 4232 Spring Valley Road, Dallas, 75234. The new number will be (214) 661-3739. (At least now we'll know where the collect obscene phone calls are coming from when they show up on the telephone bill.) . . .

**FOR THE RECORD:** CBS Records and Willie Nelson win the "First of The Season Award" for being the first to have a Christmas album out. MCA just came through with re-releases on XMAS LP's by Loretta Lynn and Brenda Lee . . . The title on the Kenny Rogers United Artists album for the current single



**PUMPKIN PEOPLE** — The 3rd annual WILQ/Williamsport, PA "Great Pumpkin" contest was held prior to Halloween. According to Music Director Mark Lindow, "We had almost 50 entries this year, with two age categories and over \$200 in cash and prizes. Pumpkins were judged on creativity and originality. It was a spectacular time for everyone." The picture shows the two winners and their winning pumpkins, flanking WILQ personalities "Jungle" Jim Cameron; Mark Lindow; and Terrey Siegle.

is printed "Coward of the Country" and not "County" as it should be. The single made the correction . . . Heavy album cut response to "The Conversation" by Hank Williams Jr. and Waylon Jennings. It's on Hank's new Elektra album. Many stations adding it as a single . . . Congratulations to Bob & Debbie English on their recent new arrival of 7 lbs, 3 oz. (No, it wasn't a shipment of Colomblan.) It was a baby girl. Bob is GM of WUBE/Cincinnati . . . Before I forget, again many thanks to Bill Denny and his staff at Cedarwood Publishing in Nashville for the 1979 "Music City Quick Look Phone Numbers" booklet. This helpful tool is printed each year by Cedarwood and given out at the annual Nashville Country Music Convention. (Just wanted them to know somebody really appreciated their efforts.) . . . Last and certainly least, WWVA/Wheeling reported that afternoon man Frank Karroll, who is 6'4" and 245 pounds, recently wrestled a 7'6", 650-pound bear. Victor, the Wrestling Bear, the same one used in movies with Clint Eastwood and Lee Marvin, was the winner. WWVA's Bud Forte, a witness, told R&R, "It was a nip and tuck contest. The bear did *all* of the nipping and tucking!" (Just grin and bear it folks!)

## AOC: Album-Oriented Country

The idea of Album-Oriented Country radio is not a new concept. Here in the R&R Country section over the years, we have talked about the format idea. At one time R&R even considered devoting weekly space to an AOC section. In our research we were able to find almost 20 radio stations who considered themselves AOC in some form or another.

The central reason R&R felt it could not give an accurate picture of the music was that there was no specific consensus of cuts to play from any album. The sample was too small.

Since this research of a couple years ago, most of the 20 stations have either revised their formats to a more mainstream Country approach or a few dropped the format completely.

KFAT in Gilroy, CA is one station that continues to practice its unique brand of AOC radio. Its formula for uniqueness is something more than just the music and could be a feature in itself.

Every now and then a station will be brought to our attention that's giving AOC a try. More and more stations are trying to incorporate album cuts into their music programming, but by no means could they be called AOC. The format may someday be a viable commercial vehicle, with the proper marketing, and in a radio market that needs an alternate form of Country radio.

What about the music itself? You would be amazed at the number of artists who could fall into the category of country-rock or redneck-rock. Many, of course, could be classified in other categories as well.

Naturally, each programmer and station must look at his market and decide if any of this music could fit. A possible solution is to use some of the music in a special weekend or evening show, as many stations do now with bluegrass music. As with that form of music, you would be reaching for a specialized audience. Bluegrass music in the past few years has resurged in popularity because of a younger generation (college group) turning on to the music form. The same would be true for much of the music in the country-rock category.

R&R will continue to watch for the growth, if any, of this form of radio. In case your station has any thoughts of attempting the format or using some of the music recorded over the years, R&R has compiled a list of recording artists who have recorded conceivably valuable country-oriented material on albums. Please note that some have more than one label listed because of changes over the years. It would take some work to round up a few of these, but most should be available by special order from the record companies. A special thanks to Russ Roundtree, former PD/MD of KUGR/Green River, WY, for his help in compiling this list:

- |  |  |
|--|--|
| Amazing Rhythm Aces (Columbia) (ABC)               | Dave Loggins (Epic)  |
| Asleep At The Wheel (Capitol)                      | Loggins & Messina (Columbia)                                     |
| Backalley Bandits (London)                         | Delbert McClinton (Capricorn) (ABC)                              |
| Marcia Ball (Capitol)                              | Lonnie Mack (Capitol) (Elektra)                                  |
| Larry Ballard (Capitol)                            | Marshall Tucker Band (WB) (Capricorn)                            |
| Barefoot Jerry (Monument)                          | Mission Mountain Wood Band (Mission Mountain Wood Band)          |
| Bellamy Brothers (WB/Curb)                         | Moonlighters (Amberst)   |
| Elvin Bishop (Capricorn)                           | New Riders Of The Purple Sage (MCA) (Columbia)                   |
| Brush Arbor (Monument) (Capitol)                   | Mickey Newbury (ABC) (Hickory)                                   |
| Buckaere (MCA)                                     | Nitty Gritty Dirt Band (UA)                                      |
| Norton Buffalo (Capitol)                           | Ozark Mountain Daredevils (A&M)                                  |
| Jimmy Buffett (MCA) (ABC)                          | Herb Pederson (Epic)   |
| Byrds (Columbia)                                   | Colleen Peterson (Capitol)                                       |
| California Zephyr (Iron Horse)                     | Mary Kay Place (Columbia)  |
| Marshall Chapman (Epic)                            | Poco (MCA) (ABC) (Epic)  |
| Gene Clark (RSO) (Asylum) (A&M) (Columbia)         | Pure Prairie League (RCA)  |
| Lee Clayton (Capitol) (MCA)                        | Jimmy Rabbit & Renegade (Capitol)                                |
| David Allen Coe (Columbia)                         | Bonnie Hatt (WB)   |
| Commander Cody (ABC) (Paramount) (WB)              | Red, White & Blue (Grass) And Co. (Mercury) (GRC)                |
| Cooder Browne (Lone Star)                          | Kenny Rogers (UA) (MGM/Jolly Roger) (WB) (Reprise)               |
| Rita Coolidge (A&M)                                | Linda Ronstadt (Asylum) (Capitol)                                |
| Jim Croce (WBC) (Lifesong)                         | Leon Russell (WB/Paradise) (Shelter)                             |
| Rodney Crowell (WB)                                | Earl Scruggs Revue (Columbia)                                    |
| Charlie Daniels Band (Epic)                        | Billy Joe Shaver (Capricorn) (Monument)                          |
| Daisy Dillman Band (Epic)                          | Michael Smotherman (RCA)   |
| Dusty Chaps (Capitol)                              | Gary Stewart (RCA)   |
| Eagles (Asylum)                                    | Billy Swan (A&M) (Monument)                                      |
| Joe Ely (MCA)                                      | James Talley (Capitol)   |
| Flying Burrito Brothers (Regency) (Columbia) (A&M) | Timberline (Epic)  |
| Tompall Glaser (ABC) (MGM)                         | Toby Beau (RCA)  |
| Good Brothers (RCA)                                | Jerry Jeff Walker (MCA)  |
| Goose Creek Symphony (Capitol)                     | Rusty Wier (Columbia) (20th Century)                             |
| Emmylou Harris (WB/Reprise)                        | Hank Williams Jr. (Elektra) (WB)                                 |
| Dr. Hook (Capitol) (Columbia)                      | Larry Jon Wilson (Monument)                                      |
| Ray Wylie Hubbard (Lone Star)                      | Wright Brothers & Overland Stage Co. (Wright & Perry Record Co.) |
| Carl Jackson (Capitol)                             | Steve Young (RCA) (WB)   |
| Doug Kershaw (ABC) (WB)                            |  |
| Albert Lee (A&M)                                   |  |
| Jerry Lee Lewis (Elektra) (Mercury) (Sun)          |  |
| Gordon Lightfoot (WB/Reprise) (UA)                 |  |

# THE ORIGINAL "STAR WARS" THE SINGLE THAT'S JUST BEGUN TO FIGHT!



**"STAR WARS" THE FILM FACTS:**  
 Just three weeks ago, more than 60 million Americans had seen "Star Wars." And now it's being received with brand new enthusiasm.  
 Because, for the first time, "Star Wars" is playing in neighborhood theatres. In **your** neighborhood. Supported by a barrage of radio/TV buys in a whole new campaign:  
 Two weeks' worth of Top 40/AOR multiple-station buys. In each of the Top 100 markets Reaching 82% of **your** 18-34's. With an average frequency of 4.3...  
 Three nights' worth of prime-time TV blitzing. Plus an all-out Saturday morning attack. A spot schedule hitting every show, on each of the three TV networks. Hitting every market, just like it hit **yours**.  
**Reaching over 150,000,000 people in all. With a 7-spot frequency.**  
 The total results of the firings of these big advertising/promotion guns? **A total 18-34 reach of 95.6%... With an 11.9-spot frequency.**  
 More results: Over 7,000,000 paid admissions in just the first 10 days of neighborhood theatre action. With opening weekend box office **equal to the combined draw of "Saturday Night Fever," "Heaven Can Wait," "Foul Play" and "Grease."**

**"STAR WARS" THE ALBUM FACTS**  
 Dealers everywhere tried to anticipate the new impact of "Star Wars" based on past history. But distributors' initial re-stock orders for the soundtrack sold out in a matter of days. **Re-stock re-orders more than tripled its initial base in just one week of neighborhood theatre action.**

**"STAR WARS" THE SINGLE FACTS:**  
 A new "Star Wars" consciousness is clearly at hand. Hand-in-hand with the re-release of the original soundtrack single:  
**"STAR WARS: MAIN TITLE AND CANTINA BAND" TC 2345**



**IT'S A FACT.  
 THE FUTURE BELONGS TO THOSE WHO PLAY IT.  
 NOW. MORE THAN EVER.**



# Country

## BREAKERS

### CONWAY TWITTY

#### Happy Birthday Darlin' (MCA)

On 58% of reporting stations. Charts 36-24 WMZQ-FM, 34-17 WIRE, 20-13 WEEP, 37-25 KSO, 25-16 WKDA, 29-24 KMPS, 37-24 WSLR, 25-20 WUNI, 29-18 WPOC-FM, 34-27 WWVA, 35-19 WAXX. New adds include WHK, KCKN, WDAF, KSON, KLAK, KRZY, KOKE. R&R Chart 37-21.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

- MEL McDANIEL** "Lovin' Starts Where Friendship Ends" (Capitol) 74/7, KNEW, KLAC, KCKN, WWJD, WNVY, WQOT, KOKE. Charts: 35-30 KKYX, 34-26 KNIX, 24-19 WWOK, 30-24 KUZZ, 36-28 KVOC, 29-24 WBAM, 34-28 KLZ, 20-15 KHAK, 21-16 KWKH, 37-30 WMZQ-FM. R&R Chart: Debut 37.
- JOHNNY RODRIGUEZ & CHARLY McCLAIN** "I Hate The..." (Epic) 72/6, KSON, KMAK, WHOO, WQOT, WSUN, WCMS. Charts: 23-15 KRGO, 29-24 WUNI, 36-24 KSO, 36-26 WSAI, 32-21 WWVA, 25-19 WSLR, 31-26 CKLW-FM, 40-29 WCOS-FM, 33-27 WEEP, 35-26 KYNN, 27-21 KLZ, 39-30 KHAK, 30-24 WUBE. R&R Chart: Debut 38.
- MARTY ROBBINS** "Buenos Dias Argentina" (Columbia) 72/3, WCMS, WHOO, WGTO. Charts: 27-19 KHAK, 27-21 WYDE, 33-23 WIRK-FM, 23-17 WKDA, 33-25 KYNN, 17-12 CKLW-FM, 23-17 KMPS, 13-10 KUZZ, 12-9 KRGO, 35-27 WXCL, 35-27 KRZY, 34-25 KNOE, 35-30 KHEY, 35-30 KNIX, 32-18 KFTN. R&R Chart: Debut 39.
- DOTTIE WEST** "You Pick Me Up (And Put Me Down)" (UA) 71/7, WHK, KLZ, KVOC, WMUS, KHEY, WCMS, WWVA. Charts: 26-21 KRGO, 34-27 WRCP, 34-21 KSO, 19-14 KKAL, 36-29 CKLW-FM, 29-21 WSUN, 22-16 KFEQ, 26-19 WQOT, 23-18 WYDE, 29-21 KHAK, 29-19 KLAK. R&R Chart: Debut 40.
- ETC BAND** "Stranded On A Dead End Street" (WB) 69/3, KBET, WQOT, WIXY. Charts: 15-12 KRGO, 7-4 WUNI, 21-16 WRCP, 29-24 WAXX, 24-17 WWVA, 17-12 WOKQ, 33-26 KZIP, 31-24 WCOS-FM, 11-9 WWOK, 16-10 KVOC, 25-19 KLZ.
- JOHN WESLEY RYLES** "You Are Always On My Mind" (MCA) 67/4, KMPS, KLAC, KBET, WUBE. Charts: 5-1 KRGO, 34-29 KKYX, 35-27 KZIP, 29-21 WCOS-FM, 18-13 KOKE, 23-18 KHAK.
- JIM REEVES** "Oh How I Miss You Tonight" (RCA) 64/11, KMAK, KFTN, KVOC, WINN, WHOO, WKDA, WDDD, WNRS, WHBF, WIRE, WBCS. Charts: 24-18 WUNI, 35-28 KEEN, 34-29 KRGO, 21-16 CKLW-FM, debut 12 WHK, 37-29 KEED, 29-23 KCKN.
- LACY J. DALTON** "Crazy Blue Eyes" (Columbia) 63/4, KRZY, KBET, WSUN, WEEP. Charts: 12-7 WCXI, 9-7 KRGO, 33-26 WXCL, 37-29 WHBF, 27-22 KHEY, 36-27 KNOE, 18-12 WWVA, 11-7 WIRK-FM, 29-23 WEAT, 34-28 KNEW, 20-15 KUZZ, 27-20 KMPS, 19-15 WUBE, 23-14 KCKN, 23-18 WKDA, 39-30 KRAK.
- MEL STREET** "The One Thing My Lady Never Puts..." (Sunset) 62/4, KHAK, WCMS, WHN, WEEP. Charts: 30-24 WXCL, 25-20 KHEY, 38-27 WSAI, 12-8 KFTN, 34-26 KSON, 11-7 KVOC, 33-28 WHK, 34-26 KUZZ, 32-22 KEED, 19-12 WQOT, 42-26 WKDA.
- WILLIE NELSON** "Help Me Make It Through The Night" (Columbia) 60/25, One of the "Most Added" for the second week in a row. New at KSON, KNIX, KSSS, KCEY, WMUS, KRGO, CKLW-FM, WKMF, KYNN, KCKN, WDGY, WCXI, KSO, KTYN, WXCL, WSAI, WSLR, KFDI, WINN, KLVI, KWKH, KKYX, WHOO, WWOK, WIRK-FM. Charts: Debut 30 WUNI, 23-17 KLZ, debut 19 WYDE, 18-14 KCKC.
- RANDY BARLOW** "Lay Back In The Arms Of Someone" (Republic) 57/11, KRZY, WDDD, WIRE, KFEQ, WMUS, WINN, WHOO, WIRK-FM, WIXY, WYVA, WNVY, debut 28 KRGO, 36-28 KHAK.
- KENNY DALE** "Sharing" (Capitol) 55/12, KEEN, KLAC, WYVA, WINN, KLVI, WIRK-FM, WSLR, KWMT, WIRE, KFTN, KKAL, KMAK, 30-22 CKLW-FM, 36-30 WQOT.
- ERNEST TUBB & FRIENDS** "Walkin' The Floor Over You" (Cachet) 52/3, WUBE, WSUN, WNOW. Charts: 32-27 KHEY, 28-23 WOKK, 26-15 WAXX, 39-28 KFTN, 28-20 KUZZ, 30-25 KMPS, 12-8 KFEQ, 27-19 KEED, 23-18 KYNN, 19-14 WKMF, 40-26 WIRK-FM, 30-20 WYDE, 22-16 WEAT.

## Others Getting Significant Action

- BILLIE JO SPEARS** "Rainy Days And Stormy Nights" (UA) 46/8, WUNI, KKAL, WDDD, WDGY, WGTO, WOKK, KLVI, WYMI. Charts: debut 24 KRGO, 39-29 KRZY.
- MOE & JOE** "Holding The Bag" (Columbia) 43/31, A "Most Added" this week. New at KSO, WKDA, WIRK-FM, WSUN, KCUB, KNIX, KOKE, KHEY, WEAT, KSON, KUZZ, WXCL, KCKN, KHAK, KRZY, WKMF, KYNN, KVOC, KSSS, KKYX, KWKH, KZIP, WWVA, WOKQ and others. Debut 26 WUNI.
- CONWAY TWITTY & LORETTA LYNN** "You Know Just..." (MCA) 42/12, WUNI, WQOT, WCXI, WXCL, WDGY, WYMI, WDDD, KCEY, KSON, KCUB, KUZZ, KBET.
- JIM ED BROWN** "You're The Part Of Me" (RCA) 38/6, WIRE, WMZO, KSSS, KEEN, WCMS, WYVA. Charts: 20-14 KRGO, 27-21 WUNI, 33-27 CKLW-FM.
- CON HUNLEY** "I Don't Want To Lose You" (WB) 37/8, KLAC, KRAK, KHAK, WIRE, WDDD, KFTN, KSSS, KUZZ. Charts: 18-14 WUNI, debut 28 WHOO.
- JOHN ANDERSON** "Your Lying Blue Eyes" (WB) 35/9, WINN, WYVA, WCOS-FM, KWMT, WYTL, KRZY, WBAM, WKDA, KOKE. Charts: 35-27 KVOC, debut 28 WKMF.
- KENDALLS** "You'd Make An Angel Wanna Cheat" (Ovation) 33/32, The "Most Added" of the week. New at KCKC, WSLR, WIRE, KKYX, WSUN, KNIX, KMPS, KEED, WXCL, WCXI, WQOT, WYDE, WIRK-FM, KRAK, KMAK, KHAK, KWKH, WAXX, KRGO, KEED, KUZZ, KFDI, KBMR, WNRS, KTYN, WWVA, WOKQ, KZIP, WKDA (Both) and others. Debut 28 WUNI.
- VERN GOSDIN** "Sarah's Eyes" (Elektra) 33/5, KFTN, KLVI, KHEY, KRGO, WDGY. Charts: 39-26 KVOC, 28-22 KRGO.
- W. JENNINGS & J. CASH** "I Wish I Was Crazy Again" (Columbia) 33/26, A "Most Added" this week. Adds at KSON, WEEP, KKYX, WEAT, WUNI, KRAK, KCUB, KHAK, KSO, KYNN, KNEW, KUZZ, KCKN, WNRS, WOKQ, WIRK-FM, KWKH, WAXX, KRGO, KBMR, KFEQ, KEEN, KBET, KSSS and others.
- CONWAY TWITTY & LORETTA LYNN** "The Sadness Of It All" (MCA) 32/6, KSON, KCKC, KTYN, KHAK, WYDE, WOKK.

## Radio & Records

# NATIONAL AIRPLAY/40

November 9, 1979

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week		
2	1	1	1	KENNY ROGERS/You Decorated My Life (UA)
5	3	2	2	CRYSTAL GAYLE/Half The Way (Columbia)
18	14	7	3	ANNE MURRAY/Broken Hearted Me (Capitol)
15	5	5	0	GENE WATSON/Should I Come Home (Or Should I Go Crazy) (Capitol)
11	4	4	5	WAYLON JENNINGS/Come With Me (RCA)
19	15	9	0	MEL TILLIS/Blind In Love (Elektra)
16	9	8	7	EMMYLOU HARRIS/Blue Kentucky Girl (WB)
13	7	6	8	MERLE HAGGARD/My Own Kind Of Hat (MCA)
1	2	3	9	LARRY GATLIN/All The Gold In California (Columbia)
26	22	13	10	JOHNNY DUNCAN/The Lady In The Blue Mercedes (Columbia)
15	11	11	11	JOE STAMPLEY/Put Your Clothes Back On (Epic)
35	30	19	12	MOE BANDY/I Cheated Me Right Out Of You (Columbia)
37	32	24	13	HANK WILLIAMS JR./Whiskey Bent And Hell Bound (Elektra)
33	27	17	14	JACKY HALL/You're My Kind Of Woman (Mercury)
34	31	22	15	TOM T. HALL/You Show Me Your Heart (And I'll Show You Mine) (RCA)
28	23	16	16	CHARLY McCLAIN/You're A Part Of Me (Epic)
7	6	10	17	DOLLY PARTON/Sweet Summer Lovin' (RCA)
20	20	14	18	ROSANNE CASH w/BOBBY BARE/No Memories Hangin' 'Round (Columbia)
-	35	29	11	LORETTA LYNN/I've Got A Picture Of Us On My Mind (MCA)
23	21	18	20	TOM GRANT/Sail On (Republic)
-	-	37	21	CONWAY TWITTY/Happy Birthday Darlin' (MCA)
-	-	32	22	DAVE & SUGAR/My World Begins And Ends With You (MCA)
4	8	12	23	JOHN CONLEE/Before My Time (MCA)
30	26	25	24	JOE SUN/Id Rather Go On Hurtin' (Ovation)
6	13	15	25	OAK RIDGE BOYS/Dream On (MCA)
9	12	23	26	BARBARA MANDRELL/Fooled By A Feeling (MCA)
-	-	31	27	CHARLEY PRIDE/Missin' You (RCA)
-	-	33	28	EDDIE RABBITT/Pour Me Another Tequila (Elektra)
-	-	35	29	HOYT AXTON/Rusty Old Halo (Jeremiah)
3	10	27	30	T.G. SHEPPARD/Last Cheater's Waltz (WB/Curb)
24	24	28	31	WILLIE NELSON/Crazy Arms (RCA)
-	-	32	32	STEPHANIE WINSLOW/Say You Love Me (WB/Curb)
-	-	36	33	CHARLIE DANIELS BAND/Mississippi (Epic)
-	-	39	34	STATLER BROTHERS/Nothing As Original As You (Mercury)
-	-	40	35	REBA McENTIRE/Sweet Dreams (Mercury)
-	-	40	36	BRENDA LEE/Tell Me What It's Like (MCA)
-	-	37	37	MEL McDANIEL/Lovin' Starts Where Friendship Ends (Capitol)
-	-	38	38	JOHNNY RODRIGUEZ & CHARLY McCLAIN/I Hate The Way... (Epic)
-	-	39	39	MARTY ROBBINS/Buenos Dias Argentina (Columbia)
-	-	40	40	DOTTIE WEST/You Pick Me Up (And Put Me Down) (UA)

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

- JANIE FRICKE** "But Love Me" (Columbia) 30/15, WUBE, CKLW-FM, WUNI, KKYX, KZIP, WIRK-FM, KRGO, WSLR, WNRS, KTYN, KFDI, KBMR, KFTN, KRDR, KSSS, debut 30 WOKQ.
- DOTTSY** "When I'm Gone" (RCA) 29/9, KCEY, KTYN, KSSS, WHBF, KMAK, KBMR, KYNN, KNOE, WOKQ, debut 25 WUNI.
- MICKEY GILLEY** "A Little Getting Used To" (Epic/Playboy) 38/18, WKDA, KEEN, KEED, KSO, WNRS, KRGO, KFDI, KUZZ, KBET, KRDR, WUNI, KHEY, KWKH, KKYX, WSEN, WIRK-FM, WBAM, KZIP.
- CARLENE CARTER** "Do It In A Heartbeat" (WB) 27/5, WHK, KSON, KHEY, WYVA, WMZQ. Charts: 23-16 WWVA, 36-27 KLZ, 32-26 KHAK.
- DEBBY BOONE** "Everybody's Somebody's Fool" (WB/Curb) 19/10, KNIX, KNOE, KKYX, KSSS, WAXX, WKMF, KYNN, KHAK, WRCP, KTYN.
- BILLY "Crash" CRADDOCK** "Till I Stop Shaking" (Capitol) 19/7, WCXI, KSO, WNRS, KWKH, KCEY, KSSS, WAXX, 32-25 KCKC.
- JOHNNY RUSSELL** "Ain't No Way" (Mercury) 17/9, KKYX, WKMF, KRAK, KUZZ, KRGO, KNOE, WGTO, KTYN, KNIX.
- GAIL DAVIES** "Blue Heartache" (WB) 17/16, WKDA, WEAT, KMPS, KNEW, KRDR, WSEN, WSLR, KEEN, KRGO, KBMR, KFEQ, KRGO, KSO, WXCL, WKMF, WAXX, WMC.
- JUICE NEWTON** "Until Tonight" (Capitol) 16/9, WXCL, WYTL, WAXX, KRGO, KYNN, WGTO, KHEY, WCOS-FM, WWVA.
- DONNA FARGO** "Preacher Berry" (WB) 15/13, KRAK, KNOE, KHEY, KEED, WCXI, KSO, WIRK-FM, KTYN, WNRS, KRGO, KFDI, KFEQ, KWKH, debut 27 WUNI.
- TOMMY OVERSTREET** "Fadin' Renegade" (Elektra) 13/13, WRCP, KRGO, KNIX, KSON, KEED, KRAK, KRGO, KFDI, KBMR, WBAM, WMZQ-FM, WWVA.
- LOUISE MANDRELL & R.C. CANNON** "We Love Each Other" (Epic) 13/7, KRAK, KFDI, KSSS, KRGO, WXCL, WBAM, WGTO, debut 29 KRGO.
- CAROL CHASE** "This Must Be My Ship" (Casablanca West) 13/6, WHK, KRAK, KRGO, KYNN, KWKH, WOKQ.
- KENNY ROGERS** "Coward Of The County" (UA) 7/4, Early adds include WMAQ, WHN, WMC, KLZ and others. Many stations airing as single from LP cut.

## Most Requested

LW	TW	
1	1	KENNY ROGERS (UA) (3rd week)
6	2	WAYLON JENNINGS (RCA)
4	3	ANNE MURRAY (Capitol)
2	4	LARRY GATLIN (Columbia)
3	5	CRYSTAL GAYLE (Columbia)
5	6	HANK WILLIAMS JR. (Elektra)
7	7	GENE WATSON (Capitol)
8	8	MERLE HAGGARD (MCA)
10	9	JOE STAMPLEY (Epic)
-	10	EMMYLOU HARRIS (WB)

## Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- BELLAMY BROTHERS**  
You Ain't Just Whistlin' Dixie (WB/Curb)
- JOHN CONLEE**  
Before My Time (MCA)
- BARBARA MANDRELL**  
Fooled By A Feeling (MCA)
- RONNIE MILSAP**  
In No Time At All (RCA)
- MOE & JOE**  
Just Good Ol' Boys (Columbia)
- OAK RIDGE BOYS**  
Dream On (MCA)
- DOLLY PARTON**  
Sweet Summer Lovin' (RCA)
- T.G. SHEPPARD**  
Last Cheater's Waltz (WB/Curb)
- DON WILLIAMS**  
It Must Be Love (MCA)

# Country



## Biff Collie Inside Nashville

**NAMEDROPPER:** Tennessee Ernie Ford, Kay Starr, the Sons Of The Pioneers and Merle Haggard taped a new Ford-hosted PBS special called "Songs Of A Lusty Land" produced by Cliffie Stone. Broadcast date next March . . . George Burns gave Jerry Kennedy, Charles Fach (they produced), Sonny Throckmorton, and Tom T. Hall (who's songs he recorded here) something to tell their grandkids about when the 83-year-old American theatrical legend did his first Nashville session . . . Tommy Sands called from Honolulu. He lost his dad, longtime big band pianist Eddie Sands this summer. Eddie was 76 . . . Governor Lamar Alexander called Charlie Walker and his family to the state capital and proclaimed November as "Family Month" in Tennessee . . . The lawyers are working seriously on the Porter Waggoner-Dolly Parton lawsuit and expect it to be resolved soon. The lawyers think that effectively dividing up their Nashville partnership properties (Owepar Publishing and Fireside Studios) would end the suit . . . Jimmie Skinner's death last week brings to mind his hits "Will You Be Satisfied That Way," Johnny Cash and Flatt & Scruggs hits on "Doin' My Time," "I Found My Girl In The USA," and Ernest Tubb's classic 50's hit of Skinner's "Let's Say Goodbye Like We Said Hello." Skinner died of a heart attack at the age of 70 . . . Professor Jerry Clower guest-lecturing on business, agriculture, and communications at Mississippi State University, his alma mater . . . Bouquets to harmonicist Terry McMillan upon being named "Entertainer Of The Year" at the Grapevine Opry awards in Ft. Worth . . . Larry Gatlin headlining at the Opry House next week benefitting the Christian Family Center here . . . T.G. Sheppard is honorary chairman of Christmas Village, an annual affair to aid deaf children . . . WHO??? Roy Clark is set to star in two network specials in December. On



**HOORAY FOR HOLLYWOOD** — Loretta Lynn takes a minute to check the script with (left) Director Arthur Marks and Sorrell Booké (Boss Hogg) on the set of the CBS-TV weekly series, "The Dukes Of Hazzard." Loretta makes her dramatic acting debut in the "Find Loretta Lynn" episode, to air this fall.

December 9 he will be seen in NBC's "Sensational, Shocking, Wild & Crazy Seventies," along with Bill Bixby, David Bowie, Hugh Hefner, Evel Knievel, Ted Knight and the Village People, among others. The show is being produced by Dick Clark. On December 12, CBS will air a 60-minute "Country Christmas" special which was taped in Tulsa last September . . . CBS also will be running a tribute to Mother Maybelle Carter, known as "First Lady of Country Music." Those set to appear are Lynn Anderson, the Carter Family, Johnny Cash, Ray Charles, Larry Gatlin, Emmylou Harris, Waylon Jennings, Kris Kristofferson, Willie Nelson and Linda Ronstadt. No air date has been set, but it will be sometime this winter . . . Con Hunley returned from Pretoria, South Africa, with fellow-Knoxvillian, boxer John

Tate. In case you haven't heard, Tate defeated Gerrie Coetzee in a WBC championship fight recently. Hunley spent a week in South Africa prior to the fight and sang the National Anthem before 89,000 people in the Loftus Verfeld Stadium . . . Jim Ed Brown, Jerry Clower, Wendy Holcolmbe, and Helen Cornelius went to Estes Park, CO to film 13 segments for their "Nashville On The Road" series last week, with guests Porter Wagoner, Jeannie C. Riley, and Freddy Weller . . . Bill Monroe is in love with the loving cup presented him on his 40th Grand Ol' Opry anniversary . . . Chai Zemin, Chinese Ambassador to the U.S., brought a delegation to town to "learn about the music of the working people" . . . T. Tommy Cutler "Roasters" confirmed included Tom T. Hall, Porter Wagoner, Ralph Emery, Roy Acuff, Eddy Arnold, Faron Young, Hank Snow, and Mary Reeves Davis. The event takes place this Thursday (15th) at Nashville's Hyatt Regency. For further info call Tex Davis at (615) 244-6565.

**AIRLINES:** Mel Tillis says they just got their house re-decorated, "by an inferior decorator!" . . . Billy Bob Bowman says they have a little stranger at his house (his sister married a midget) . . . Kris Kristofferson and Rita Coolidge headed for the divorce court . . . The tourbus guides are telling their tourist riders, as they pass the magnificent stucco compound on Franklin Road in South Nashville, that Tammy Wynette and her husband George Richey have a "semi-permanent" house guest — George Jones . . . Dickey Lee says you're getting old if you remember what a shotgun wedding is, or was. Years ago; it was a case of "wife or death" . . .



Mel Tillis

Is it true that Nashville Brass trumpeter Danny Davis's first musical instrument was a piccolo? . . . Hank Williams Jr. won't win any popularity contests in Cleveland, IN for awhile. He refused to go on at a muscular dystrophy benefit at Cleveland State College because the promoter was \$150 short on the money to fulfill his contract . . . In her spare time Dolly Parton's writing a novel, and doing a story book for children . . . DJ/Publisher Charlie Williams says Roger Miller once had a manager who could not tell the truth. "He only told the truth once in his life," Roger says, "and then he lied out of it."

**FOR THE FIRST TIME** WSM radio finally became a fulltime Country music radio station. Haril Hensley, who replaced Ralph Emery as the all-night voice seven years ago, is the new Program Director of the station. WSM has been Country from 6pm-6am for a number of years, reverting to Pop/Adult music programming during the day. Locals are wondering out loud if the station will play the "more Pop/Adult-Country superstars singing album cuts of pop artists' hit songs." So far the station does not sound like that.

**CLOSER:** George Burns, on his recording trip to Music City, said he had discovered the secret of baldness — too much skin!



**TAMMY GETS BOOKED** — Epic's Tammy Wynette is shown here autographing her new book "Stand By Your Man" for a fan during a recent autograph party. The title of the book was inspired by Tammy's 1968 hit recording of the same name.

## BB \* 83 RW \* 88

WUNI KTTS KRMD KOYN KUZZ  
WIVK WKCW KFDI KVOC KNIX  
WGTO WFAI KGA KRGO WSHO  
WSDS WWNC KZUN KSOP KDJW  
WHIM WDXZ KAYO KSSS KLLL  
KKYX KEBC-FM



**EDDY ARNOLD**  
"If I Ever Had To Say Goodbye"  
PB 11752

## NIPPER NOTES



# Country

## Most Added

**KENDALLS**  
You'd Make An Angel  
Wanna Cheat (Ovation)  
**MOE & JOE**  
Holding The Bag (Columbia)  
**JOHNNY CASH & WAYLON JENNINGS**  
I Wish I Was Crazy Again (Columbia)  
**WILLIE NELSON**  
Help Me Make It Through  
The Night (Columbia)

## Hottest

**KENNY ROGERS (UA)**  
**ANNE MURRAY (Capitol)**  
**CRYSTAL GAYLE (Columbia)**

# REGIONAL ADDS & HOTS

### WEST

**KREY**  
Adelphi, N.J.

Lacy J. Dalton  
Conway Twitty "Happy"  
Stallier Bros.  
Randy Barlow  
John Anderson  
HOTTEST  
Dove & Sugar (Both)  
Jim Reeves  
Jacky Ward  
Mel Tillis  
Gene Watson

**KRAL**  
Arroyo Grande, Ca.

Stephanie Minlow  
R.C. Bannon  
Kenny Dale  
Billie Jo Spears  
Jim Reeves  
Moe & Joe  
Hank Thompson  
HOTTEST  
Conway Twitty "Heavy"  
Kenny Rogers  
Crystal Gayle

**KUZZ**  
Burbank, Ca.

Jim Weatherly  
Ray Price  
Johnny Russell  
Eddie Arnold  
Conway Twitty  
Moe & Joe  
Conway & Loretta "Know"  
Cash & Jennings  
Ricky Van Shelton  
HOTTEST  
Maylon Jennings  
Johnny Duncan  
Marty Robbins  
Anne Murray  
Lacy J. Dalton

**KCEV**  
Madison, Ca.

Willie Nelson  
Conway & Loretta  
HOTTEST  
"Crash" Craddock  
Kenny Rogers  
Moe & Joe  
Mel Tillis

**KNEW**  
Oakland, B.F., Ca.

Gall Davies  
Cash & Jennings  
Maylon Jennings  
John Anderson  
Emmylou Harris  
Mel Tillis

**KNSN**  
Colorado Springs, Co.

Willie Nelson  
Dottie West  
Jim Ed Brown  
Janie Fricke  
Moe & Joe  
"Crash" Craddock  
Cash & Jennings  
Mendrell & Bannon  
Debbi Boone  
Conway Twitty  
Mel Tillis  
Hoyt Axton  
Ernest Tubbs  
Diana

**KRLR**  
Denver, Co.

Conway Twitty "Happy"  
Freddie Miller  
Johnny Cash "True"  
HOTTEST  
Maylon Jennings  
Joe Sun  
Larry Gatlin  
Dottie West

**KRLZ**  
Denver, Co.

Kenny Rogers  
Brenda Lee  
Stallier Bros.  
Dottie West  
Johnny Cash "True"  
Sylvia  
HOTTEST  
Kenny Rogers "Coward"  
Hoyt Axton

**KEED**  
Eugene, Or.

Donna Fargo  
Mickey Gilley  
Tommy Overstreet  
HOTTEST  
Eddie Arnold  
Bobby G. Rice  
HOTTEST  
Crystal Gayle  
Maylon Jennings  
Anne Murray  
Ernest Tubbs

**KEMR**  
Fremont, Co.

Dottie West  
Kenny Dale  
Rodriguez & McClain  
Jim Reeves  
Kenny Rogers  
Mel Tillis  
Jacky Ward

**KRAG**  
Easton, Va.

Roy Head  
Donna Fargo  
Conway Twitty  
HOTTEST  
Tommy Overstreet  
Mendrell & Bannon  
Carol Chase  
Cash & Jennings  
Johnny Russell  
HOTTEST  
Crystal Gayle  
Waylon Jennings  
Anne Murray  
Moe & Joe  
Loretta Lynn  
Crystal Gayle  
Moe & Joe

**KRDR**  
Graham, Or.

Mickey Gilley  
Warren & Nagler  
Ray Price  
HOTTEST  
Donna Fargo  
Bobby Vinton  
Gall Davies  
HOTTEST  
Ernest Tubbs  
Hoyt Axton

**KROR**  
Salt Lake City, Ut.

Carl Chase  
Bobby Vinton  
Eddie Arnold  
Tommy Overstreet  
Gall Davies  
HOTTEST  
Crystal Gayle  
Gene Watson  
Anne Murray

**KRCP**  
Salt Lake City, Ut.

Eddie Arnold  
Maylon Jennings  
Conway & Loretta (Both)  
Tommy Overstreet  
HOTTEST  
Moe & Joe  
Steve Mariner  
Carlene Carter  
HOTTEST  
Maylon Jennings  
Joe Stampley  
Kenny Rogers  
Johnny Gatlin  
Emmylou Harris  
Mel Tillis

**KRCH**  
San Bernardino, Ca.

Ray Price  
L. & G. Morgan  
Kendalls  
Conway & Loretta "Sad"  
HOTTEST  
Eddie Rabbitt  
Moe & Joe

**KRDN**  
San Diego, Ca.

Conway Twitty "Happy"  
Cash & Jennings  
Charley Pride  
HOTTEST  
Stallier Bros.  
Rodriguez & McClain  
HOTTEST  
Anne Murray  
Hank Williams, Jr.

**KEEN**  
San Jose, Ca.

Gall Davies  
Mickey Gilley  
Cash & Jennings  
Jim Ed Brown  
HOTTEST  
Kenny Rogers  
HOTTEST  
Freddie Miller  
Hoyt Axton  
Gall Davies  
John M. Ryles  
HOTTEST  
Gene Watson

**KIDN**  
Pueblo, Co.

Julie Newton  
Randy Barlow  
Debbi Boone  
Conway & Loretta "Know"  
HOTTEST  
Crystal Gayle  
Anne Murray  
Eddie Rabbitt

**KUCB**  
Tucson, Ar.

Conway & Loretta "Know"  
Moe & Joe  
Cash & Jennings  
HOTTEST  
Eddie Rabbitt  
Charley Pride  
Maylon Jennings  
Stallier Bros.  
Dove & Sugar "World"

**KBT**  
Reno, Nv.

Cash & Jennings  
Charlie Daniels Band  
HOTTEST  
Lacy J. Dalton  
John M. Ryles  
HOTTEST  
Moe & Joe  
Conway & Loretta "Know"  
Hoyt Axton  
Mickey Gilley  
L. & G. Morgan  
HOTTEST  
"Crash" Craddock  
Dottie West  
Debbi Boone  
Mendrell & Bannon  
HOTTEST  
Crystal Gayle  
Mel Tillis  
HOTTEST  
Crystal Gayle  
Mel Tillis  
HOTTEST  
Rodriguez & McClain

### MIDWEST

**WBLR**  
Akron, Oh.

Willie Nelson  
Gall Davies  
Kendalls  
HOTTEST  
Janie Fricke  
Sylvia  
Alabama  
HOTTEST  
Crystal Gayle  
Gene Watson  
Anne Murray  
Mel Tillis

**WNRB**  
Ann Arbor, Mi.

"Crash" Craddock  
Kendalls  
HOTTEST  
Donna Fargo  
Mickey Gilley  
Janie Fricke  
Cash & Jennings  
Steve Mariner  
Jim Reeves  
HOTTEST  
"Crash" Craddock  
Sylvia  
HOTTEST  
Tom T. Hall  
Kenny Rogers  
Anne Murray  
Moe & Joe

**WARR**  
Cleveland, Oh.

Cash & Jennings  
Moe & Joe  
Gall Davies  
Larry Gatlin  
Steve Mariner  
Jim Reeves  
HOTTEST  
"Crash" Craddock  
Sylvia  
HOTTEST  
Tom T. Hall  
Kenny Rogers  
Anne Murray  
Moe & Joe

**WARM**  
Cleveland, Oh.

Cash & Jennings  
Moe & Joe  
Nicky Gillay  
Wood Newton  
HOTTEST  
Joe Sun  
Anne Murray  
Maylon Jennings  
Kenny Rogers  
Loretta Lynn

**WBRM**  
Birmingham, N.D.

Kendalls  
Cash & Jennings  
Tommy Overstreet  
Gall Davies  
HOTTEST  
Joe Sun  
Anne Murray  
Maylon Jennings  
Kenny Rogers  
Loretta Lynn

**WBRN**  
Cedar Rapids, Ia.

Neil Street  
Conway & Loretta "Sad"  
HOTTEST  
Moe & Joe  
Freddie Miller  
Conway Twitty  
Sandy Posey  
Cash & Jennings  
Tommy Overstreet  
Debbi Boone  
HOTTEST  
Dottie West  
Conway Twitty "Heavy"  
Charley Pride  
Carlene Carter  
Eddie Rabbitt

**WBRP**  
Cincinnati, Oh.

Eddie Rabbitt  
Charley Pride  
Brenda Lee  
Stallier Bros.  
Willie Nelson  
HOTTEST  
Kenny Rogers  
HOTTEST  
Reba McEntire  
Rodriguez & McClain  
HOTTEST  
Neil Street

**WBRQ**  
Chicago, Ill.

Kenny Rogers  
Hank Williams, Jr.  
Bobby Vinton  
HOTTEST  
Anne Murray  
Crystal Gayle  
Larry Gatlin  
Oak Ridge Boys  
T.G. Sheppard

**WBRW**  
Cincinnati, Oh.

Kenny Dale  
John Anderson  
Charley Pride  
HOTTEST  
Big Al Downing  
Maylon Jennings  
Kenny Rogers  
Crystal Gayle  
HOTTEST  
Kenny Rogers  
HOTTEST  
Reba McEntire  
Rodriguez & McClain  
HOTTEST  
Neil Street

**WBRX**  
Cincinnati, Oh.

Kendalls  
Janie Fricke  
Stallier Bros.  
John M. Ryles  
Dove & Sugar "World"  
Sylvia  
HOTTEST  
Ernest Tubbs  
HOTTEST  
Conway Twitty "Happy"  
Mel Tillis  
HOTTEST  
Charley Pride  
HOTTEST  
Rodriguez & McClain  
HOTTEST  
Neil Street

**WBRZ**  
Cincinnati, Oh.

Charley Pride  
Conway Twitty "Happy"  
HOTTEST  
Carlene Carter  
Stallier Bros.  
Dottie West  
Carol Chase  
HOTTEST  
Jim Reeves  
HOTTEST  
Crystal Gayle  
HOTTEST  
Maylon Jennings  
John Conlee

**WBR4**  
Cleveland, Oh.

Hickory Gilley  
Darryl Thomas  
Cash & Jennings  
Moe & Joe  
"Crash" Craddock  
Willie Nelson  
Kendalls  
Randy Barlow  
Big Al Downing  
Donna Fargo  
HOTTEST  
Dottie West  
Rodriguez & McClain  
HOTTEST  
Conway Twitty "Happy"

**WCR1**  
Cleveland, Oh.

Kendalls  
Donna Fargo  
"Crash" Craddock  
Moe & Joe  
Conway & Loretta "Know"  
Willie Nelson  
Dove & Sugar "Why"  
HOTTEST  
Cash & Jennings  
Janie Fricke  
HOTTEST  
Kenny Rogers  
Don Williams  
John Conlee  
Lorry Gatlin  
Merle Haggard

**WCR2**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR3**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR4**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR5**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR6**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR7**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR8**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR9**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR10**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR11**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR12**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR13**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR14**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR15**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR16**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR17**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR18**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR19**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR20**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR21**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR22**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR23**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR24**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR25**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR26**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR27**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR28**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR29**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR30**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR31**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR32**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR33**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR34**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR35**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR36**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR37**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR38**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR39**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR40**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR41**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR42**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR43**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR44**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR45**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR46**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR47**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR48**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR49**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR50**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR51**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR52**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR53**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR54**  
Cleveland, Oh.

Jim Reeves  
Hank Williams, Jr.  
HOTTEST  
Larry Gatlin  
Janie Fricke  
HOTTEST  
Oak Ridge Boys  
Ronnie Millap

**WCR55**  
Cleveland, Oh

# P/A

## POP/ADULT



### Mike Kasabo

#### Veteran Programmer Views P/A Consulting

Paul Ward, is currently President of his own consulting firm, Far West Communications, handles the syndicated Charlie & Harrigan show, and several years ago was instrumental in taking longtime oldies station WROR/Boston into a mainstream Pop/Adult operation. He has some exciting new outlooks on P/A programming — especially with regard to a consultant's relationship with a radio station.



Paul Ward

R&R: You have a total of nine stations now, mostly P/A's . . .

PW: Yes, the latest being WCSH in Portland, ME.

R&R: Outside of setting up Charlie & Harrigan at WCSH, what other plans and directions do you have for the station?

PW: First, they had an overall lack of understanding of direction after having dominated the market for years — they went into many different format styles. Portland tends, according to research, to have a heavy listenership in the 18-24 category; leaving a great availability for a 25-49 audience.

R&R: C&H would fit right in with those available demos . . .

PW: Yes, and to kick them off we organized a great Portland talent tryout that included the Secretary of the State of Maine and hockey stars among others, with a finale of Charlie &

*"The ultimate purpose of a consultant should be to put himself out of business."*

Paul Ward

nor is the relationship. I believe a consultant is an insurance policy. For a station like WCSH a consultancy provides a national Program Director who the local PD can bounce ideas off of — with both helping in the overall guidance of the station. Again, what we are basically doing is providing stability for a radio station that has been missing, and determining the elements necessary to satisfy the audience.

R&R: Anything you feel that might be special with your music system?

PW: It's the one I devised for WROR and is extremely liberal. There are probably close to 750 oldies — oldies being defined as anything 18 months old that deserves to live forever. Along with being based on research, my music policy is also based on the premise that a long time ago when I got involved in a music station that had the largest audience, it was the one that played the best records. While "best" is a very subjective judgment, if you back it up with research, you'll find that certain songs don't fit in a given situation or radio station.

My music system doesn't have a name — it's fundamentally rock 'n' roll for adults — I guess you could call it MOR or Middle-Of-The-Rock, and it's based on the final direction that WROR went to.

R&R: Anything in closing?

PW: After broad experience in contemporary and Beautiful Music radio, I'm now doing something that I've always wanted to do. I really like to teach and I enjoy meeting young programmers who are able to use, along with research, "gut feeling," which is based upon judgments about how to entertain the audience, and at the same time maintain proper format values.

#### Update

**FULL-TIME:** WYNE/Appleton has been given a full-time license by the FCC after many years of application. The spark to the entire situation was that the station was also granted an increase to 5000 watts of power . . . Another increase in wattage for KBAI/Morro Bay, CA to 5000 watts from 500. KBAI will serve the mid-California coastal area . . . Relating to a recent article, WJMA/Orange, VA Operations Director Ross Hunter writes that his station was not off the air during the recent snow problem — and in fact continued to broadcast weather and related information to the area residents . . . KVI/Seattle News Director Art Kevin has announced that Seattle Deputy Mayor Bob Royer will join newsman Neal Gladner in the KVI studios for live broadcast commentary on issues, candidates, and results of the 1979 general election . . . WLNH/Laconia has started a new program consisting of two-minute editorials sent in by listeners about local community topics. The station will pick the three best and air them daily, they will be used and incorporated as a regular feature . . . WQUD/Memphis and the Beale Street Landing presented the "First Fall-Flea-For-All Fest." Over 30,000 people showed up for a greased pig chase, apple-bobbing, pie eating, and pumpkin-carving contests. There was live music and arts and crafts and a flea market where locals brought all their flea-ridden animals to scratch the day away . . . KOB/Albuquerque took the lion's share of radio honors for the second straight year in the annual Albuquerque Press Club awards program — this year KOB won honors in three of four possible radio news categories . . . **HIT CITY:** "Bridge Over Troubled Water," Elvis, Barbra Streisand, and the Beatles received the highest number of votes from WASH/Washington, DC listeners in the 1st annual "WASH With The Stars Hall Of Fame" poll. Almost 9000 votes were counted as the station presented the top 100 Greatest Hits Of All Time in the promotion. Some notable listener preferences documented from the WASH tabulation include a down playing of disco influence. Aside from songs by the Bee Gees, the highest ranking song with a pronounced disco beat was "Copacabana" by Barry Manilow at Number 52. Barbra Streisand's votes outnumbered her next highest contender, the Bee Gees, by more than 2 to 1. "White Christmas" by Bing Crosby continued to be a WASH listener favorite, hitting No. 14 on the top 100 chart . . .

#### Transition

Ed Krampf joins the growing staff at KYUU-FM/San Francisco as Account Executive. Krampf commented, "Working with the sales staff at KYUU offers me a tremendous opportunity to work with top-notch professionals." . . . The new Operations Manager of WEEX/Easton, Charlie Ryan, is changing from a Top 40 to a Pop/Adult direction, resulting in a need for P/A product; address new product to him at P.O. Box 190, Easton, Pennsylvania 18042 . . . Thaddeus Johnson is the new Music Director of KUGN/Eugene, coming from KRKG/Albany, OR, replacing Andy Manuel, who exits the station . . . KBLF/Red Bluff, CA bids a fond farewell to Program Director Bob Breck, who will travel next door to the FM operation to become PD of sister KSNR. Morning man Tom Plant — formerly of KPAY/Chico — will take over both the PD and MD duties at KBLF . . . KRKO/Everett welcomes a new newscaster, Rick Johnson, from KPLZ/Seattle, replacing Lyle Johnson . . . Andy Volvo has assumed the Music Director position at WMID/Atlantic City, with responsibilities including working as programming and research assistant to Program Director Ken Brown . . . John Markham exits WLVL/Niagara to go across town to WJLL as afternoon personality . . .

#### Color

**THE BIG PIG:** WGR/Buffalo is running an "I Can't Miss Piggy" contest where listeners send in a card with name, address, and phone number to qualify for a daily drawing. The card selected — if the person calls within 20 minutes to qualify — could get a home visit from Miss Piggy, or a visit to his or her children. It will include a home visit by other Muppets (all characters actually played by station personnel). Those involved can invite as many people to the party as they can — as all others attending can receive candy treats for their trouble.

**MYSTERIOUS HAPPENING:** WFTL/Ft. Lauderdale is running a "mysterious address" contest in which listeners are given six clues per day during the week, directing them to the location of the WFTL mystery address. Each day the prize is not guessed a new contestant is qualified.

**A FRIEND INDEED:** KDWN/Las Vegas's "Tell A Friend" contest invited listeners to send postcards with the name of someone they've told about KDWN. Then, each hour, the air personality picked a card at random from a barrel and asked the entry who the person was that "turned them on" to the station. That qualified for a grand prize trip for a family of four via Amtrak to Los Angeles and back — all expenses paid!



**WHEN IN PARIS — PUNT** — During a recent trip to France, KLDN/Denver President/GM John ego was shocked to see every major football college banner on display at Harry's New York Bar in Paris except the University of Colorado's. Upon returning home he told the school's Athletic Director, Eddie Crowder (center), of the inequity and with Crowder's help sent station PR lady Lynn "Marti" Martin to the Parisian nightspot with the school's pennant and a helmet. At left is the renowned coach of the team, Chuck Fairbanks.

# P/A

POP/ADULT

## BREAKERS

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

### RUPERT HOLMES

#### Escape (The Pina Colada Song) (Infinity)

52% of our reporters are on it. Adds include WFYR, WIBW, KNBR, WSLI, WFDF (dp), WTIC, KAFM, KHOW, WNEU. Key moves: 9-2 KRMG, 29-13 KUKI, 23-10 WWWE, 23-14 WSM-FM, 30-22 WMAZ, 24-17 WYMC, 25-19 WHBC, 28-18 WCWA, 38-27 FM97, 29-22 KRKO, debut 23 WRIE, debut 28 KSTP, debut 30 WQUD. Heavy rotation: KUGN, WCMB, WTMJ, WASH, WSB, WRVA. Jumps 38-25 on P/A chart.

### LITTLE RIVER BAND

#### Cool Change (Capitol)

65% of our reporters are on it. Adds include KEX, WRVA, WISN, WASH, WTAE, WHAS, WLVA, WFDF, KR0D, WSGW, KSL, WNEU. Key moves: 22-11 KOLO, 22-13 WSM-FM, 27-19 KBLF, 37-28 KUKI, 26-22 WCHV, 27-22 WPRO, 27-19 WCWA, debut 29 WRIE, debut 27 WHAG, debut 28 WORG, debut 29 WLNH. Jumps 35-26 on P/A chart.

### FRANK MILLS

#### Peter Piper (Polydor)

61% of our reporters are on it. Edges out Rita Coolidge as this week's Most Added including WJBO, KSTP, WISN, WRIE, WIBW, WTAE, KRMG, KRNT, KNBR, KOY, KR0D, WHBC, WPTF, WHIZ, WORG, WGIR. Key moves: 24-17 WBT, 26-18 WSGW, 22-19 KMPC, 24-20 WOWO, debut 22 WLVA, debut 23 WPRO. Jumps 40-27 on P/A chart.

## NEW & ACTIVE

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

**KC & THE SUNSHINE BAND** "Please Don't Go" (TK) 45/8 add WBZ, WPRO, WSGW, WIS, KMBZ, WLVA, WSM-FM, WTAR. Key moves: 9-6 WORG, 18-13 WCWA, 20-12 WFYR, 22-15 WQUD, 21-14 WOWO, 23-18 WLNH, debut 14 WFDF, debut 24 KRKO. Heavy rotation: WASH. Increased 34-29 on P/A chart.

**KERMIT THE FROG** "Rainbow Connection" (Atlantic) 43/4 add WHDH, KBLF, KRKK, WHAM. Key moves: 20-17 WMAZ, 30-24 WORG, 34-27 WSGW, 25-20 WCWA, debut 24 WYMC, debut 26 KRKO. Increased 32-30 on P/A chart.

**CLIFF RICHARD** "We Don't Talk Anymore" (EMI America) 35/6 add KFMB, KRKK, WCWA, WMAZ, KUGN, KNBR. Key moves: 24-16 WSM-FM, 27-19 KOLO, 23-20 WISN, 39-30 FM97, 28-23 WCHV, debut 19 KRMG, debut 24 KEX. Heavy rotation: WSIX. Increased 37-31 on P/A chart.

**JIMMY BUFFETT** "Fins" (MCA) 37/3 add WIS, KMBZ, WTVN. Key moves: 4-3 WCWA, 14-8 WLNH, 12-10 WPRO, 16-11 KUKI, 20-18 WYMC, 27-22 WHBC, 22-17 KEX, 17-12 KRKO, 27-24 WQUD. Heavy rotation: KRKK. Increased 33-32 on P/A chart.

**RITA COOLIDGE** "I'd Rather Leave While I'm In Love" (A&M) 31/23 adds include WPTF, KOY, WBT, KEX, KRMG, WRVA, KRKK, WHIO, KUGN, WMAZ, WFYR, WISN, KAKE, WSIX, WJBO, KFMB. Debuts 27 WSM-FM, debuts 29 KRKO. Debuts at No. 35 on P/A chart.

**MELISSA MANCHESTER** "Pretty Girls" (Arista) 29/4 add KRKO, WYMC, WFDF, WHBC. Key moves: 24-21 WORG, 29-26 KBLF, 31-28 FM97, debut 27 KOLO, debut 20 KDWN, debut 29 WMAZ. Increased 39-36 on P/A chart.

**SUPERTRAMP** "Take The Long Way Home" (A&M) 30/7 add WBZ, WHBC, WHAS, WFDF (dp), WCER, KR0D, WORG (dp). Key moves: 23-15 WCWA, 24-15 KRKO, 28-21 WMAZ, 29-24 KOLO, 23-18 WOWO, debut 19 WFYR. Debuts at No. 37 on P/A chart.

**STEVIE WONDER** "Send One Your Love" (Tamla/Motown) 28/12 adds include WLNH, WCWA, WHAM, WQUD, WOWO, KSTP, WIOD, WNEU, WCHV, WPTF. Key moves: 26-23 WBT, 31-21 WHBC, 25-23 WISN, debut 29 WRIE. Debuts at No. 39 on P/A chart.

### Pop/Adult Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

- ABBA (Atlantic) "I Have A Dream" "If It Wasn't For The Nights"
- ALESSI BROTHERS (A&M) "Words And Music"
- JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants" "Volcano" "Survive"
- CHEAP TRICK (Epic) "Voices"
- CHICAGO (Columbia) "Life Is What It Is" "Runaway" "Loser With A Broken Heart"
- RITA COOLIDGE (A&M) "Sweet Emotion"
- BOB DYLAN (Columbia) "I Believe In You" "Do Right To Me Baby (Do Unto Others)"
- EAGLES (Asylum) "Long Run"
- FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Sara"
- "Angel" "Over & Over" "Storms" "Think About Me"
- RICKIE LEE JONES (WB) "Night Train"
- BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"
- GERRY RAFFERTY (UA) "Tourist"
- KENNY ROGERS (UA) "Goodbye Marie"
- DIANA ROSS (Motown) "No One Gets The Prize"
- CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do"
- DONNA SUMMER (Casablanca) "On My Honor"
- RANDY VANWARMER (Beersville) "Losing Out On Love"
- JENNIFER WARNE (Arista) "Shot Through The Heart" "Tall Me Just One More Time"
- WINGS (Columbia) "Baby's Request" "Winter"

## Radio & Records POP/ADULT AIRPLAY / 40

November 9, 1979

Three Weeks	Two Weeks	Last Week		
4	2	2	①	ANNE MURRAY/Broken Hearted Me (Capitol)
1	1	1	2	KENNY ROGERS/You Decorated My Life (UA)
8	4	3	③	CRYSTAL GAYLE/Half The Way (Columbia)
11	7	4	④	BARRY MANILOW/Ships (Arista)
12	10	5	⑤	COMMODORES/Still (Motown)
—	23	11	⑥	BARBRA STREISAND & DONNA SUMMER/No More Tears (Enough...) (Col/Cas)
18	8	7	7	J.D. SOUTHER/You're Only Lonely (Columbia)
27	15	8	⑧	STYX/Babe (A&M)
5	5	6	9	HERB ALPERT/Rise (A&M)
9	9	10	10	BRENDA RUSSELL/So Good, So Right (A&M/Horizon)
32	25	16	⑪	LAUREN WOOD/Please Don't Leave (WB)
19	13	12	12	IAN GOMM/Hold On (Stiff/Epic)
38	30	15	13	DR. HOOK/Better Love Next Time (Capitol)
2	3	9	14	COMMODORES/Sail On (Motown)
7	11	13	15	MICHAEL JOHNSON/This Night Won't Last Forever (EMI America)
6	6	14	16	RITA COOLIDGE/One Fine Day (A&M)
—	39	26	⑰	DIONNE WARWICK/Deja Vu (Arista)
—	—	29	⑱	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
22	17	17	19	LEIF GARRETT/When I Think Of You (Scotti Bros.)
31	27	21	20	ORLEANS/Forever (Infinity)
35	31	27	⑳	E. DAN & J.F. COLEY/What Can I Do With This Broken Heart (Big Tree)
3	12	18	22	LOBO/Where Were You When I Was Falling In Love (MCA/Curb)
39	33	28	㉑	YVONNE ELLIMAN/Love Pains (RSO)
21	19	20	24	BARBARA MANDRELL/Fooled By A Feeling (MCA)
—	—	36	㉒	RUPERT HOLMES/Escape (The Pina Colada Song) (Infinity)
—	—	35	㉓	LITTLE RIVER BAND/Cool Change (Capitol)
—	—	40	㉔	FRANK MILLS/Peter Piper (Polydor)
25	20	19	28	DONNA SUMMER/Dim All The Lights (Casablanca)
—	37	34	29	KC & THE SUNSHINE BAND/Please Don't Go (TK)
—	38	32	30	KERMIT THE FROG/Rainbow Connection (Atlantic)
—	—	37	31	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
40	36	33	32	JIMMY BUFFETT/Fins (MCA)
15	21	25	33	WINGS/Arrow Through Me (Columbia)
20	24	24	34	ROBERT JOHN/Sad Eyes (EMI America)
—	—	→	35	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
—	—	→	36	MELISSA MANCHESTER/Pretty Girls (Arista)
—	—	→	37	SUPERTRAMP/Take The Long Way Home (A&M)
—	40	38	38	EAGLES/Heartache Tonight (Asylum)
—	—	→	39	STEVIE WONDER/Send One Your Love (Tamla/Motown)
—	—	→	40	KENNY LOGGINS/This Is It (Columbia)

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

New Entry

**KENNY LOGGINS** "This Is It" (Columbia) 22/6 add WBT, KRMG, WASH, WMAZ, WFDF, WYMC. Key moves: 14-10 KBLF, 19-13 KRKO, 33-29 WHBC, debut 19 KDWN, debut 26 KOLO. Heavy rotation: WHIO. Debuts at No. 40 on P/A chart.

### Others Getting Significant Action

**DANN ROGERS** "Looks Like Love Again" (International Artists) 30/12 adds include WSIX, WISN, KGNR, WGIR, WHAM, WRVA, WGY, WFDF, WJON, WJBO, KHOW. Moves 34-28 WHAG, debut 28 KRKO, debut 30 WIBW. Heavy rotation: KUGN.

**ELO** "Confusion" (Jet) 26/2 add WCWA, WHOK. Moves 29-23 WYMC, 28-20 FM97, 25-20 WLNH, 29-25 WQUD.

**ELTON JOHN** "Victim Of Love" (MCA) 23/0. Moves 11-9 WPRO, 22-18 KUKI, 23-18 WYMC, 19-16 WLNH.

**ABBA** "Chiquitita" (Atlantic) 17/10 add WRVA, WCER, KGNR, WLNH, WPRO, WTMJ, KMBZ, FM97, WHIO, WMAZ. Moves 18-11 KRKO.

**ROBERT JOHN** "Only Time" (EMI America) 17/4 add KAFM, WHAG, KBLF, WGIR. Debuts 29 WSM-FM.

**BOB DYLAN** "Gotta Serve Somebody" (Columbia) 17/2 add WHIZ, WTIC. Moves 12-8 WYMC, 28-25 WLNH, debut 30 WNEU.

**JOHNNY MATHIS** "No One But The One You Love" (Columbia) 14/3 add WSGW, WIOD, KRKO. Moves 21-19 WISN, 26-19 WHAG.

**HELEN REDDY** "Let Me Be Your Woman" (Capitol) 14/2 KSL, KRKO. Debuts 30 WPRO.

**AMERICA** "All My Life" (Capitol) 14/1 add WFDF. Moves 26-21 KBLF.

**CARLENE CARTER** "Do It In A Heartbeat" (WB) 13/1 add WRVA. Moves 33-28 WCHV, 30-23 WSM-FM, debut 30 WLVA.

**HALL & OATES** "Wait For Me" (RCA) 12/2 add WIP, WPRO.

**FRANCE JOLI** "Come To Me" (Prelude) 12/2 add WBZ, WHAG. Moves 9-8 WHIZ, 14-12 WPRO.

**DAVE LOGGINS** "The Fool In Me" (Epic) 9/2 add KBLF, KUKI. Debuts 30 WSM-FM.

**PABLO CRUISE** "I Want You Tonight" (A&M) 9/1 add WCWA. Moves 21-17 WCHV, 26-21 WPRO.

**KENNY ROGERS** "Coward Of The County" (UA) 10/7 Note: Album copy lists this as "Coward Of The Country." New single being shipped corrects that error — add WIP, WSLI, WRVA, WTMJ, WORG, WRIE. Debuts 22 WBT.

**JIM WEATHERLY** "Smooth Sailing" (Elektra) 8/4 add WTMJ, KOLO, KUGN, KRMG.

**SMOKEY ROBINSON** "Cruisin'" (Motown) 7/2 add WCHV, FM97. Debuts 20 WFYR.

### Most Added:

- FRANK MILLS**  
Peter Piper (Polydor)  
Added at 30% of our reporting stations.
- RITA COOLIDGE**  
I'd Rather Leave While I'm In Love (A&M)  
Added at 29% of our reporting stations.
- LITTLE RIVER BAND**  
Cool Change (Capitol)  
Added at 18% of our reporting stations.
- CAPTAIN & TENNILLE**  
Do That To Me One More Time (Casablanca)  
Added at 15% of our reporting stations.
- DANN ROGERS**  
Looks Like Love Again (International Artists)  
Added at 15% of our reporting stations.
- STEVIE WONDER**  
Send One Your Love (Tamla/Motown)  
Added at 15% of our reporting stations.

### Hottest:

- COMMODORES**  
Still (Motown)  
Reported hot at 65% of our stations.
- BARRY MANILOW**  
Ships (Arista)  
Reported hot at 65% of our stations.
- ANNE MURRAY**  
Broken Hearted Me (Capitol)  
Reported hot at 63% of our stations.
- KENNY ROGERS**  
You Decorated My Life (UA)  
Reported hot at 58% of our stations.
- STYX**  
Babe (A&M)  
Reported hot at 51% of our stations.
- J.D. SOUTHER**  
You're Only Lonely (Columbia)  
Reported hot at 46% of our stations.
- BARBRA STREISAND & DONNA SUMMER**  
No More Tears (Enough Is Enough) (Col/Cas)  
Reported hot at 42% of our stations.



# OPPORTUNITIES

## Openings

If you're ready to become part of Cleveland's hottest new station, read on WBBG is looking for a PD with a solid background in contemporary or Pop/Adult format. Your ability to do on air work is a plus. If you are heavily promotion oriented, this is your opportunity to make things happen in a major market. Please send tapes and resumes today to Joe Restifo, VP/Operations, WBBG, 3940 Euclid Ave., Cleveland, OH 44115. EOE M/F (11-9)

WZOK-97/Rockford, IL now accepting tapes and resumes for future openings. Energy and reliability a must. Send to Reid Reker, Operations Mgr., WROK-WZOK, 1100 Tarnack Lane, Rockford, IL 61125. EOE M/F (11-9)

Disc Jockey/Engineer combo, part time available now, full time open soon. 1st phone and experience required. Tapes and resumes to K-15(KWUN), Box 4044, Concord, CA 94520 or call (415) 685-1480. EOE M/F (11-9)

WTVN/Columbus, OH has immediate opening for afternoon drive air personality, Pop/Adult format. We're looking for a talented entertainer. Tapes and resumes to John Potter, WTVN, 42 E. Gay, Columbus, OH 43215. EOE M/F (11-9)

Immediate opening for personality with commercial production and news experience. Extra \$\$\$ for play-by-play. Send tapes and resumes to Barry Banker, WHJB, 245 Brown St., Greenburg, PA 15601. EOE M/F (11-9)

A rare opportunity. Lotus Communications is looking for people who would like to be PD's. If you think you are a person with stable ideas, a good promotion mind, and would like to be trained in a top station as a PD, even if you are one now, send us your ideas, resumes and tapes. We want programmers who can also perform on the air. Send to Scott Gentry, Lotus Program Coordinator, 4660 S. Decatur Blvd., Las Vegas, NV 89103. EOE (11-9)

KSEI/Pocatello, ID looking for midday personality and 7-12midnight female. 1 yr experience preferred. Send tapes and resumes to Mike MacDonald, Box 40 Pocatello, ID 83201. EOE M/F (11-9)

KTRB/Modesto looking for experienced Country personality. Fair starting salary. 1st class license preferred. 3rd class considered if exceptionally strong in production and news. Tapes and resumes to Sandy Mackenzie, KTRB, Box 3839, Modesto, CA 95352. (11-9)

Production pro — no announcing, good pay for voice to work nights. Responsible for two 903 automation systems. Contact Dan Mitchell (919) 867-0121. (11-9)

Creative production person needed immediately. Some copywriting experience helpful. Contact T.J. Byers, WIOU, Kokomo, IN 46901 or call (317) 453-1212. EOE M/F (11-9)

WDJX/Dayton, OH's fastest growing rock station is looking for air talent. Send tapes and resumes to WDJX, 44 Kensey Rd., Xenia, OH 45385 or call (513) 372-8074. EOE M/F (11-9)

## Openings

Chief Engineer wanted for AM/FM in the great Pacific Northwest, in the beautiful market of Eugene, OR. Must have experience in automation, and love rock 'n' roll music. Contact Ken Cummings (503) 686-9123. EOE M/F (11-9)

KSCB/Liberal, KS needing midday jock. Experienced or not, we will train. Send tapes and resumes to Steve Armstrong, Box K, Liberal, KS 67901 or call (316) 624-3891 (11-9)

WJBO/Portland, ME looking for a talented Top 40 jock for future opening at Maine's class contemporary station. Good money to the right person. Tapes and resumes only to Andy Carey, PD, WJBO, 583 Warren Ave., Portland, ME 04103. EOE (11-9)

KSEE/Santa Maria, CA wants you! If programming high energy rock and roll is your forte send your tape and resume to Tim Scott, KSEE, 117 S. Broadway, Suite E, Santa Maria, CA 93454. No calls. EOE (11-9)

Looking for experienced AOR announcer with background in automation and promotion. No calls please. Send tapes and resumes to Drake-Chenault, c/o Mike Russell, 8399 Topanga Canyon Blvd, Canoga Park, CA 91304. (11-9)

WACO/Waco looking for Country jock. Good in production, salary is open. Send tapes and resumes to Jim Miller, Box 7912, Waco, TX 76710. EOE (11-9)

KZOK-AM-FM/Seattle seeking qualified candidates for position as Chief Engineer. Should have experience with directional AM, competitive audio processing, STL maintenance, and all phases of FM transition. Computer background highly desirable. Excellent salary and benefits. Resumes to J. Blackburn, GM, KZOK, 1426 5th Ave., Seattle, WA 98101. (206) 223-3900. EOE M/F (11-9)

AOR FORMATTED/KOZZ/Reno, NV needs full time jock. Rush tape and resume to Daniel Cook, Box 1928, Reno, NV 89505. EOE M/F (11-9)

WAYZ/Wayneboro, PA is in desperate need of a good female broadcast journalist. If you can write, read, and work hard, then you are the person we are looking for. The position open is for morning drive. If interested send tape, resume, and salary requirements to Steve Siener, PD, WAYZ, 33 E. Main St., Wayneboro, PA 17268. No phone calls. EOE (11-9)

KEEP in the Intermountain West has an opening coming up very soon for an air talent with production skills to take over middays. Send tapes with aircheck, newsreading and production to Terry Tario, PD, KEEP, Box 348, Twin Falls, ID 83301. EOE M/F (11-9)

Several openings now available at major market Midwest AM/FM sleeper seeking top flight news pros. New ownership, new management, new direction and a rare commitment to excellence await qualified candidates seeking real news, top bucks and a chance to have fun again. Tape and resume to Mark Watkins, News Director, WNDE, 6181 Fall Creek Road, Indianapolis, IN 46222. (317) 257-8397. References and salary history first letter. EOE (11-9)

## Openings

Opening for News Director. Send tapes and resumes and recent photo. Also looking for tapes for future jock opening. Send to Jerry Rogers, WSGA, Box 8249, Savannah, GA 31412. EOE M/F (11-9)

KLMS/Lincoln is looking for a mature communications pro to join our morning team. Beautiful city, good pay and benefits. Let's talk. Call Gary Claus, (402) 489-3855. EOE (11-9)

CREATIVE PRODUCTION PERSON NEEDED IMMEDIATELY. Some copywriting experience helpful. Contact T.J. Byers, WIOU/Kokomo, IN 46901. (317) 453-1212. EOE M/F (11-9)

KUZZ/KKXX/Bakersfield, CA needs experienced news person immediately. Good writing skills, ability to gather news, production skills. Good benefits. Call Mark Howell (805) 393-1500. Send tapes and resumes to KUZZ/KKXX 1209 N. Chester, Bakersfield, CA 93308. EOE (11-9)

WXQR/Jacksonville, NC Superstars AOR, looking for air/production talent. Great place to start in Superstars. Minorities and females encouraged. Send tapes and resumes to Kris Kelly, WXQR, Box 760, Jacksonville, NC 28540. EOE M/F (11-9)

Now accepting airchecks for future openings. Adult contemporary and AOR formats. Contact T.J. Byers, WIOU, Box 2208, Kokomo, IN 46901. No calls please. EOE M/F (11-9)

WAYZ/Wayneboro, PA is in the process of building a really great radio station. We offer good facilities, good benefits, and now we need good personalities. We are a contemporary Country formatted station, but we desire some good ex-rock and rollers. If you have talent this may be the position for you. This market is competitive and the bucks are decent. Send tape, resume, and salary requirements to Steve Siener, PD, WAYZ, 33 E. Main St., Wayneboro, PA 17268. Absolutely no phone calls. EOE (11-9)

KUKI nestled in the heart of Mendocino County looking for capable News Director. Corporate owned with profit sharing possibilities. Call (707) 462-4771 or send tapes and resumes to Kate Moore, Box 638, Ukiah, CA 95482. EOE M/F (11-9)

KLAZ-KOKY/Little Rock, accepting applications for future openings in News. Send tapes and resumes to Linda Johnson, 1501 N. University, Suite 768, Little Rock, AR 72207. EOE M/F (11-9)

KWWL/Waterloo, IA is looking for a dynamite production man. Send tapes and resumes to Drew Bentley, 500 E. 4th St., Waterloo, IA 50703 or phone (319) 291-1214. EOE (11-9)

Announcer/Programmer for contemporary automated FM. Must be experienced in production, promotion, audience research and maintenance. Send tapes resumes and salary requirements to Box 8030, Madison, WI 53708 or call (608) 274-2720. EOE (11-9)

## Openings

67WKYX is still carefully searching for the right morning personality who can also deliver creative, effective production. Send tapes and resumes to Brian J. Miller, WKYX, Box 2397, Paducah, KY 42001 or call (502) 442-6311. EOE M/F (11-9)

WMC/Memphis has a rare opening for an afternoon drive news person. Looking for an experienced professional to work at the number one station in town. Tapes and resumes to Les Acree, PD, 1960 Union Ave., Memphis, TN 38104. (11-9)

On-air personality needed for medium market Pop/Adult station in the Pacific Northwest. Good production skills a must, experience in research helpful. 3-5 yrs experience in medium market absolutely necessary, no beginners. Tapes, resumes and pictures to Welly Sale, PD, KSLM, Box 631, Salem, OR 97308. (11-9)

Rare opportunity to work afternoons in the great Northwest. KTAC/Tacoma looking for experienced contemporary jock. Send tapes and resumes to Ric Hansen, 2000 Tacoma Mail Office Bldg., Tacoma, WA 98411. No calls please. EOE (11-9)

Rock 104/Modesto looking for hot rock 'n' roll jock for PM drive time. Tapes and resumes to Richard Ceno, Box 3837, Modesto, CA 95352. (11-9)

WWTC/Minneapolis has opening for personality jock, if you've got the numbers, we've got the bucks. Send your craziest aircheck to Dr. Dave, WWTC, 809 2nd Ave South, Builders Exchange Bldg., Minneapolis, MN 55402. EOE M/F (11-9)

WLKI-FM/Angola, IN has immediate opening for a News Director. Must be able to write, do play-by-play and deliver news. Good pay and benefits. Send tapes and resumes to Gary Osborne, WLKI, North Wayne Plaza, Angola, IN 46703. EOE M/F (11-9)

Love to tinker in electronics, automation, fix broken equipment etc? 1st ticket not necessary. Maintenance person needed for KUKI/KALF located in the redwood country. Corporate owned profit sharing opportunities. Call (707) 462-4771 or send resumes to Kate Moore, Box 638, Ukiah, CA 95482. EOE M/F (11-9)

WCSH/Portland is searching for a superior on-air PD to accept the challenge of building a No. 1 adult radio station. Great rewards for the right person. Resumes, tapes and ideas to Paul Ward, 1680 N. Vine St., Suite 900, Los Angeles, CA 90028. (11-9)

Adult morning personality needed now. Pop/Adult format. Contact Doug Selma (805) 366-4411. Send tapes and resumes to Box 6128, Bakersfield, CA 93306. EOE (11-9)

Newsperson, seasoned pro for morning drive. Prefer someone with Central or Western New York state experience. Call immediately Jay Meyers (315) 446-1515 after 3pm. EOE (11-9)

## CHANGES

### Radio

JIM HOWIE promoted to PD/MD WEAT/West Palm Beach, FL.  
JACK ALBER joins WEAT/West Palm Beach, FL from WIRK/West Palm Beach, FL to do afternoon drive.  
CHARLIE CLARK joins WSHE/Ft. Lauderdale, FL as air personality, 7pm-12mid.  
MILDRED THOMPSON joins WDEN/Macon, GA News Staff from WIBB/Macon, GA.  
KRIS CARPENTER joins KDJW/Amarillo, TX.  
DAN WILLIAMS from all nights at KAYO/Seattle, WA to middays at KEED/Eugene, OR.  
RICK SHAW formerly with KTON/Belton, TX now doing 10am-2pm air shift at KOKE-FM/Austin, TX.  
GIOVANNI appointed Music Coordinator and Production Director for PRO-FM/Providence, RI.  
DAVE SCHAFFER named PD of KBRR/Leadville, CO, formerly PD of KRAZ-FM/Farmington, NM.  
KATHY NEUSTADT appointed News Director of KBRR/Leadville, CO, formerly News Director of KRAZ-FM/Farmington, NM.  
ROBERT SIRCH named MD of KBRR/Leadville, CO, former MD of KGEN/Tulgate, GA.  
BOB STROUD appointed Production Director of WMET/Chicago, IL.  
MATT KORP, News Director of WEEX-WQQQ/Easton, PA named News Director for WAEB-WXKW/Allentown, PA.  
THOM SHERIDAN appointed Account Executive at KNBQ-FM/Tacoma, WA.  
PETER MARCUS named Manager of Affiliate Services for RKO Radio Network.  
BUD BECKER appointed Director of Recording Artists Promotions for WLPL-FM/Baltimore, MD.

### Station Line-Ups

WJLU/Niagra Falls, NY LINE-UP: 6am-9am Chuck Mandrell (MD), 9am-10am Dorothy Shank, 10am-11am Viewpoint Talk Show, 11am-2pm John Markham, 2pm-5pm John Jarrett. News: Tom Darro News Director; Jeff Garrigan.  
KSEE/Santa Maria, CA LINE-UP: 6am-10am Jeff Perry, 10am-1pm Sam Jackson, 1pm-5pm Don Williams. Weekends: Tim Scott, Dave Storm.

KBOZ/Bozeman, MT LINE-UP: 6am-10am Paul Vann Ehlis and Dean Alexander, 10am-3pm Mike Halton, 3pm-7pm Anne Barnaby, 7pm-12mid Dennis Nichols (MD), 12mid-6am Jim Jeffries. Weekends: Dan Funk, Steve Gasche, Casey Power.  
KBRR/Leadville, CO LINE-UP: 6am-10am Dave Schaefer, 10am-1pm Ronnie West, 1pm-6pm Robert Sirch, 6pm-12mid Leslie Cole. Weekends: Rod Laycock, Rick Baker, Rick Street, Kathy Neustadt.  
WKXA/Brunswick, ME LINE-UP: 5:30am-10am Bill Clement, 10am-3pm Tom Saylor, 3pm-7pm Bob Adams (PD Bob Knight), 7pm-11pm Dan Laramy (MD), 11pm-5:30am Mark Smith.  
KOKE-AM/Austin, TX LINE-UP: 6am-10am Bob Cole, 10am-12noon Ron Tatar, 12noon-3pm Steve Gary, 3pm-6pm Jerreanne Thomas.  
WEAT/West Palm Beach, FL LINE-UP: 6am-10am Steve Cody, 10am-2pm Jim Howie (PD/MD), 2pm-7pm Jack Albert, 7pm-12mid Charlie Clark, 12mid-6am Lee Durant.  
KOZA/Odessa, TX LINE-UP: 6am-9am Art Randall, 9am-12noon Gary Winter, 12noon-4pm Mark Allen, 4pm-7pm Keith Montgomery, 7pm-12mid Paul Kelley, 12mid-6am Jerry Kaye.  
WROQ/Charlotte, NC LINE-UP: AM Drive Murphy in the Morning, Midday Dan Lucas, PM Drive Bill Garcia, Nights Lou Simon, Late Nights Steve Bishop, Early Mornings Chris Jarrett. Weekends: Roy Rosen, Mike Donovan, Mark Kessler, Jim Savell.

### Industry Changes

BOB CURRIE named Manager of A&R East Coast for EMI/UA Records.  
CATHI LEVEILLE appointed General Manager for The Sunshine Group.  
SALLY WEINSTOCK appointed Publicity Manager for Watermark, Inc.  
KATY KEEP promoted to Manager of the A&R Department at EMI/UA Records.  
MARILYN HOROWITZ named ASCAP Membership Representative in New York City.  
ANNETTE (SAM) THAYER joins the sales staff of WESTWOOD ONE.  
WOLF SCHNEIDER promoted to Production Coordinator for all of WESTWOOD ONE's programs.  
MICHAEL JORDAN elevated to Director of Studio Operations for WESTWOOD ONE.  
RANDY HOCK appointed Director of West Coast Promotion for Arista Records.  
GLEN LAJESKI named Director and Promotion Administration for Arista Records.  
JOYCE JOHNSEN appointed Manager of Production Services for Arista Records.

# OPPORTUNITIES

## Openings

Top rated mass appeal contemporary in major market is searching for a top rate morning personality who is entertaining, informative, topical and local with a good sense of humor. A winning radio station in a beautiful exciting city willing to pay top bucks for top talent. Stable secure operation looking for long term association. Send tapes and resumes to Radio & Records, 1830 Century Park West, Box 167, Los Angeles, CA 90067. EOE

WFTN/Franklin, NH has opening for News Director, experience preferred. Opportunity to restructure news department. Women encouraged. Tapes and resumes to PD, Box 99, Franklin, NH 03235 (603) 834-2600. (11-9)

14-Q/KRCQ/Palm Springs/Indio will soon have an opening for the right type of communicator. We're adult Top 40 and we want somebody who can sell himself/herself to an audience. Send tapes and resumes to Ron Young, KRCQ, 82640 Miles Ave., Indio, CA 92201. No calls please. EOE M/F (11-9)

The most incredible opportunity is here... Top 50 major market corporation seeks the greatest talented radio performers in the country. Talents must be unique and versatile in both airwork and production performance. The highest degree of confidentiality will be observed. The most incredible opportunity is here... are you ready? Tapes/resumes/photo to: Wizard Recruitment Service, Box 11727, Winston-Salem, NC 27108. (11-9)

WKOP/Binghamton, NY has a rare opening for a light personality morning person. Modern Country format plenty of cross-overs, good bucks, 5 day week. Contact Ray Ross, Box 567, Binghamton, NY 13902. (607) 722-3437. EOE (11-9)

KGOT-FM (KG-101)/Anchorage has immediate opening for PD with AOR background. Good production is very important. Send tapes and resumes to KGOT-FM, 2800 E. Dowling Rd., Anchorage, AK 99507 or call Bill Bink or Nancy Johnson at (907) 349-2531 (11-2)

KEYY/Provo, UT has immediate opening for mid-level personality with heavy production skills. Send tapes and resumes to Gaylen Palmer, KEYY, Box KEYY, Provo, UT 84601. EOE M/F (11-2)

Looking for announcer with various duties. Third base FCC license required, plus valid Florida drivers license. Send tapes and resumes to Paul Sebastian, WAPE, Box 486, Orange Park, FL 32073. EOE M/F (11-2)

You're an Engineer, capable of doing airshift, or if you're a jock capable of doing engineering, then we want you. Tapes and resumes to Ken Peige, KGEN, 305, Box 444, Tulare, CA 93274. 1st class license required. (11-2)

HOW/Denver has an opening for a radio engineer. Applicants shall have a valid 1st class radio-telephone license plus at least 3 yrs experience in the field of radio broadcast engineering. Applications will be accepted through Nov. 9th. Interested individuals should contact the Beavers at (303) 573-6300 to set up appointment for interview. EOE (11-2)

SP-FM/Salt Lake City now accepting tapes and resumes for future openings. Send to Randy Rose, SP-FM, Box 7760, Salt Lake City, UT 84107. No calls. (11-2)

WKV/Cincinnati is looking for News Director for 500 Dance music station. Also accepting tapes and resumes for future jocks openings. Must sound enthusiastic. Tapes and resumes to Charlie Brown, WOKV, 1100 Bank Bldg., 3rd & High, Hamilton, OH 45011 (11-2)

KIR/Houston has a rare opening for Program Director. Tapes and resumes to Robert M. Chandler, GM, 10000 Lybby, Operations Dir., KENR, 2 Greenway Plaza, Houston, TX 77046 (713) 821-1550. (11-2)

Country station WVOV/Huntsville, AL is in need of airpeople. Contact Operations Dir., Mark Albritten with tapes and resumes to Box 5188, Huntsville, AL 35825 (205) 859-2441. (11-2)

Production/Copywriter: A dynamite Pop/Adult leader in one of America's most beautiful markets is actively seeking someone who writes creative copy, and can do the production - possible occasional board shift. Good money for right person. Tapes and resumes to Richard Sands, P.D., K-TAHOE, Box A.M., So. Lake Tahoe, CA 95705, or call (916) 544-6471 after 2pm. (11-2)

Talented. Minimum of 5 yrs broadcasting experience required. Send tapes and resumes to Jim Ray, AM/FM, Box 1208, Austin, TX 78767. No calls please. EOE M/F (11-2)

Western New Mexico's No. 1 station needs part time Pop/Adult and Top 40 personalities year-round. Excellent opportunities for small or medium market jocks ready to move up to 50,000 watts. Send tapes and resumes to Chris Kay, KBCQ, Box 870, Roswell, NM 88220 or call (505) 822-8450. EOE (11-2)

AM/Wichita, KS has opening for part time weekend announcer for AOR/Progressive Country format. Send tapes and resumes to John Spear, PD, 1102, Wichita, KS 67201 or call (316) 838-9141. (11-2)

## Goods & Services

### Comedy Material

300 DJ's get big laughs and ratings with funny material. Freebie. HYPE INK, Box 68581, Los Angeles, CA 90069.

### The Aircheck Guide New Openings

Have stations with the latest openings tune into your aircheck. All formats and positions. Nationwide.

All contact confidential. Computer screens you from your market (unless otherwise requested). Forward aircheck, resume and \$35 handling. THE AIRCHECK GUIDE is in touch with all states and Canada. Both listed and unlisted openings.

THE AIRCHECK GUIDE, 8 Constance Avenue, Lewiston, ME 04240. For instant contact just call (207) 782-0947 9am-5pm EST.

### The Superior Christmas Music Special

Still available in many markets, THE SOUNDS OF CHRISTMAS, America's premiere holiday music program. Unparalleled variety of quality artists and repertoire; compatibility with all formats. For demo and information call now, SHEPHERD MUSIC... (419) 693-9281.

### Broadcast Calendar

We have something every radio broadcaster needs! For free sample, write to: BROADCAST CALENDAR, PO Box 577, Lannon, WI 53048.

### Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the laffa, here comes the yocks. Complimentary snack: LOLA'S LUNCH, 1789 Hamlet Drive, Suite 888, Ypsilanti, MI 48197.

### One Liner Specialist

Over 500 categories plus political DeeJay's, Entertainer's, Speaker's, Emcee's, Agents accepted. Lee Haas, 4472 Broadway, Suite B, Hawthorne, CA 90250 (213) 876-3154

### Broadcaster's Action Line

Job Referral Service - \$25.00 for 12 months. Fee changes to \$40.00 Jan. 1, 1980. Send to: R2 Box 25-A Lexington, IN 47138. 812-889-2907. Free to employers.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### "Phantastic Phunnies"

The industry's internationally acclaimed... most respected audience builder! One month's introductory 400 one-liners, information and gight... just \$2.00!! PHANTASTIC PHUNNIES, 1343-A Stratford Drive, Kent, OH 44240.

## Goods & Services

Making your classified 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 Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

## Openings

WMEE-FM/Ft. Wayne, IN looking for bright, young stars for future openings. Tapes and resumes to Steve Christian, WMEE-FM, Box 6000, Ft. Wayne, IN 46816. EOE M/F (11-2)

WHSY/Hattiesburg, MS looking for Chief Engineer familiar with AM/FM maintenance. A real challenge with a good company. If you're good, we'll pay you for it. Need to hear from you now. Send tapes and resumes to Box 2078, Hattiesburg, MS, 39401 or call Blake Hooper at (601) 545-1230. EOE M/F (11-2)

News Director needed for Eastern North Carolina Pop/Adult-formatted station. Will be responsible for entire news operation in rapidly expanding market. Tapes and resumes to George Michaels, WRMT, Box 283, Rocky Mt., NC 27801. EOE M/F (11-2)

V100/Charleston seeking qualified News Director who can relate and is contemporary. Send tapes and resumes to Dan O'Toole, Box 4318, Charleston, WV 25304. (11-2)

Major market adult appeal AOR looking for jocks, male and female. New station, prestige location, beautiful spacious, extremely well-equipped. Flagship for a growing chain. If you have experience and know the music, send tapes and resumes to Bishop, KFIX, 4722 Broadway, Kansas City, MO 64112. No calls please. EOE (11-2)

News reporter needed for Mobile's No. 1 Country station. 1 yr experience required. Opening in January. Send tapes and resumes to Jim Sands, News Director, WKSJ, 3943 Airport Blvd., Mobile, AL 36608. EOE M/F (11-2)

Morning character - only the very best. Tapes and resumes to National PD, Sunbelt Communications, 1422 Monterey Plaza, San Luis Obispo, CA 93401. No calls please. EOE M/F (11-2)

## Positions Sought

If you're in the Northeast and you want an experienced PD to make your Pop/Adult station a winner, send details of your station and I'll send my info. Program Director, 8110 Renwick No. 170-A, Houston, TX 77080 or call (713) 664-4045. (11-9)

Vacancy with clean sheets, the Hotel T.S. can be yours, now. Room for AOR, Pop/Adult, any check out time. Make reservations with T.S. at (315) 835-7311 or (315) 873-1442. Have towels will travel. (11-9)

54.5 was my latest ARB. After 2 1/2 years DWAYNE BONDS has resigned as PD of WCIR/Beckley, WV. Formerly with WKWK, WOMP, WAPE, etc. Contact at (304) 683-9761 or (304) 252-6452 anytime. (11-9)

Contemporary couple, one-to-one communicators. Creative production. Highly requested for stage appearances. 11 yrs combined experience. Two year AM drive team. Looking for climate of sunshine, contact (504) 466-8421 ask for JUDE or GEORGIA. (11-9)

Small market radio News Director wants to move up in market size. Will step down in position for step up. Young, but experienced. Willing to relocate. Available January 1st. Call (614) 373-7792 after 5pm. (11-9)

PD position is what I want. I'm a family man looking for a stable operation in the Midwest. Call (507) 826-2277 and ask for JOHN. (11-9)

Are these ads I've been putting in here the past several weeks destined to become a regular feature of this magazine? Still haven't found the right job. Really, I'm not that bad and I have good credentials. Seeking medium market with decent pay in the Northeast or Midwest. Call CHUCK at (716) 873-0706 (let's hope this is my last ad). (11-9)

Award winning Sports Director with college education looking for a move to medium or major market. Excellent play-by-play all sports, sports talk, good writing. I'm also an on-air program director. I've been at same station for over 3 yrs but I'm looking to move up and prefer a position that includes p-b-p for college or pro team. Will relocate. Call DAN PALMER at (614) 373-2180. (11-9)

Good contemporary PD with new ideas will be looking for move up around the end of the yr. Currently competing in a major market with small facility and doing well, plus previous medium market experience. Steady, references. Call FRANK (714) 758-4696. (11-9)

Talented jock has no problem paying the rent, now would like to try a job where I can afford to eat, too. J.B. (805) 397-0850. (11-9)

PAT CHRISTIE, air personality for Disco 100/St. Louis, looking for MD/air position with contemporary or Pop/Adult station. Knows music and its application toward image, continuity flow, and demographic appeal. Can guarantee excellent music control. 12217 Renwick, St. Louis, MO 63128. (314) 849-2929. (11-9)

Destitute! Five yrs experience in Pop/Adult, Top 40 and Country. Available in Southern California within 24 hours. Leave message. (714) 993-3279. (11-9)

Proven PD with good numbers would like to get back home to Michigan. Country or Pop/Adult format. Quality production and air work. After 5pm call (601) 378-2739. (11-9)

DR. DAVE currently ass't PD/MD is looking. 12 yrs experience and searching for personality oriented station. 30 share in last ARB. Call (612) 854-7434 or (612) 333-2363 after 5pm CDT (11-9)

WNEW style, real Pop/Adult communicator. Clever, experienced, committed. Call MARV at (315) 342-2503. (11-9)

Looking for a programmer with sales experience? Announcing, music and management background. Contact BILL KIMBLE at (914) 331-1632 6am-2pm or evenings. (11-9)

Veteran broadcaster wants programming and/or production. Great voice, abilities and know how. TODD (815) 398-6060. (11-9)

Announcer 15 yrs experience, good voice, first ticket. Have worked Country, Pop/Adult formats. Can do production and a good newscast. Prefer to stay in Florida or will go to another state in the Southeast or Gulf Coast. BILL SMITHSON (305) 448-1260. (11-9)

San Diego, L.A., Sacramento, San Francisco, Fresno, 6 yr pro wants news or sports job. Currently top 55 market. Family man. L.A. is home. Call BOB (916) 583-4916. (11-9)

Talk Radio is boring! It doesn't have to be. I offer "high energy talk" and I've got the numbers to prove it works. 15 year veteran with 5 in top 10 Southeast market. Want to return North and settle into a major or medium market. If you anticipate a need for a unique telephone-talk personality write: Talk host, c/o 323 Franklin, No. 804/T-83, Chicago, IL 60606. (11-9)

Looking for Top 40, Adult Contemporary slot in medium plus Western city. Call BOBBY after 3:30 at (802) 994-8072 or leave message at (802) 288-2377. (11-2)

Imaginative, creative, enthusiastic! A versatile communicator seeks a return to broadcasting after a year's hiatus! License, degree and plenty of experience. Interested in any format, any market. Call ROB in K.C. (816) 753-1620 for merry happy return! (11-2)

## Positions Sought

Providence/Boston: radio broadcaster, not "super-jock," "music freak," or amateur. Have experience as Music Director, jock, promotion, sales. Currently doing talk in medium market. Complete package write: 18 Hill St., Box No. 15, Norton, MA 02768. (11-2)

Midwest Music Director looking for West Coast position. On or off air. 4 yrs experience. I work cheap! Tape and resume available. Call (314) 636-2038 anytime. (11-2)

Announcer 15 yrs experience, 1st ticket. Worked Country and Pop/Adult formats. Can do production and a good newscast. Prefer to stay in Florida or would go to another state in Southeast or Gulf Coast. Call BILL SMITHSON (305) 448-1260. (11-2)

Female DJ at Disco 14/Harrisburg, PA looking to get back into radio news. 5 yrs experience, 3 yrs newspaper writing. Political Science background, Penn State University. Would prefer Northeast but will consider all. COLLEEN MORAN (717) 944-1808. (11-2)

PD/Announcer available now, experience includes Ass't PD WTHI, Country, PD at WVTS, Pop/Adult. MIKE MOFFETT (812) 877-9728. (11-2)

Former air talent, afternoon drive at KNBR/San Francisco, seeking air talent/PD position. Call JACK HAYES at (415) 355-2262. (11-2)

Hi, J. ALEXANDER is my name and good reading is my game. You write it, I'll read it and make it sound natural. You want it, I've got it. call (213) 933-4512 early morning or evening. (11-2)

16 yrs as programmer at KBCQ, KHAK, WVOJ and WYFE. Detail work, with experience in promotions, traffic, budgets, supervision. Available now. Will relocate with family, prefer Midwest area. Call DAVE STEVENS at (815) 877-9755. (11-2)

JACK CRABBE former PD K96 and WPGM looking for new challenge. Available immediately to create a winning station or to join your staff as air personality. Call (317) 935-1785. (11-2)

Looking for medium market Top 40 jock position. Many years experience. Currently small market Operations Manager. Tapes, resumes... JOHNNY WILLIAMSON, (303) 945-6501. (11-2)

BA, communications studies, University of Detroit, seek DJ position in Michigan-Ohio-Indiana area. Call HARRY at (313) 522-0144. (11-2)

5 yrs in small markets, looking to move up. Can do all shifts, production and promotion. Prefer Northeast, but will consider all offers. Call (207) 493-3074 and leave message for KIRK (11-2)

Looking for position in CA. Small market PD or major market jock. Currently employed. (209) 825-3218. (11-2)

KEN E. MARKS is looking for a Top 40, Pop/Adult or Disco gig, just back from Reno. Super production. Will travel. Write or call 9315 Cattaraugus Ave., Los Angeles, CA 90034. (213) 838-5364. (11-2)

Radio enthusiast - have been in small market radio for seven yrs. Wish to move to a medium jock position. Currently MD. Prefer contemporary or Pop/Adult. Preferably Great Lakes area, but will consider relocating. Call (419) 332-5148 between 10am and 1pm (11-2)

DJ with BA and 2 yrs air experience desires work in Southern Arizona or Southern California. Strong voice and production skills; traffic and TV background. Call (816) 775-9688 or write T. MAJERLE, 3565 U.S. 131, Cadillac, MI 49801. (11-2)

WABC, KMPC, WBZ, KFRC, WLS, WMAL, KLIF. I have never worked for any of these stations, but I would like to work for you. Call CHUCK at (716) 873-0706. (11-2)

Program Director experience in repairing faltering formats looking to return to mid-Atlantic area, preferably between New York City and Washington D.C. Like current job but not crazy about all the snow to come. Adult Contemporary or Top 40 music, PD/MD position wanted. So you don't forget, send for tape and resume before midnight tonight. MATTHEW COATES, WFTN, Box 9, Franklin, NH 03235 or (803) 934-2500 (10-26)

## Miscellaneous

KWRM-AM/Corona, CA needs improved Country service from all labels. Please help! Send to Box 100, Corona, CA 91720. (11-9)

WZVZ/Kokomo, IN needs AOR service from all labels. Send to Box 2208, Kokomo, IN (11-2)

KIZZ-FM/Minot, ND needs immediate record service for Rock format. Send to Jim Henneman, KIZZ, Box 2188, Minot, ND 58701 (11-2)

150,000 watt XROK/El Paso (Juarez) needs Country service from all labels. Send to XROK, Box 9112, El Paso, TX 79962 (11-2)

KSKU/Wichita-Hutchinson, KS, 100,000 watt FM, Top 40 needs immediate record service from all labels. LP's singles and oldies. Send to Dr. Don West, 1120 N. Halstead, Hutchinson, KS 67501 (11-2)

KPAC/Beaumont, TX needs record service for their Country station. Contact Dons Thompson, MD at (713) 722-9301 from 9am-7pm (11-2)

# THE BACK PAGE

## BREAKERS

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

### JEFFERSON STARSHIP

#### Jane (RCA/Grunt)

66% of our reporters on it. Moves: Up 65, Same 32, Down 0, Adds 25, including WPGC, CKGM, WOKY, B100, WOLF, WBLI, JB105, WFMF, WAYS, WRVQ, KWEN, 92X, KMJC, KTAC, KRKE-FM. See Parallels, charts at number 27.

### STEVIE WONDER

#### Send One Your Love (Tamla)

84% of our reporters on it. Moves: Up 79, Same 17, Down 0, Adds 23, including F105, WJDX, BJ105, WAKY, KSTT, KZ93, Y94, KTAC, KCPX, KGW, WGUY, KILE, WGBF, KOKK. See Parallels, charts at number 28.

### PABLO CRUISE

#### I Want You Tonight (A&M)

62% of our reporters on it. Moves: Up 82, Same 12, Down 1, Adds 20, including WCAO, KRBE, WGCL, WOLF, KLIF, WNOX, WKIX, KZ93, KHJ, KING, KTAC, 13FEA, FM99, KSEL, KQWB-FM. See Parallels, charts at number 29.

## NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist / title / label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

**CAPTAIN & TENNILLE "Do That To Me One More Time" (Casablanca) 105/21**, Moves: Up 57, Same 27, Down 0, Adds 21, including WFIL, WTIC-FM, WFMF, WLAC, WKIX, WAKY, WNAP, KCPX, KENO, KRUX, KRQ.

**CRYSTAL GAYLE "Half The Way" (Columbia) 104/13** Moves: Up 76, Same 9, Down 6, Adds 13, including KVIL, PRO-FM, WNOE, KSTT, KRSP, KRUX, WLBZ, FM99, KSEL, WNAM, KYNS, KDZA.

**CHEAP TRICK "Dream Police" (Epic) 101/5** Moves: Up 73, Same 17, Down 6, Adds 5, Q102, KEEL, WBBQ, KQWB-FM, KKRC, WKBW 22-16, WPEZ 13-10, KRBE 16-11, WLS 18-15, KJR 12-9.

**DR. HOOK "Better Love Next Time" (Capitol) 97/23** Moves: Up 64, Same 10, Down 0, Adds 23, including WCAO, KVIL, KEARTH, KC101, WPST, JB105, WTIK, WKIX, KOFM, 92X, KHJ, KERN, KFXM, KENO, KRQ.

**FOREIGNER "Head Games" (Atlantic) 93/43** Moves: Up 32, Same 18, Down 0, Adds 43, including WIFI, Q105, KIMN, WBEN-FM, WBBF, JB105, KTSA, WFMF, WSGN, WSKZ, WRVQ, KVIC, 92X, KHJ.

**ELO "Confusion" (Jet) 91/3** Moves: Up 69, Same 18, Down 1, Adds 3, Z97, WAEB, KDVV, 96KX 16-12, WPEZ 25-21, KRBE 23-18, Z93 24-20, WGCL 18-14, WJDX 13-9.

**KENNY LOGGINS "This Is It" (Columbia) 90/24** Moves: Up 53, Same 13, Down 0, Adds 24, including WXLO, WIFI, CKLW, WOKY, KEARTH, WBLI, WHYN, WFMF, WAXY, Y103, WAKY, 92X, KMJC, KTAC.

**JOHN COUGAR "I Need A Lover" (Riva) 72/18** Moves: Up 31, Same 21, Down 2, Adds 18, including WKBW, WOKY, KJR, KNOW, Y103, WMEE, KERN, KFXM, KRSP, K104, WAAY, WEAQ, KLUC.

**ALAN PARSONS "Damned If I Do" (Arista) 71/12** Moves: Up 36, Same 22, Down 1, Adds 12, including WPST, KLIF, WNOE, WSKZ, WISM, WAAY, WFLB, KILE, KLUC.

**SMOKEY ROBINSON "Cruisin'" (Tamla) 68/26** Moves: Up 33, Same 7, Down 2, Adds 26, including WXLO, WIFI, WPGC, KSLQ, WGCL, KIMN, WKBO, Z98, WKIX, WMEE, KMJC, KCPX, WYRE.

**KOOL & THE GANG "Ladies' Night" (De-Lite) 63/18** Moves: Up 37, Same 8, Down 0, Adds 18, including KSLQ, KFRC, B100, WBEN-FM, WAXY, WHBQ, WRVQ, WISM, KMJC, KROY, KSLY.

**CARS "It's All I Can Do" (Elektra) 63/7** Moves: Up 37, Same 17, Down 2, Adds 7, KRBE, WOKY, WOLF, WAPE, WJBQ, V100, WCGQ, WIFI 10-8, CKGM 24-16.

**KENNY ROGERS "Coward Of The County" (UA) 62/39** Moves: Up 17, Same 6, Down 0, Adds 39, including WFIL, KRBE, KSLQ, KEARTH, KFRC, WTIK, Z98, WBBQ, WRJZ, WAKY, KLEO, KJRB.

**MICHAEL JACKSON "Rock With You" (Epic) 55/27** Moves: Up 24, Same 4, Down 0, Adds 27, including WPGC, CKLW, KRLA, B100, WFBR, WBBF, WBLI, WHYN, WTIK, WNOE, Z98, WSGA, WSKZ, KWEN, KRAV, KJRB.

**FRANCE JOLI "Come To Me" (Prelude) 52/4** Moves: Up 27, Same 8, Down 13, Adds 4, F105, KERP, WEAQ, KOOK, WABC 12-11, WRKO 12-10, CKGM 14-9, KVIL 18-15, KFI 14-12, KOPA 26-22.

### Others Getting Significant Action

**RONNIE MILSAP "Get It Up" (RCA) 49/1** Moves: Up 33, Same 10, Down 5, Adds 1, KLIF, Z93 22-17, KJR 26-23, WNOE 37-33, WSGN 18-11, Y103 19-14, WBBQ 20-15, WAAY 5-3, KQDI 13-10.

## Radio & Records NATIONAL AIRPLAY/30

November 9, 1979

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
1	1	1	1	EAGLES/Heartache Tonight (Asylum)
4	2	2	2	STYX/Babe (A&M)
8	4	3	3	COMMODORES/Still (Motown)
23	15	7	4	STREISAND/SUMMER/No More Tears... (Columbia/Casablanca)
3	3	4	5	KENNY ROGERS/You Decorated My Life (UA)
9	7	5	6	FLEETWOOD MAC/Tusk (WB)
18	13	9	7	BARRY MANILOW/Ships (Arista)
15	11	8	8	KC & THE SUNSHINE BAND/Please Don't Go (TK)
26	19	13	9	JOHN DAVID SOUTHER/You're Only Lonely (Columbia)
2	5	6	10	HERB ALPERT/Rise (A&M)
30	25	15	11	SUPERTRAMP/Take The Long Way Home (A&M)
12	10	11	12	LED ZEPPELIN/All My Love (Swan Song)
7	6	10	13	DONNA SUMMER/Dim All The Lights (Casablanca)
24	21	17	14	ANNE MURRAY/Broken Hearted Me (Capitol)
—	—	26	15	RUPERT HOLMES/Escape (Infinity)
6	8	12	16	MICHAEL JACKSON/Don't Stop 'Til You Get Enough (Epic)
—	29	26	17	LITTLE RIVER BAND/Cool Change (Capitol)
27	26	22	18	BLONDIE/Dreaming (Chrysalis)
29	23	20	19	MICHAEL JOHNSON/This Night Won't Last Forever (EMI)
28	24	21	20	LAUREN WOOD/Please Don't Leave (WB)
10	12	14	21	KNACK/Good Girls Don't (Capitol)
—	—	29	22	CLIFF RICHARD/We Don't Talk Anymore (EMI)
—	—	30	23	CHRIS THOMPSON & NIGHT/If You Remember Me (Planet)
11	14	18	24	JOURNEY/Lovin', Touchin', Squeezin' (Columbia)
21	20	19	25	JIMMY BUFFETT/Fins (MCA)
5	9	16	26	COMMODORES/Sail On (Motown)
—	—	→	27	JEFFERSON STARSHIP/Jane (RCA/Grunt)
—	—	→	28	STEVIE WONDER/Send One Your Love (Tamla)
—	—	→	29	PABLO CRUISE/I Want You Tonight (A&M)
13	18	23	30	M/Pop Muzik (Sire)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

### MOST ADDED

FOREIGNER "Head Games" (Atlantic)  
 KENNY ROGERS "Coward Of The County" (UA)  
 TOM PETTY "Don't Do Me..." (Backstreet/MCA)  
 RUPERT HOLMES "Escape" (Infinity)  
 MICHAEL JACKSON "Rock With You" (Epic)  
 Complete Regionalized Station Listings on pages 26 and 27.

### HOTTEST

EAGLES "Heartache Tonight" (Asylum)  
 STYX "Babe" (A&M)  
 BARBRA & DONNA "No More Tears..." (Col/Cas)  
 COMMODORES "Still" (Motown)  
 BARRY MANILOW "Ships" (Arista)

**DARYLL HALL & JOHN OATES "Wait For Me" (RCA) 44/9** Moves: Up 19, Same 16, Down 0, Adds 9, 94Q, WKEE, WTIK, BJ105, WVIC, KRUX, WRBR, KENI, KBOZ, WIFI 22-18, WSKZ 25-15.

**MELISSA MANCHESTER "Pretty Girls" (Arista) 43/4** Moves: Up 28, Same 11, Down 0, Adds 4, WKBW, WGCL, KX104, WFOX, 94Q 29-25, CKLW 21-15, KJR 23-21, Y103 27-25, KFXD 22-19.

**BRENDA RUSSELL "So Good, So Right" (A&M/Horizon) 40/1** Moves: Up 22, Same 8, Down 9, Adds 1, KORL, WCAO 14-12, KMJC 6-5, KFXM 19-13, WYRE 20-18, WANS-FM 17-10, KBOZ 23-19.

**AC/DC "Highway To Hell" (Atlantic) 39/3** Moves: Up 23, Same 13, Down 0, Adds 3, WIFI, WOLF, KFXD, 96KX 27-22, KRBE 22-15, KUPD 20-14, KNOW 32-29, KXX106 22-18, WVIC 36-29.

**BLACKFOOT "Train, Train" (Atco) 38/7** Moves: Up 19, Same 12, Down 0, Adds 7, WTIK-FM, Q106, WNOE, BJ105, WEEQ, V100, WROV, KWK 21-17, KXX106 15-12, WNOX 24-19, WVIC 37-32.

**TOM PETTY "Don't Do Me Like That" (Backstreet/MCA) 35/32** Moves: Up 0, Same 3, Down 0, Adds 32, including CKGM, 94Q, KSLQ, KBEQ, WGCL, WOKY, KFRC, KJR, PRO-FM, WHBQ, WRJZ, WVIC, KING, KJRB.

**MOON MARTIN "No Chance" (Capitol) 33/9** Moves: Up 10, Same 14, Down 0, Adds 9, WHYN, 95SGF, WSKZ, WHEB, WCIR, KEWI, KCBN, KBOX, KOOK, WAYS 33-29, KCPX 27-24, WSEZ 40-35.

**KERMIT THE FROG "Rainbow Connection" (Atlantic) 32/3** Moves: Up 15, Same 7, Down 7, Adds 3, WKEE, WOHO, KORL, WKBW 2-2, KBEQ 17-9, WZUU d-25, WHYN 26-20, WKIX 19-17, KWEN 31-19.

**FRANK MILLS "Peter Piper" (Polydor) 30/3** Moves: Up 15, Same 12, Down 0, Adds 3, WNOE, 14WK, KBDF, WOKY d-28, WJDX 24-17, WSGA 19-16, WERC 23-19, KRLC 12-9.

**FOGHAT "Third Time Lucky" (Bearsville/WB) 29/15** Moves: Up 7, Same 7, Down 0, Adds 15, including WIFI, WKBO, WBBQ, WHBQ, WNOX, WAYS, WGH, WVIC, WNAP, KHJ, WKBW d-30, KRBE d-30, 94Q 24-20.

**BUGGLES "Video Killed The Radio Star" (Island) 29/12** Moves: Up 10, Same 7, Down 0, Adds 12, including WKBW, KJR, KIMN, WHYN, WSGN, WISM, Y94, KX104, Q105 d-29, JB105 33-25, KHJ 26-24.

**TOM JOHNSTON "Savannah Nights" (WB) 29/8** Moves: Up 17, Same 4, Down 0, Adds 8, Z93, KJR, WKEE, Z98, WKXY, WSPT, KBDF, KBOZ, 94Q 14-12, KXX106 29-24, 95SGF 15-10, WAAY 12-9.

**ISAAC HAYES "Don't Let Go" (Polydor) 29/7** Moves: Up 18, Same 3, Down 1, Adds 7, Z93, KFI, KOPA, WHBQ, 92Q, KWEN, KHJ, KSLQ 34-29, WNOE 40-34, FM100 25-18, WHHY 11-5, WTMA 24-19.

**YVONNE ELLIMAN "Love Palms" (RSO) 28/5** Moves: Up 17, Same 4, Down 2, Adds 5, WZUU, KFI, WKEE, WLAC, KDZA, F105 34-32, Y100 37-24, WTIK 40-33, KWEN 33-29.

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