

Radio & Records

ISSUE NUMBER 314

THE INDUSTRY'S NEWSPAPER

JANUARY 11, 1980

PUBLIC INTEREST GROUPS STALL DRIVE

Radio Deregulation Delayed

The drive to deregulate radio has encountered delays, as the following scenario unfolded this week in Washington.

• The FCC extended on Monday (1-7) its comment period on deregulation from a January 25 deadline to March 25, with a June 25 reply deadline.

• As a result, the United Church of Christ, which had earlier sued the FCC for withholding information and won a favorable decision, withdrew its request Tuesday (1-8) asking New York Judge Kevin Thomas Duffy to expedite his decision.

• The FCC now has until January 26 to refute the Church's Freedom of Information petition asking for FCC material in order to prepare radio deregulation rulemaking proposals.

• The United Catholic Conference joined other religious and labor groups this week in mounting a grass roots campaign opposing deregulation, fearing the loss of free public affairs time.

• The American Civil Liberties Union (ACLU) was denied a re-

quest last month to the FCC to drop the entire deregulation proceeding.

Comments for and against radio deregulation are running about even as broadcasters begin to respond. The deadline for comments was extended this week to March 25 after several groups representing minority interests sought to delay comments until September 26. Graig Iscoe, an attorney representing the NAACP, National Latino Media Coalition, National Council of La Raza, Environmental Action, and the Mexican American Legal Defense and Education Fund, said, "The Commission took a year to prepare its inquiry, yet expects the public to analyze and comment in only a short period of time."

The FCC has agreed to make "background material" available. But requests to hold nationwide public hearings on deregulation were denied because regional workshops to familiarize the public with FCC thinking on the proposed deregulation have already been held.

DEREGULATION/ See Page 24



Pollack Resigns As WMMR PD, Forms Consultation Service

Jeff Pollack, a leading AOR programmer who produced a near sixfold ratings increase for WMMR/Philadelphia in slightly over a year, has resigned as PD of the station to form Pollack Communications, a consultation firm.

Pollack told R&R, "My year-and-a-half as PD at WMMR enabled me to work with an excellent staff and GM, Bruce Holberg, and a fine company, Metromedia. In 16 months WMMR rose from 1.2 to a 6.9 share of the market. It was a tremendous challenge to bring what many people thought was a dead radio station back to life as strongly as we have. I know WMMR will continue to experience great success."

He continued, "It is time, however, for me to take on a new challenge. I will be offering confidential consultation services to major and medium markets. I will only contract with a limited number of clients, several of whom have already been signed." Pollack added that his new company will also be producing radio specials in a new Burt Kleinman/Watermark series, "Profiles In Rock," with other "joint projects" to be announced later.

Pollack leaves WMMR January 18, and will be based in Los Angeles. No replacement has been set at WMMR, with an announcement expected shortly.

Long Opens Own Consultancy Firm

John Long, longtime Top 40 programmer who recently resigned as PD at WHBQ/Memphis, has announced the formation of John Long Enterprises, a consultancy firm. Long told R&R that the new company would "primarily consult radio stations, but it's not exclusively limited to that. There are a couple areas I'd like to get involved in." Long mentioned assisting in "personnel headhunting" job-finding efforts as one possible area of expansion, but said that

LONG/ See Page 20

Burke Folds Radio Ratings Effort

Burke International Research Corporation has closed the Burke Broadcast Ratings division, after an unsuccessful five-month search for an equity partner. Roger Schorr, Group VP of Burke International, who had tried to obtain backing for the radio ratings division, told R&R that "a duopoly can not exist in the radio ratings industry; it is just not feasible for two major services to survive financially." As a result, Burke will close the BBR offices on January 25, and will cease operations with the release of the October-December '79 ratings reports. Reports will be released for 13 markets, according to BBR President Lew Alpert, markets where Burke has already received monies from broadcasters. Rebates will be sent to ad agencies who had paid for future reports they will not be receiving. Sixty of 80 production staffers will be absorbed into Burke International, but no marketing staffers will remain.

Financial Angel Sought

As first reported last month in R&R, Burke had for some time

been looking for financial assistance. Reportedly, the Burke effort cost the parent company over \$3 million, and Schorr was trying to find additional financial support. On December 26 RAM officials flew to Cincinnati, took a look at the Burke financial books, and offered to try to convert Burke clients to RAM, paying Burke if any contracts were swung over. Burke turned down this idea. However, on January 3 and 4, Burke officials met in New York with Frank Stanton of the Simmons Market Research Bureau. Simmons, a leader in print and qualitative research areas, considered buying BBR but told Schorr Monday (1-7) that it had decided against it. Burke then decided to close the radio division.

RAM, Mediastat Scramble

With the demise of the Burke broadcast effort, the remaining alternatives to Arbitron, RAM and Mediastat, are making plans to pick up the remnants of Burke's subscriber list. John Patton, VP/GM of RAM, told R&R that he and Don Cole, President of Cole Indus-

BURKE/ See Page 20

Arbitron Results For 16 Markets

NEW YORK:

WKTU Nearly Ties WBS

LOS ANGELES:

KBIG Tops As KMET, KABC Drop

CHICAGO:

WLUP Skids 2 1/2 Shares

PHILADELPHIA:

WMMR Top Major Market AOR

DETROIT:

WCXI Triples Share

HOUSTON:

KMJQ In Four-Share Dive

WASHINGTON:

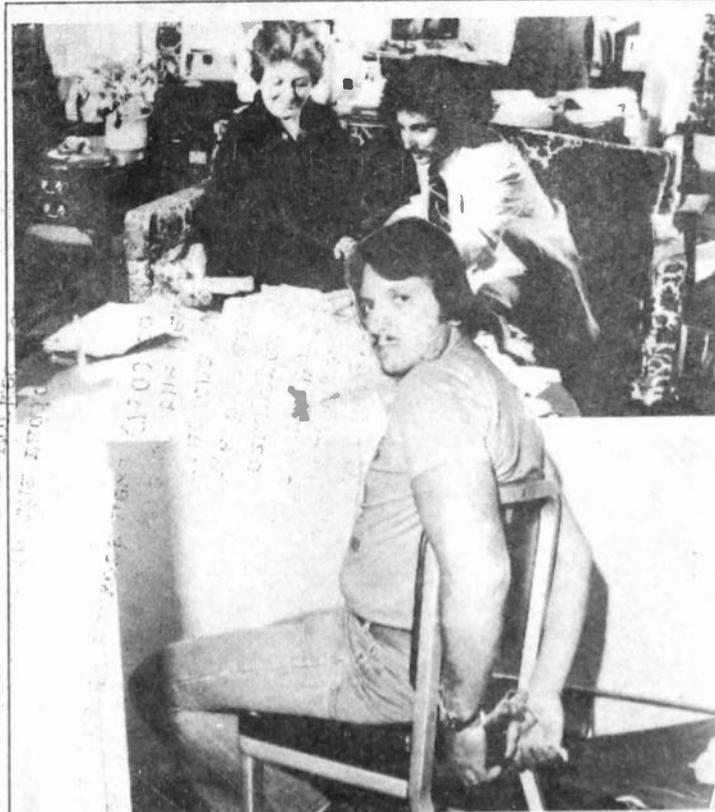
WMAL Up, WPGC Down,

WRQX Dollars Score Gain

BALTIMORE:

WLIF Zooms To Double Figures

Arbitron results for these markets as well as Dallas, Boston, San Francisco, San Jose, Pittsburgh, Tampa/St. Petersburg, Anaheim, and Sacramento are detailed on Page 20.



RADIO'S IRAN OFFENSIVE CONTINUES - Radio has not forgotten the American hostages in Iran, as the follow-up photos above demonstrate. Below, WOBL/Oberlin, OH PD Scott Miller is pictured confined to the chair in a cubicle where he spends three hours daily (R&R 12-21), as part of a voluntary imprisonment campaign he's vowed to continue until the hostages are released. Above, Y103/Jacksonville GM Gary Rodriguez (right) and White House press official Patricia Barlo sort through some of 20,000 letters responding to an impassioned editorial by Rodriguez (R&R 11-16). Rodriguez personally delivered the letters to the White House.

ZZ DOES IT



ZZ TOP

"I THANK YOU"

THE SAM & DAVE CLASSIC, NOW ZZ TOP'S DEBUT SINGLE ON WARNER BROS. RECORDS



FROM ONE OF THE TOP 10 MOST-PLAYED ALBUMS IN THE COUNTRY

PRODUCED BY BILL HAM



On Warner Bros. Records

Two Major Market PD's Exit

Two major market Top 40 program directors exited their positions last week, as Joel Denver left KSLQ/St. Louis and Dave Thomson departed KDWB/Minneapolis. Denver told R&R that the change came as a result of "philosophical differences about how the station was to attain its goals." He will announce future plans later. KSLQ has become the third Charter Broadcasting station in recent months to take on the consultation services of Kent Burkhardt (following WDRQ/Detroit and 96X/Miami). Dwight Douglas of the Burkhardt firm told R&R, "We're evaluating where the station should be in terms of the marketplace," adding that it would not become a "clone" of the other Burkhardt-consulted Charter stations or of any existing St. Louis stations. Douglas said that PD candidates were being interviewed, with an announcement hoped for next week.

At KDWB, Thomson told R&R his departure came as a result of a "change of direction which would be better served by somebody else." Thomson had programmed the station for 3½ years, replacing John Sebastian. He will

also announce future plans subsequently. His replacement at KDWB is 22-year-old Dave Hamilton (air name: Dave Cooper), who

EW&F, ROGERS, DOOBIES LEAD LIST

Grammy Nominations Announced

Nominations for the 22nd annual Grammy Awards ceremony were announced Tuesday (1-8), with Earth, Wind & Fire, Kenny Rogers, and the Doobie Bros. pacing the list. EW&F had nine nominations for the group, leader Maurice White, or songs performed by the act, with Rogers and the Doobies close behind. Other multiple nominees included Donna Summer, producer/writers Freddie Perren and Dino Fekaris (Peaches & Herb, Gloria Gaynor), Billy Joel, Rod Stewart, and, in a strong rookie performance, Rickie Lee Jones with four.

The actual awards will be handed out February 27 on a CBS telecast; they cover a one-year period from October 1, 1978. This year marks the first time that separate awards for Disco and Jazz/Fusion have been established, as well as four new separate categories of awards for Rock. Awards candidates in four top categories were as follows:

was most recently National Research Director for GCC Communications, based at WEFM/Chicago.

Record Of The Year

After The Love Is Gone — EW&F
The Gambler — Kenny Rogers
I Will Survive — Gloria Gaynor
What A Fool Believes — Doobie Bros.
You Don't Bring Me Flowers — Barbra & Neil

Song Of The Year (songwriter's award)

After The Love Is Gone
Chuck E's In Love
Honesty
I Will Survive
Minute By Minute
Reunited
She Believes In Me
What A Fool Believes

Album Of The Year

Bad Girls — Donna Summer
Breakfast In America — Supertramp
52nd Street — Billy Joel
The Gambler — Kenny Rogers
Minute By Minute — Doobie Bros.

Best New Artist

Blues Bros.
Dire Straits
Rickie Lee Jones
Knack
Robin Williams

GINSBERG RESPONDS TO R&R READER

FCC Acknowledges Lottery "Goof"

Dear R&R:

Your December 21, 1979 issue contained a letter from Mr. Spike Santee of station KYTX-FM/Amarillo, TX.

Mr. Santee wrote to you about your "Lotteries Revisited" article. He described a contest for which his station received a staff admonition for broadcasting information concerning a lottery. Because the contest described by Mr. Santee did not sound like a lottery to me, I personally reviewed our files.

My review leads me to one conclusion — we goofed. The contest was conducted entirely by the station. The station obtained the prizes, conducted the drawing, and distributed the prizes. The announcements broadcast by the station stated that anyone bringing in a can of food would get a chance for a prize. At first blush, it seems that all the elements of a lottery are present: prize, chance and something of value (consideration). But the announcements also stated that the can of food would be given to a charity for distribution to the needy. Thus, the station received no benefit from the receipt of the canned food and had no choice as to where the food would be sent.

The Commission has ruled that in order to find a lottery, the consideration must flow to the promoter or co-promoter of the contest. In this case, the charity had no role in conducting the contest other than receiving the canned food. Accordingly, the charity cannot be found to be a promoter or co-promoter of the contest. The consideration flowed to the charity, not to the promoter, KYTX-FM. The contest, as described, was not a lottery, and my staff and I have frequently so stated to licensees who have described similar CON-
LOTTERY 'GOOF'/ See Page 24

Pickwick President Smith Resigns

C. Charles Smith, President of Pickwick International, has resigned that position effective January 31. He had been President of the \$500 million (annual gross) retail/wholesale company since 1976, and will announce new plans in April. Further executive changes are predicted by industry observers at Pickwick in the near future.

Dancemusic Evolution

Despite considerable success in certain markets, the Dancemusic or Disco radio format has not spread as expected nor grown to the level of importance its proponents had hoped for. Because of this lack of growth, R&R has adjusted its presentation of Dancemusic information. While the formal Dancemusic section has been discontinued, we will continue to present a listing of the hottest and most active new Dancemusic records as reported by the format's top stations. This information will continue to serve and reflect the input of the Dancemusic stations still flourishing, and will aid programmers in other formats to find the cream of this musical style. The information will be found on the last page of R&R's Parallels section.



Taylor Named VP/Divisional Affairs At CBS

LeBaron Taylor has been named to the newly-created post of VP/GM Divisional Affairs at CBS Records. In his new position, Taylor will serve as a liaison between CBS Records and prominent black political leaders as well as with record industry trade organizations. He will also supervise corporate policies regarding minority career development and act as a marketing and A&R consultant for the Columbia and E/P/A labels with regards to black artists.

Beginning his industry career as an air personality at WCHB/Detroit, Taylor later moved to WDAS/Philadelphia, where he rose to the post of VP/GM for the station. He subsequently joined Atlantic Records as Director of A&R for Black-oriented product, prior to his becoming Vice President of Black Music Marketing at CBS, a position which he held since 1974. Taylor will report directly to CBS Records Division President Bruce Lundvall, while Black Music Marketing staffers under his direction now report to other company executives.

R&R

PAGE 3

BEAUTIFUL MUSIC CHARTS — There Are No Bullets And No Breakers, But R&R's Beautiful Music Section Introduces The First Music Listings For The Format. Current Crossovers, Format Hits, And Crossover Gold Songs Are Featured, And You Can See At A Glance How The Format Has Evolved.

See Page 61

COUNTRY 1970-1979: DID IT GRAB THE BRASS RING OR MISS THE BOAT? — R&R's Country Editors Look At The Past Decade, Citing The Growth For Country Radio And Records, And Also Some Possible Missed Opportunities. A Challenging Opener To A Two-Part Series; Next Week, The 80's.

See Page 52

this week ...

AN EXTENDED MEASUREMENT FUTURE IS ON THE WAY

Arbitron's year-round Extended Measurement surveys are ready to go into effect in the top markets this year, and could well become standard very shortly. Jhan Hiber discusses ways and means of preparing your radio station for a very different ratings season.

See Page 18

KHJ: BACK ON THE UPSWING

After six straight down books, KHJ/Los Angeles finally turned the corner, with its first upward fall book in a decade. John Leader talks to PD Chuck Martin about the station's return to the Top 40 basics.

See Page 22

THROWN FOR A "LOOP"

WLUP/Chicago was the most talked-about station in the nation this summer, but the O/N survey brought a drop of over two share points. Jeff Gelb talks to the station's programming minds and digs out the Loop scoop. Also, a listing of R&R's AOR reporters by region.

See Page 41

POPI/ADULT SEEKS THE YOUNG ADULTS

As the median age creeps upward, alert Pop/Adult stations are campaigning to siphon off a portion of the attractive younger end of the 24-49 demographic. WELI/New Haven is one such station, and Mike Kasabo explores some specifics with programmer Bill Rock.

See Page 58

Dr. Richard Lutz's Media Marketing column will return next week.

features

Washington Report 4
What's New 8
Street Talk 12
Gary Owens 14
TV News 14
Brad Messer 16
Ratings & Research 18
Picture Page 36
Opportunities 62

formats

Top 40 22
Black Radio 38
AOR 41
Country 52
Pop/Adult 58
Beautiful Music 61

staff

Editor & Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN

Senior Editor: MARK SHIPPER
Art Director: RICHARD ZUMWALT
Director, Creative Services: STEVE USLAN
News Editor: KEN BARNES
Associate News Editor: DON WALLER
Top 40 Editor: JOHN LEADER
Country Editor: JIM DUNCAN
Nashville Editor: BIFF COLLIE
AOR Editor: JEFF GELB
Pop/Adult Editor: MIKE KASABO
Black Radio Editor: BILL SPEED
Dancemusic Editors: PAM BELLAMY, GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Media Marketing: RICHARD LUTZ
Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES, NANCY HOFF, LINDA MOSHONTZ, SYLVIA SALAZAR, LEE WADE
Associate Art Director: MARILYN FRANDSEN
Photography: ROGER ZUMWALT
Production Manager: LESLIE HALPERN
Production Assistants: RICHARD AGATA, SANDRA GUTIERREZ, KENT THOMAS
Display Advertising: KEN ROSE
Circulation: KRISANN AGLIO
Research: JACK TOOTHMAN

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004
Washington D.C. 20036 (202) 466-4960
Bureau Chief: JONATHAN HALL
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY
Associate Editor: ELISABETH GOOD

Radio & Records is published every Friday by Radio & Records, Inc. 1030 Century Park West, L.A., CA 90067 (213) 853-4330. Subscriptions \$140 per year or \$45 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, Parallels, and Street Talk are registered trademarks of Radio & Records. Applications by Radio & Records, Inc. for registered trademarks pending for National Airplay/30, Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1980 Radio & Records, Inc. A division of Harte-Hanks Communications.

Washington Report

Push On For More Minority Broadcasters

Immediately following a meeting Tuesday (1-8) with minority broadcasters and representatives of several large groups, including Metromedia and Westinghouse, the National Telecommunications and Information Administration (NTIA) announced it would support waiving FCC multiple ownership rules (7 AM, 7 FM) for minority groups with 51% ownership.

In October, NTIA asked the FCC to waive the rule for groups with only 25% minority ownership. But broadcasters and minorities opposed the idea, saying there was no guarantee minorities would end up owning more stations. The National Association of Spanish Broadcasters was the first to suggest 51% as a compromise.

NTIA also petitioned the FCC to:

- Allow licensees to sell stations to minorities even if the station hasn't been owned for three years.
- Permit distress sales anytime prior to a final hearing decision. A distress sale permits a licensee who has been designated for renewal hearing to sell the facility at a reduced price to qualified minority buyers.

NTIA Wants Group Owners Support

NTIA head Henry Geller said he would amend his original petition to the Commission. But he stressed that support from group own-

ers is vital.

"We explored several alternatives to financing for minority buyers to make it attractive for present multiple owners to sell to them," he told a press gathering this week. One alternative has the 49% non-minority group controlling preferred stock, which yields more return, while the controlling minority group has common stock. With this arrangement, the minority group would control management and programming, but the non-minority group could make more money.

Tom Dougherty, Metromedia VP for Administrative Affairs, told R&R if the financing proposals made good business sense, they would support them. "It would help if IRS would give a tax break to broadcasters who help minorities with financing," he added.

Ragan Henry, Pres. National Association of Black Owned Broadcasters (NABOB); Pluria Marshall, Pres. National Black Media Coalition (NBMC); and Antonio Guernica, Exec. VP National As-

sociation of Spanish Broadcasters (NASB), all told R&R they supported NTIA's 51% proposal.

Support For Distress Sales

Minority representatives at Tuesday's meeting backed NTIA's idea easing distress sale rules. In earlier comments to the FCC, broadcasters who stand to benefit from the distress sale policy also favored the measure.

Walton Broadcasting, owner of KIKX/Tucson, currently awaiting final FCC decision in a renewal hearing, said a station should be permitted to enter a distress sale agreement at any time during the hearing. Currently the decision to sell must come before the hearing starts. Stereo Broadcasters, licensee for WLIR/Garden City, NY, which proposed to transfer its license to Domino Broadcasting under distress sale, also supported NTIA's proposal.

The Week In Review

- Radio deregulation stalled as public interest groups use delay tactics (see Page 1).
- Carter Administration's NTIA pushes for more minority broadcasters.
- New Jersey station license denied.
- FCC pledges to overcome FM backlog.

— Jonathan Hall

Washington Street Talk

Special task force from RAB headed by Board Chairman Elmo Ellis (VP, WSB/Atlanta) met with NAB Exec. Committee this week to clear the air on NAB's support of RAB's "Radio It's Red Hot" campaign. Meeting apparently cleared the way for NAB's use of \$25,000 during May's National Radio Month to tie in to RAB's campaign, according to NAB Radio Board Chairman Arnie Lerner (Chairman WLLB/Lowell, MA).

Some RAB board members had hoped for an outright dollar gift of double that amount from NAB, similar to NRBA's strings-free \$5000 donation. RAB is asking all stations to air the Dick & Bert spots 10 times a day during January.

Discussion about successor to NAB Government Affairs Sr. VP Don Zeifang will be big topic of conversation at NAB Board session later this month. Talk of Zeifang's resignation was leaked to Broadcasting editor Sol Taishoff by NAB Pres. Vincent Wasilewski last month, and a trial balloon floated suggesting Sr. VP and GC Erwin Krasnow as a good prospect. Krasnow now thought to be out of race. Zeifang will head new Washington broadcast law office of Baker & Hostetler, a Cleveland-based firm.

Sen. Larry Pressler (R-SD), Senate Communications Subcommittee member, is withdrawing from the Republican Presidential race.

Congressional Watch

- Hearings will begin this month looking at media concentration by House Small Business Subcommittee Chairman John LaPlace (D-NY). Also:
- Senate Commerce Committee Chairman Howard Cannon (D-NV) set Tuesday (1-15) as deadline for comments on S.611 (Communications Subcommittee Chairman Fritz Hollings's bill to amend Communications Act). Comments on a similar bill by Sen. Barry Goldwater, S. 622, have already been circulated.
- Senate Judiciary Committee will take up subcommittee's approved bill requiring FCC and other federal agencies to examine effects of rules and regs before enacting them. Legislation would also require bureaucrats to log contacts with lobbyists.
- Rep. Al Swift (D-WA) introduced legislation late last month to lock in FCC's crossownership rules forbidding new co-owned TV/radio or TV/newspaper joint ownerships.
- Hearings will begin January 29 on fellow House Communications Subcommittee member Rep. Ron Mottl's (D-OH) proposed H.R. 5430 bill to require broadcasters to disclose their financial data.
- Hearings on H.R. 5824, proposed by Rep. Charles Rose (D-NC), will begin January 22. Proposed bill would prohibit audio and video feeds from House proceedings if outcome might affect elections.

FCC At A Glance

New Jersey Station Denied Renewal

Cosmopolitan Broadcasting's license renewal for WHBI/Newark, NJ has been denied, and the company must halt its operation March 23, 1980.

WHBI has been in trouble with the Commission since 1976 for failing to control selection and content of station programming, broadcasting false advertising, promoting a lottery, and improper logging. The Commission also refused to allow a distress sale to a Hispanic group, saying Cosmopolitan's violations were too serious.

In other distress sale action, the FCC okayed Blue Ribbon Broadcasting's request to sell its interest in WUEZ/Salem, VA to Blunt Broadcasting, which is 70% minority owned. The FCC allows broadcasters to sell to a minority at a reduced market value to avoid hearing that could lead to loss of their licenses. The Commission said the sale price would be approximately 70% of fair market value.

In a second case, the Commission denied Lee Broadcasting's proposal to sell its interest in WTUP/Tupelo, MS to WTUP Broadcasting, a 51% minority-owned group.

Two Tax Certificates Issued

A tax certificate, which allows a seller to defer capital gains taxes on the sale of a radio station to a minority, has been issued to Clarence Jones. Jones sold WQIZ-AM-FM/St. George, SC for \$1 million to Trident Communications, which is controlled by Mary Forbes, a black woman.

Contemporary Radio received a tax certificate for sale of KIRL/St. Charles, MO to Bronco Broadcasting. Nine of Bronco's ten shareholders are black. Bronco bought KIRL for \$642,000. Tax certificates are being used to promote minority ownership of broadcast facilities.

New FM License For Greenfield, MA

As result of a comparative hearing, Green Valley Broadcasting has come out the winner for a new FM station in Greenfield, MA. FCC Administrative Law Judge James Cullen found the competing applicant failed to report its construction permit for WPOE/Greenfield, and its majority stockholders planned no participation in operating the station.

Loud Commercials No Problem

Despite some public comments received by the FCC that broadcast commercials are too loud (R&R, 12-21), ABC, CBS, and NBC protested that loudness should not be regulated.

CBS, in a thick document prepared by numerous engineers, said loudness is a matter of individual judgment, therefore a true loudness meter cannot be devised and loudness should not be regulated.

Reply comments are due Feb. 15.

Continued on Page 6

Broadcast Bureau Fights FM Assignment Backlog

In an effort to reduce the backlog of FM assignments, the FCC Broadcast Bureau established an FM Task Force in Jeff Baumann's Policy and Rules Division. The Task Force began working on January 2 and will continue until July 1. As of the first of the year, there were 175 cases pending. The Task Force hopes to reduce processing time to six months.

9 kHz Could Cost Big Bucks

According to an FCC engineering consulting firm, AM broadcasters could pay up to \$15 million to switch to 9 kHz spacing. Silliman, Moffet, and Kowalski estimated that while costs to nondirectional stations would be minimal, the 1300 to 1500 stations operating with directional antennas would pay an average of \$10,000 to convert.

Sales Talk

In a campaign billed as a first-ever "Co-op Blitz," RAB Sr. VP Joe Vincent and seven additional staffers will call on 100 major companies regionally during Jan.-Feb. Targets are executives who've either never budgeted for radio or have a 50/50 plan never before offered to radio. RAB will also make available its presentation to local sales departments for use in their markets.

Who's winning the AM-FM duel? FM, according to CBS, which says listening in evenings reaches 60%. FM's share of audience is larger in every daypart except morning drive, according to Eli Kaufman, VP/GM, CBS-FM National Sales, who says for the first time FM listening surpassed AM during midnight to 6:00am. His analysis was based upon recent RADAR figures.

Tooth fairy on the loose? Yes, but not for radio. "Get It At Your Dentist Regularly" is a catchy \$2 million campaign from the American Dental Association scheduled for first two quarters in '80. A \$50,000 PSA campaign has apparently worked so well, the ADA doesn't feel it needs to buy radio.

THE BABYS



Last year, The Babys knocked you over.
This year they're going to knock you out.

Featuring
"Back On My Feet Again"

The first single from their album
"Union Jacks"

KWK
add 20-11

Y100
add

KUPD
add



Chrysalis
Records and Tapes

The album CHR 1267 • The single CHS 2398
Produced by Keith Olsen
Management: CHIP RACHLIN RENAISSANCE MANAGEMENT

Support Mounts For Increased Class Four Power

Fifty additional radio stations and trade organizations joined in overwhelmingly endorsing an increase in nighttime power from 250 to 1000 watts in Class 4 stations (R&R 11-30). Interestingly, no public interest groups filed reply comments, which were due last week (12-15). Here are some typical comments received at the FCC.

John Kenkel, attorney for WSOY/Decatur, IL and WATA/Boone, NC: "Most Class 4's already have 1 kw transmitters, so the only added cost will be the additional power bill and some added tube wear. In Boone, there is relatively high noise level from street lights and the presence of electrical equipment used in commercial and residential establishments. The nighttime increase in power would, therefore, benefit the listeners in the community of license."

Mike Bader attorney for KEDO/Longview, WA: "KEDO serves a substantial area some 50 miles from the nearest metropolis, Portland, OR. That area is growing rapidly beyond the technical ability of the AM station to serve it." KEDO repeated its push for increased power in additional comments last week, reminding the

FCC that the station is near the Trojan Nuclear Power Plant and "up-to-the-minute news of activities there is vital as a matter of public concern and safety."

Larry Means, Chief Engineer, KAKE/Wichita: "Being located in the Midwest, one of our serious concerns is adequate service to our metro and outlying areas during severe weather, which so often occurs at night. The problem of providing good radio reception at night worsens during bad weather just when the service is most needed."

Frank Stisser, Pres., WEST/Easton, PA: "WEST is the only CBS facility for Allentown, Bethlehem, and Easton, and the only station carrying Philadelphia baseball. With present power, we cannot be heard in much of our service area."

People

New York

Bob Sherman, VP/GM WNBC/New York, named NY Market Radio Broadcasters Association Awards Chairman. Big Apple Awards are given to advertisers, ad agencies, and commercial producers for humor, music, public service, and new advertisers.

Promoted in CBS-FM National Sales, Debra Stephens, former account exec., becomes Manager of the Los Angeles Sales Office, CBS-FM National Sales.

Washington

FCC Broadcast Bureau executives Roy Stewart, Chief Renewal & Transfer Division, and Jeff Baumann, Chief of Policy & Rules Division, received Christmas confirmation of their promotions, which had been pending for months.

Bill Hassinger will become Broadcast Bureau Chief Dick Shiben's new engineering assistant. He had been with the FCC's Field Operations Bureau. Lionel Monagas, Shiben's Assistant for EEO, retires January 25.

James Whittaker appointed Assistant Chief for Management in the FCC Office of Plans and Policy.

Walt Wurfel, Director of Information for Gannett, named VP/Corporate Communications.

Fred Walters, former WINS/New York Exec. Editor, becomes Group W's National Political Correspondent. Succeeding him at WINS is Nancy Coffey, who's been a reporter in the Group W Washington Bureau.

John Christian named NRBA VP for Membership Development. Lisa Friede has moved up from NRBA Administrative Director to Director of Operations. Roemy Walker appointed Asst.

to RTNDA Managing Director Len Allen. Ms. Walker has worked in the news department of KAWC and KBLU/Yuma, AZ. Tom O'Brien, Mutual VP for News and Special Programming, elected to RTNDA Board of Directors.

Art Gilliam, Pres. WLOK/Memphis and WERD/Jacksonville, FL, named to one of five NAB seats on Broadcast Ratings Council board.

Randall Pinkston, a third-year law student at the University of Connecticut, selected for the NAB's Minority Legal Fellowship Program. Pinkston is a former newsman at WHCN/Hartford and currently co-anchors a daily news program on WFSB-TV/Hartford.

Las Vegas

Senator Barry Goldwater and columnist Jack Anderson will be among the luncheon speakers at NAB's convention April 13-16.

Los Angeles

J. Ray Padden promoted from GSM to VP/GSM at KIIS-FM. He'd previously served in the same capacity at KLAC.

Wheeling

J. Ross Felton, VP of Columbia Pictures Radio, Inc., New York-based company which owns WWVA & WCPI-FM/Wheeling, elected President of the West Virginia Broadcasters Association.

San Francisco

Barry Rose joins KYUU as General Sales Manager. He was most recently Sales Manager at WINS/New York.

Kalamazoo

Christine Woodward has been promoted from Sales Manager to Station Manager of WQLR, after four years at the station. Account exec. Alvin G. White becomes Sales Manager.



Robert Fuller

NBC announced new lineup Thursday (1-10) of 76 affiliates for its AOR-formatted Source network. Announcement was made by Fred Silverman, NBC President and CEO; Irwin Segelstein, Pres., TV Stations/Radio; and Dick Verne, Radio Net Exec. VP.

New programs include half-hour "Source Report," a thematic collage of youth-oriented issues mixed with AOR music, and a new "Rock Comedy." NBC also said that Don Pardo, the voice behind many radio and TV shows (including "Saturday Night Live"), will do individual station ID's.

NBC research demonstrates that affiliates have close to 400,000 listeners per average quarter hour, capturing 37% of the 18-34 population in measurable listening markets.

CBS Radio Mystery Theater is now broadcast Monday through Friday nights only, not seven days a week. In making the decision, Dick Brescia, VP and GM for the net, noted that peak listening seems to be during the week.

Bob Keeshan, better known as Captain Kangaroo, makes his radio series debut on CBS with a four minute weekday feature, "The Subject Is Young People."



Arthur Roberts

Robert Fuller, CBS Radio Division Press Information Manager, has been promoted to Press Information Director. Other people moving up at the net are Clair Neff, former Deputy Archivist, who became Manager of News Operations, and account exec. Gregory Lincoln, appointed Director of Marketing.

RKO has signed its first 50 affiliates, reaching a goal VP and GM Tom Burchill said the net wanted to achieve by the end of 1979.

John Watkins becomes Manager and Chief Correspondent of RKO's new Washington Bureau. Watkins is the former Manager of Broadcast Operations for Mutual's WCFL/Chicago.

AP begins its coverage of the Winter Olympics next week (Jan. 14). "Going For The Gold" is a 90-second morning drive feature which remembers past glories and defeats and looks ahead to U.S. prospects at Lake Placid. The series runs for two weeks.

AP and the New York Times offer a computerized databank of political information to help subscribers cover the 1980 elections. AP supplies the content, the Times supplies the terminals.



Michael Winter

ABC has named Michael Winter to the newly created position of Director of Creative Services. Winter has been with ABC's Leisure Attractions group.

NPR has elected three public members to the Board of Directors: Ritajean Butterworth of Seattle, Cathleen Douglas of Washington, DC, and David Rockefeller, Jr. of New York. New faces at the net include Arthur Roberts, who will be Chief Financial Officer and Assistant Treasurer, and Gail Perruso, who's been named Senior Scheduler for Satellite Distribution Systems. Roberts has been Director of Budget and Finances for the DC Public School System. Perruso comes to NPR from Mutual, where she was a Computer Operations Manager.

NPR also has a new ad agency, Staley Fox, Inc., of New York.

Mutual has five new show biz stars as drama series hosts: Lorne Greene, Andy Griffith, Vincent Price, Cicely Tyson and Leonard Nimoy. Hosts introduce drama series episodes and narrate the stories.

Lynn McIntosh, former Operations Manager at WIS/Columbia, SC, has joined Mutual as Regional Manager.

FCC: At A Glance

Continued from Page 4

Reimbursement Proposed For Public Participation In Rulemakings

Individuals and small businesses could be reimbursed for expenses incurred while participating in FCC rulemakings, if Congress provides the money, estimated at \$500,000. The FCC has proposed a one-year pilot program which would reimburse such costs as research done in connection with a presentation to the commissioner, legal representation, and travel to Washington.

However, Commissioners Bob Lee and Abbott Washburn opposed the proposal. Lee said the program would only create more bureaucracy and divert the already overburdened staff from their present responsibilities. Washburn questioned whether the Commission has the legal authority to pass out public funds for such a reimbursement program.

A Look At Hazards Of RF Radiation OK, But Don't Change Standards

Some broadcasters, like Donald Smullin, Oregon Association of

Broadcasters Pres., felt the FCC should leave a study of the possible health hazards of RF radiation to the Environmental Protection Agency or the Occupational Safety and Health Administration. Others supported an FCC study of health effects of radiation, but all agreed recently that stricter standards should not be imposed.

Broadcasters pointed out there have been no recorded health problems linked directly to RF radiation. NAB said broadcasters should be the first to feel the effects, and so far, "We are unable to report any known cases of radiation sickness." Reply comments are due March 15.

Licensee Forced To Make Financial Disclosure To Citizens' Group

Alaskans for Better Media (ABM) received FCC approval to see confidential financial information regarding Northern Television, Inc., which owns KBYP and KNIK/Anchorage and KFRB/Fairbanks, as well as two TV stations. Noting that it had allowed disclosure of financial records in the past when a licensee makes financial difficulties an issue, the Commission

allowed ABM to see Northern's financial reports for the last five years. ABM has challenged the stations' renewals, saying they engaged in network clipping to include more local commercials. Commissioner Abbott Washburn dissented, saying Northern discussed general market conditions in its renewal application and not its personal financial difficulties.

XETRA Denied Access To Rival's Financial Data

Noble Syndications, which produces radio programming for XETRA/Tijuana, asked the FCC for permission to examine annual financial reports of several San Diego radio stations, but the Commission turned them down. KSON, KGB, KPRI and KIFM are in the middle of a court battle seeking to prevent Noble from delivering material to XETRA for broadcast into the San Diego market.

Noble alleged the San Diego stations made their financial status an issue by claiming XETRA's broadcasts created unfair competition. Under the Freedom of Information Act, station finances can be made public if relevant issues exist. In denying Noble's request, the FCC said access to individual station's finances was unnecessary because it annually publishes complete San Diego market data which is available to Noble.

ROD BACKS UP HIS "TALK" WITH ACTION:

WPEZ deb 30
WRKO add
KRBE 25-22
WZUU 22-18
KRLA deb 28
KIMN on
WBLI on
WICC on
JB105 add
WKEE on
KNOW add
WNOE add
WFMF 27-23
KXX106 21-9
WSGN add
Y103 deb 38
WAPE 21-18
WSGA add 26
95SGF on
WBBQ on
WLAC deb 26
WSKZ deb 27
WRJZ add
WAYS add
KIOA on
KLEO 28-23
WOW 29-23
Y94 27-24
KRSP on
KLUC 29-26



KRUX add
KORL add 30
WTSN deb 23
WHEB deb 37
K104 deb 36
WFBG deb 38
14WK 40-37
V100 on
WCIR on
WXIL add
WAAZ deb 29
WHY 20-18
WERC 22-20
G100 add 31
WCGQ 29-24
WSEZ 32-28
WISE 34-28
WANS-FM 28-21
CK101 34-28
FM99 32-28
WKXY 21-17
KQWB-FM 25-17
WAKX 25-23
KENI deb 23
KBDF on
KQDI on
KBOZ on
KOOK on
KRLC on

"I DON'T WANT TO TALK ABOUT IT"

ROD STEWART

PRODUCED BY TOM DOWD



ON WARNER BROS. RECORDS

WHAT'S NEW

Smoking 'N' Driving: A Deadly Combination



Drinking + Driving = Danger. However, driving and smoking may be almost as deadly. According to a recent study conducted by **State Mutual Insurance**, smokers are two-and-a-half times as likely to have a fatal auto accident as non-smokers.

Furthermore, the survey revealed that smokers were nine times more likely to kill themselves than non-smokers and that smokers were murdered more than twice as often as non-smokers.

Grammys To Air Via National Syndicated Radio Network

The 22nd Annual Grammy Awards will be broadcast nationally via a syndicated radio network through a production agreement with Los Angeles-based **Gary Standard Productions**. Distribution of the program-

ming will be handled through **TM Productions'** Dallas offices.

Produced in cooperation with the **National Academy of Recording Arts and Sciences (NARAS)**, the series of programs will feature many

of the Grammy nominees and presenters as in-person guests and includes a three-hour special previewing the contemporary music and artists nominated, designed to air the weekend prior to the CBS-televized Grammy Award Presentations. Exclusive live on-the-scene celebrity interviews and reports from the Shrine Auditorium on the day of the ceremony as well as a live stereo radio simulcast of the televised presentation on February 27 will also be part of the series of programs.

Kenny Rogers will host the Grammy Awards program with **Gary Standard** serving as Executive Pro-

ducer of the radio series. **Gary Kleinman** will produce, assisted by **Barry Koff** and **Susanella Rodgers**. Distribution of the series will be directed by **Ron Nickell**, Executive VP of **TM Special Projects**.

UNUSUAL MARKETING PLAN

Firesign Theatre Cassettes Available Via Mail

In what may be the first offer of this type, "The Firesign Theatre Chronicles," a six-cassette package of comedy material, is now available only via mail order and solely in cassette form from **Rhino Records**. The cassettes consist of highlights from the comedy troupe's current **National Public Radio** series, "The Firesign Theatre's Campaign '80."

This series, a satirical view of the upcoming elections, will be running until November of this year with one "best of" cassette mailed to subscribers every two months for a fee of \$30 post paid. For further information contact **Rhino Records** at 11609 West Pico Blvd., Los Angeles, CA 90064, (213) 473-5731.

Religions

Increase Radio

Ad Expenditures

A recent \$70,000 12-week radio campaign conducted by the **Catholics of the Delaware Valley** (the Philadelphia-New Jersey area), featuring testimonials from folk singer **Arlo Guthrie**, **Pope John Paul II**, **Los Angeles Dodgers** first baseman **Steve Garvey**, **Philadelphia 76ers** basketball coach **Billy Cunningham**, and 16 other noted Catholics, is part of a larger trend toward increased media ad spending from religious groups.

According to the **Wall Street Journal**, the phenomenon began in the early 70's but has gathered most of its momentum during the past two years. One reason cited for the increased expenditures is to counteract the lucrative media efforts of TV evangelists, who many clergymen feel are giving the public a distorted view of religion. Ads range from testimonials to slice-of-life dramatizations with Lutherans and Methodists the leading exponents of religious advertising, which could provide a generous amount of revenue for radio in the upcoming decade.

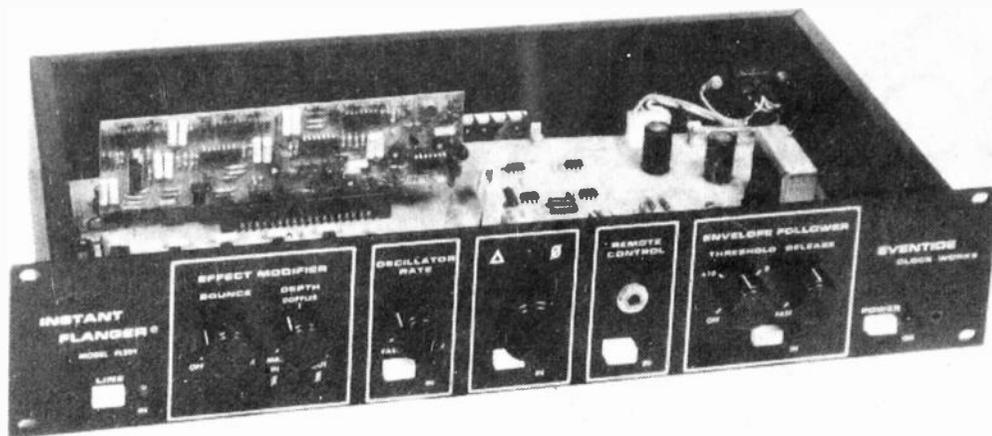
Talking Timepieces



As you lie in bed clinging to the last strands of sleep, a cheery oddly-metallic voice suddenly calls to you from your bedside, "Good morning. It's 6:30 — time to wake up..." You resist your natural reaction to take this bearer of ill tidings and throw it against the wall. After all, your friendly wake-up call came courtesy of your new \$100 watch.

The synthesized speech of this talking alarm watch from **Windert Watch Co.** of Los Angeles is but one of the latest developments in electronic timekeeping devices. Along with steadily getting smaller and less expensive, these watches are continually adding extra functions, ranging from telling time in up to eight different time zones, programmable memories for important dates, playing snatches of various songs, to the aforementioned talking alarms.

Eventide's Flanger Enters New Phase



Eventide Clockworks Inc. has introduced a plug-in card for their "Instant Flanger" unit, which gives the unit "Instant Phaser" capability. This plug-in card, the **BPC101**, is interchangeable with the **SDC-1 Flanger Card** and utilizes electronic phase-shift networks to generate frequency cancellations in the audio signal, rather than the bucket brigade devices used in the Instant Flanger.

Cost of the **BPC101 Phaser Card** is \$233. However, the **FL201 Instant Flanger** may be purchased with either the **SDC-1 Flanger Card** or the **BPC101 Phaser Card** for \$615, or with both for \$848. For further information contact **Eventide Clockworks** at 265 West 54th St., New York, NY 10019, (212) 581-9290.

France's "Underground" Radio

"Underground" radio in France is alive and well, albeit illegal. **Radio CGT** (Confederation Generale du Travail — the communist-led labor union) broadcasts its own news and editorials from constantly changing locations while under continual threat of fine or imprisonment. The **CGT** charges the French government with managing news for political purposes and contends that the views of the political opposition aren't covered.

The state-run radio/television industry in France prohibits commercial stations comparable to those in the U.S. However, authorities, afraid of provoking even more political controversy, have made only token raids on the bootleg facilities.

Jamming of **CGT** broadcasts by the police has succeeded in only temporarily silencing the station. To counter these measures, **CGT** technicians frequently change antenna direction, in the process losing many of their listeners who must readjust their dials in order to resume reception. Never-

theless, the station still manages to remain on the air for 12 or more hours per day. But the biggest problem the **CGT** faces is the attitude of the French citizenry who, while defending the station's right to exist, remain largely unconcerned.

Computers Rate Radio Revenues in 400 Markets

The **Radio Information Center** has introduced a new computerized method whereby a radio station can analyze its economic growth in comparison with other stations in its market and also evaluate the acceptance of radio by local, regional, and national advertisers.

Available in more than 400 individual radio markets, these "Custom Reports" include comparative data regarding the market's growth in local revenues, market retail sales, and national/regional revenues, as well as toward similarly-sized markets. For example, a market's revenue growth from 1970, 1977, or 1978 is measured against similar data for the state as well as nationally, and compared with **McCann-Erickson** estimates for all advertising.

These "Custom Reports" are available for \$20 when purchased with the **Radio Information's Center Basic Report**, which analyzes radio revenues for all measured markets. For further information contact the **Radio Information Center** at 575 Lexington Avenue, New York, NY 10022, (212) 371-4828.

LOOKING FOR THE BEST?

USE A TRAVELING BILLBOARD™

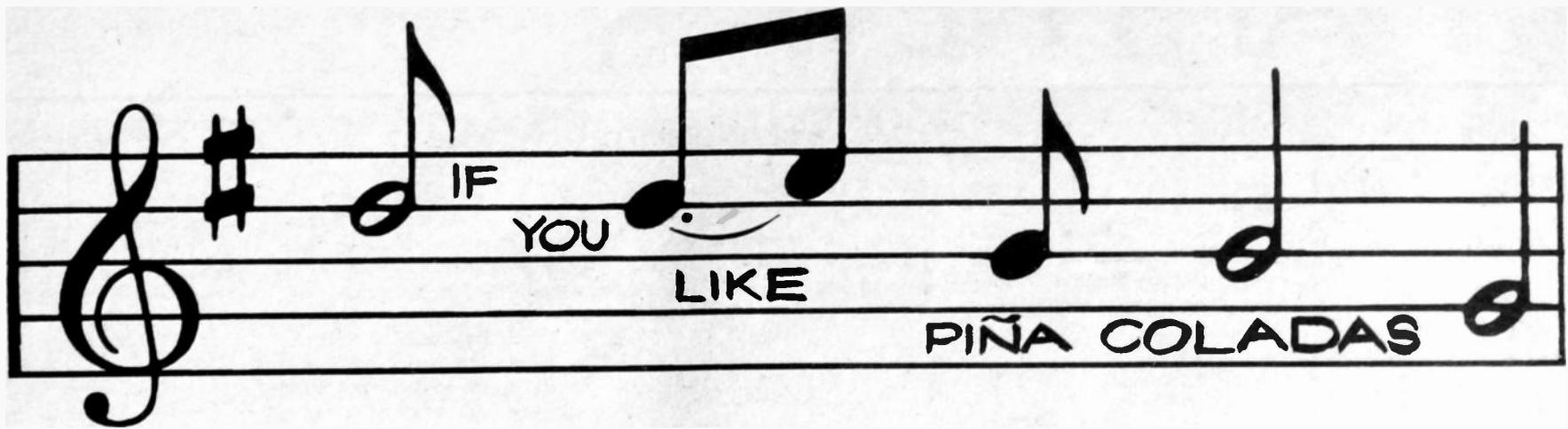
PRODUCT OF
U.S. TAPE & LABEL CORP.

Call Me Collect . . .
314-423-4411

Byron Crecelius

U.S. TAPE & LABEL

1561 FAIRVIEW AVE. • ST. LOUIS, MO. 63132



YOU'LL LOVE
"HIM" MCA-41173

BY

RUPERT HOLMES



THE SECOND SINGLE
FROM THE SMASH ALBUM
"PARTNERS IN CRIME" INF 9020



RUPERT HOLMES AIRDATES

- 1/14 - MERV GRIFFIN SHOW
- 1/19 - AMERICAN BANDSTAND/ABC
- 1/23 - TONIGHT SHOW/NBC
- 1/31 - MERV GRIFFIN SHOW
- 2/9 - DON KIRSCHNER'S ROCK CONCERT
- SOUNDSTAGE PBS NETWORK (CHECK LOCAL LISTING)

OUT NOW!



Produced by Rupert Holmes and Jim Boyer
for The Holmes Line of Records.

MCA RECORDS
© 1980 MCA Records, Inc.

Personnel Direction:
Normand Kurtz
Dartmouth Management Inc.
712 5th Ave.
N.Y., NY 10019
(212) 765-3850

WHAT'S NEW

Lifestyle Demographics: Moving Toward A Fragmented Future

A recent survey conducted in Boston by the research firm of **Wallace and Washburn** provides valuable insight into the relatively novel concept of "lifestyle" marketing. Surveying 1700 persons aged 18-44, the study centered on over 300 artists/groups by their relative radio station appeal and age/sex demographics, finding dramatic differences between the lifestyles of the audiences for individual artists/groups.

For example, **Bruce Springsteen** commands the most active media-oriented audience with Springsteen's fans being 92% higher than average among heavy (21 or more per year) record buyers, 146% higher than average among heavy (seven or more per year) concertgoers, 123% higher than average among heavy (21 or more per year) filmgoers, and 138% higher than average among students. In contrast, **Joni Mitchell's** audience ranks 45% higher than average among heavy filmgoers and 36% higher than average among heavy concertgoers, but 9% below average among heavy purchasers of recorded music.

As evidence that the traditional demographics of age, sex, and income paint a less accurate picture of an audience's lifestyles than ever before, Wallace and Washburn cite Springsteen's audience as being 69% below average in income (making less than \$20,000 per year), but nevertheless being the most active group surveyed. Evidently, Bruce's troops feel it isn't how much you make, it's what you do with it.

Using an average index of 100, the following charts show the top five favorite artists for heavy record buyers, heavy concertgoers, heavy filmgoers, housewives, professionals/managers, and students. A quick examination of these charts will reveal surprising differences between groups of people that traditionally would be lumped together by virtue of their age/sex/income demographics. This sort of fragmentation among demographic groups may prove to be one of the most far-reaching trends to surface in the Eighties, a fact which necessitates further research into this previously uncharted area.

HEAVY RECORD BUYERS

Bruce Springsteen	192
Jackson Browne	189
Donna Summer	154
Sylvie Wonder	154
Eagles	150

HEAVY MOVIEGOERS

Bruce Springsteen	223
Sylvie Wonder	154
Billy Joel	150
Joni Mitchell	145
Jackson Browne	133

PROFESSIONALS/ MANAGERS/EXECUTIVES

Frank Sinatra	153
Bob Dylan	145
John Deever	133
Linda Ronstadt	129
Johnny Mathis	120

HEAVY CONCERTGOERS

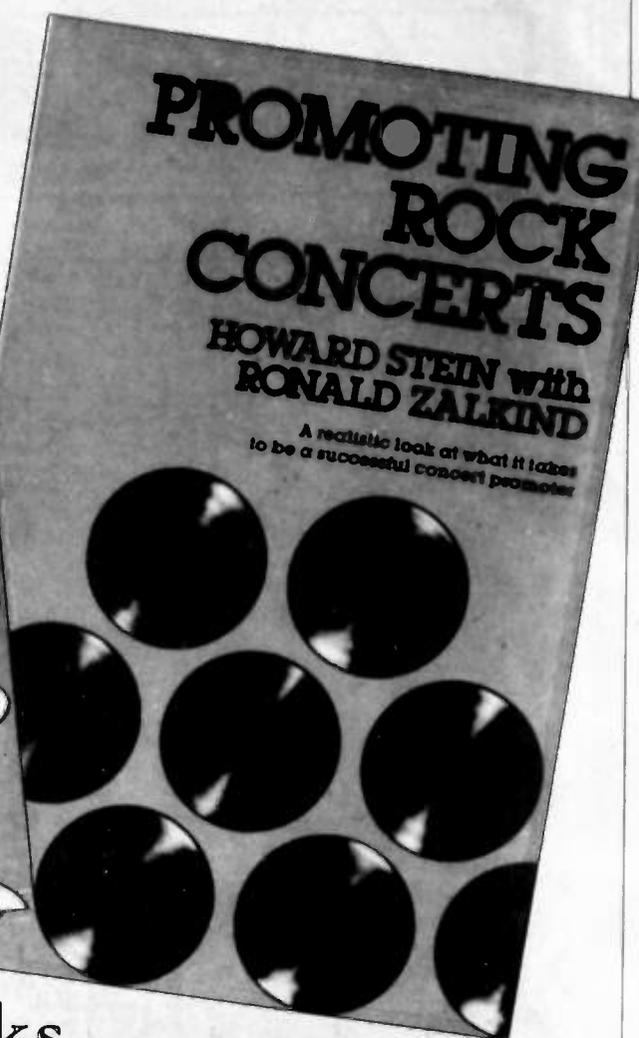
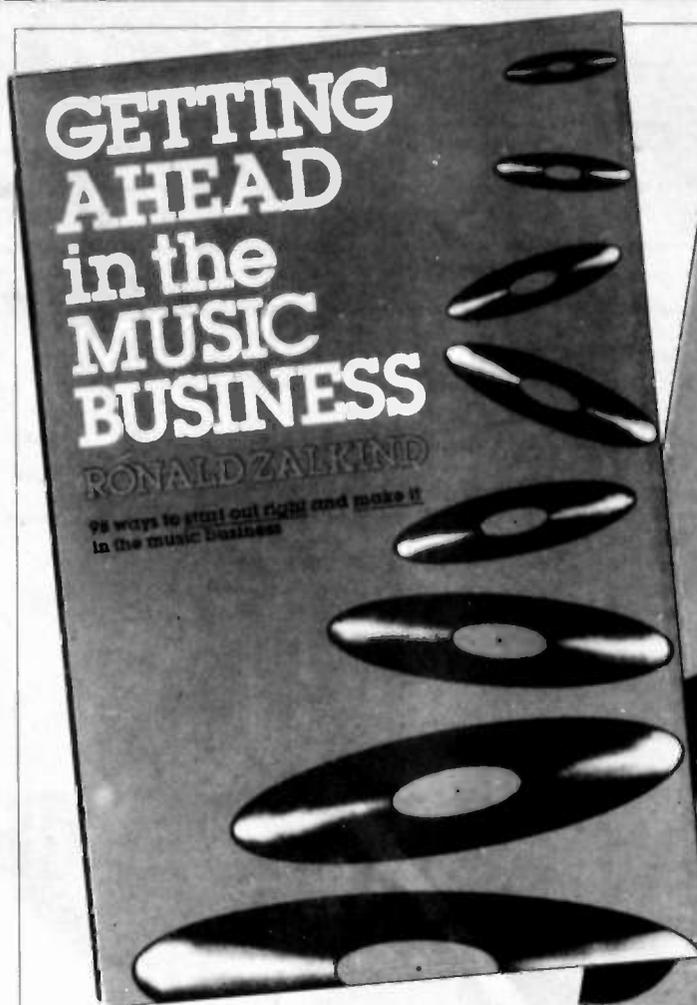
Seely Dan	275
Bruce Springsteen	246
Sylvie Wonder	192
Joni Mitchell	136
Linda Ronstadt	133

HOUSEWIVES

John Deever	207
Bruce Springsteen	195
Elna Presley	154
Johnny Mathis	170
Frank Sinatra	142

STUDENTS

Bruce Springsteen	238
Billy Joel	212
Jackson Browne	211
James Taylor	209
Fleetwood Mac	174

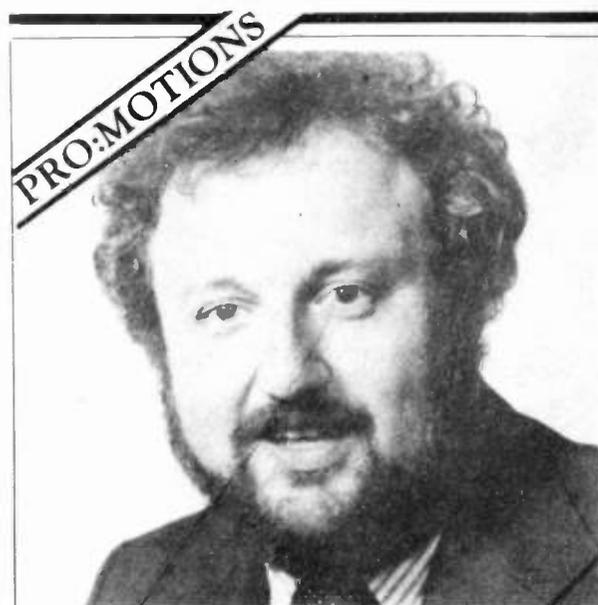


Music Biz Books

Getting Ahead In The Music Business and *Promoting Rock Concerts*, a pair of how-to books recently published by Schirmer, provide detailed practical information for those aspiring toward careers in either of these two fields.

Getting Ahead In The Music Business, written by music business educator **Ronald Zalkind**, consists of 98 short career guidelines ranging from "don't register copyrights until there's a need to" and "don't forget to say thank you" to "find out whom to call." Each of these 98 "chapters" is supported with a generous number of specific examples and, while music industry professionals may find the volume's contents bordering upon second nature, the book is designed for those just starting out upon a career in the music industry.

Written by noted concert promoter **Howard Stein** and Zalkind, *Promoting Rock Concerts* gives the novice a complete overview of the various problems and rewards of rock concert promotion. Contracts, riders, security, how to get acts, complete financial breakdowns of actual concerts promoted and more are all covered in detail. In addition, the book contains a number of diagrams, worksheets and reference material unique to the field. Both books are available in paperback for \$6.95.



Alix Appointed GSM For TM Special Projects

Jack Alix has been appointed General Sales Manager for **TM Special Projects**. A 17-year veteran of the radio industry, Alix's background includes serving as an air personality at **WPGC-AM-FM/Washington, DC**, **WEAM/Washington, DC** and **WLEE/Richmond, VA**. Most recently Regional Sales Manager at **WRVQ/Richmond**, Alix also created, hosted and marketed the "Rock and Roll Roots" syndicated special.

West Named Nat'l Promo Dir. At Aries II

Randy West has been named to the post of National Promotion Director at **Aries II Records**. Prior to his joining the Woodland Hills, California-based label, West served as Program Director of **WFIF/New Haven**, having previously been Program Manager at **WHVW-AM-FM/Poughkeepsie, NY** as well as air personality at **WALL-AM-FM/Middletown, NY** and **WRNW/Briarcliff Manor, NY**.

Werchen Upped To VP/Business At Phonogram

David Werchen has been promoted to Vice President of Business Affairs at **Phonogram Inc./Mercury Records**. Werchen most recently served as Director of Law for the firm. Prior to joining Phonogram, Werchen held the post of Associate Council of Business Affairs for the **Polydor** and **Phonogram** organizations.

Kooper Forms Video Software Firm

Veteran record producer-performer **Al Kooper** has announced the formation of **Home Entertainment Network**. This new firm, a division of video software distributor **Select Video**, will acquire and distribute existing video tape of recording artists. Kooper will serve as Executive Director for the firm, which will manufacture all its own product and distribute it to over 3000 retail outlets nationwide.

Home Entertainment Network is located at 1680 North Vine St., Suite 300, Hollywood, CA 90028, (213) 469-6249.

Orr Named Nat'l Sales Mgr. For Polydor

Tony Orr has been promoted to National Sales Manager at **Polydor Records**. Orr most recently served as Regional Marketing Manager, Northeast for the label, having previously spent six years with **Columbia Records** in various capacities. Prior to joining Columbia, Orr served as Sales Manager for the Detroit-based **Arc-Jay-Kay Distributing Co.**

Talmadge Forms Firm

Art Talmadge has announced the formation of a new firm, **Art Talmadge Associates**, which will act as a representative for companies in the music and related fields. **ATA** will specialize in the coordination of services for firms located outside New York City and will offer advice in the following areas: marketing, advertising, promotion, public relations, distribution coordination, production, pressing, album design, graphics, liaisons with performance organizations and songwriters, and the retention and supervision of legal counsel.

For further information contact **ATA** at 870 7th Avenue, New York, NY, (212) 581-4680.

Retail Report Card Firm Formed

Retail Report Card is a novel marketing and merchandising service, designed to provide in-depth sales information in markets where the records are receiving airplay. One of the unique features of **Retail Report Card** is its concentration upon secondary and tertiary markets rather than major markets.

Retail Report Card works out of your own offices and provides immediate sales and stock feedback. For further information contact **Retail Report Card** at 2310 Ocean Park Blvd., Suite B, Santa Monica, CA 90405, (213) 450-5403.



THE RKO RADIO NETWORK. IT'S GOING TO TAKE MORE THAN MUSIC TO MAKE IT IN THE 80'S.

The RKO Radio Network gives you:

- Demographic news and information for young adults.
- Flexible scheduling and integratable programming.
- 24 hours of news and public affairs features, a total information source.
- Six exclusive, stereo-produced music specials available for local sale.
- Top quality audio with a full commitment to satellite and stereo program transmissions.
- Use of Interkom, our computerized communication link to you, and a local program data bank.
- Competitive compensation and minimal inventory clearances.
- Station management services in programming, sales, research, promotion and engineering.

**The RKO Radio Network.
Lifesound of the 80's.**





STREET TALK

SHALAMAR

"The Second Time Around"



First Time Around At:

WABC add 15	KWSL on
WXLO deb 27	WHAP on
WPGC on	WRFC on
KEARTH add 27	WXIL 3-4
KRLA 18-10	WSEZ 38-31
WFBR add	WISE add
FM100 add	WAGQ 30
KIIS-FM 12-3	KROK on
WTIX add 40	KTLK on
WNOE on	KJOY on
WBBQ deb 26	KHYT 8
WKIX 29-19	KBIM add
WROV on	

From Their Hit Album



S&W
SOUND OF LOS ANGELES RECORDS

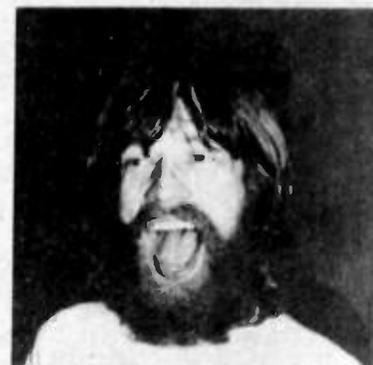
Manufactured and Distributed by RCA Records

Is a major communications chain about to lose its president? We hear that the call of ownership will soon leave a large vacancy in a big corporation.

Congratulations to John Long and his new bride, the former Sharon Kelley. The pair were wed December 21st.

And while we're congratulating people . . . we hear that Charles Giddens, currently GM of KFMK/Houston, has been promoted within the First Media Corporation to Vice President. Certainly a well-deserved promotion, but does this mean yet another *move* for the Giddens family?

A lot of talk in L.A. about all the great Top 40 numbers this time around, but take a look at this. There are several ARB books that show the call letters of KFI/Los Angeles, and the regular L.A. book doesn't tell the whole KFI story (2.9-3.3). The "consolidated L.A. book," which contains several of the surrounding counties, shows KFI going 3.9-4.5, and the Santa Ana-Anaheim-Garden Grove (Orange County) book moved KFI 3.9-5.1. Meanwhile in San Diego, KFI moved 2.4-2.8. KFI's 50kw signal really gets around, and we're waiting now for KFI's Phoenix numbers to come in. Congrats to John Rook and Biggie Nevins and the entire KFI staff.



ROLLING STONE GATHERING . . . — It was Rolling Stone's (the magazine) annual Christmas party in New York, and the musical entertainment was provided by a band called the "Dry Heaves." The group, actually made up entirely of Rolling Stone (the magazine) staffers, featured the lead guitar work of RS Publisher Jann Wenner. Jann led the group in a questionable version of "Like A Rolling Stone," walling away (at left) while Rolling Stone (the group) Mick Jagger watched (at right) from the wings, displaying both a new beard and an expression somewhere between delight and utter horror.

WPEZ/Pittsburgh has a new morning man . . . he's John Debella from WLIR/Long Island. The former AOR Production Director will try his pipes at being a Top 40 morning jock beginning January 28th.

Across the state in Philadelphia, WFMD Jeff Robbins has announced his resignation, effective January 18th, to move to Los Angeles. Jeff will be setting up his own artist management firm on February 1, appropriately called Jeff Robbins Management.

Eddie Rogers has joined Bob Savage at WNOX/Knoxville. Eddie will do mornings, moving from WMJC/Detroit.

Are Burkhart-Abrams about to gain an AOR foothold in the Big Apple? Street Talk hears that WPIX-FM/New York has approached the duo about helping their ailing operation. No contracts have been signed yet, but we may know more by next week.

Gary McKenzie has resigned as News Director for KIIS & KIIS-FM/Los Angeles to join the RKO Radio Network in New York on January 15.

28
 IF you like Pinacolada & getting caught in the rain... You'll love 610 KFRC
 FVCTION AID
 "GOLDF"

If you'd been scanning the "Personal Column" in the San Francisco Chronicle's "Want Ads" during mid-December, you might have spotted this ad placed by KFRC/San Francisco PD Les Garland.

Merry Christmas To You Too, Fella!

It all started at one of those infamous office Christmas parties. This particular staff gathering was held in the offices of CKST/Edmonton, and staff newscaster Fred Griffis thought it would be kind of funny to turn the radio on for some entertainment. The funny part, Fred thought, was when he tuned in CHED/Edmonton (a competitor) on the radio. Apparently not so funny, because Fred was summarily fired in front of a dozen other guests!

One thing led to another and CKST News Director Jason Edwards resigned in protest, upset that Fred was zipped and unnerved at the way it happened. Even the Canadian Federal Ministry of Labor began an investigation into the dismissal.

But wait . . . this story does have a happy ending. CHED News Director C.R. Nichols offered Fred a job on the news staff at CHED and Fred willingly accepted. Mr. Nichols denied that all the publicity generated by the Christmas party incident had anything to do with his hiring Griffis, but we think the Christmas spirit is alive and well anyway.

ELECTRIC WEENIE

P.O. Box 25-866
 Honolulu, Hawaii 96825
 (808) 395-9600

THE ELECTRIC WEENIE, RADIO'S NUMBER 1
 GAG SHEET GETS LETTERS . . .

RICK DEES, KHJ . . . "Hi Tom! Happy 1980! Congratulations on your comedy success. Thanks for the help!"

Jocks...write today for free samples.



Ben Scotti Promotion

BEN SCOTTI PROMOTION WISHES TO THANK

BARBRA STREISAND
BARBRA STREISAND & DONNA SUMMER
OLIVIA NEWTON-JOHN
BOB DYLAN
FOREIGNER
DOLLY PARTON
EDDIE RABBITT
LEIF GARRETT
STEPHANIE MILLS
HALL & OATES
ALICE COOPER
ATLANTIC RECORDS
WARNER BROS RECORDS
SCOTTI BROS RECORDS
CBS RECORDS
RCA RECORDS
ELEKTRA RECORDS
MCA RECORDS
20TH CENTURY-FOX RECORDS
NBC TELEVISION
CBS TELEVISION
WARNER BROS FILMS

FOR A GREAT 1979

Ben Scotti Promotion...
the largest independent promotion company for phonograph records in the world.

London Los Angeles Tokyo
Ben Scotti Promotion, Inc. • 9229 Sunset Boulevard • Los Angeles, California 90069



Hello to 1980 . . . and now before my crow's feet turn into pterodactyl tracks, let's attempt a new beginning. I hope your holidays were filled with something or other. Hollywood had another huge round of parties and partings. Walter Matthau sez he was 6 feet tall before he was 12 years old . . . and about that same time he beat up a neighborhood kid named Rocky Graziano. George Burns, who at 83 looks younger than most record promoters, just donated a grocery store and land in Canoga Park, CA to the Motion Picture Country Home and Relief Fund. It's worth about \$400,000. George used to sing on the streets of New York with a group of five-year-olds who called themselves the PeeWee Quartet. (I know what you're thinking . . . If passers-by wouldn't donate money . . . they would display their peewees!) David Doyle of "Charlie's Angels" told me that his dad was the insurance man for Marlon Brando's family . . . back in Omaha. David grew up in Lincoln, NE.

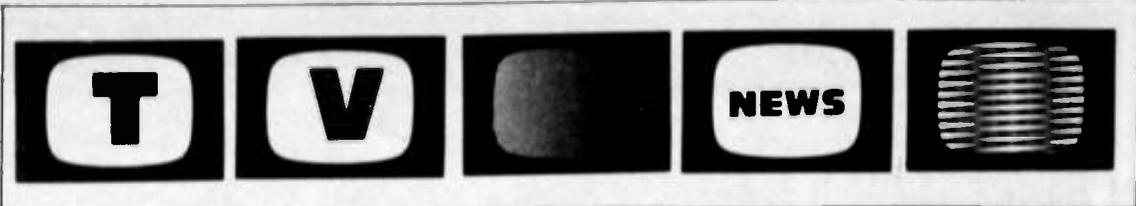
Each year at Scandia I am privileged to attend a lunch in the wine cellar at the posh restaurant. It's hosted by TV producer Collier Young and most of Hollywood's great writers and producers are in attendance . . . (the only reason I am invited is because I've sworn I wouldn't mention the incident about Collier and the entire WAC regiment in the 50's). Following our annual fun outing two weeks ago, Ed Asner, wearing his Lou Grant costume, and Bill Dana and I were shuffling up the stairs (they wisely put us in the wine cellar) to get to our vehicles. As we passed the bar, a stunning-looking girl named Sabrina bounced near, as most eyes in the place oged her scant outfit, which resembled something out of a Mickey Spillane novel.

She mentioned that she was an aspiring actress-writer-poet

who attended bi-weekly meetings of a literary club that had as its members some of the high mucky-mucks in print. At that point, Mr. Asner, looking as though he was re-creating an old "Mary Tyler Moore" episode, glared at the shapely lady and said, "Hey, Bill and Gary and I just came from the most important group meeting in this town . . . Collier Lungs Yunch!"

Jim Bacon, the syndicated newspaper columnist and author, is the only man I know who bought a Studebaker from Dan Rowan (in 1950) when Dan was a used car salesman in Van Nuys . . . and bought a drink from Dick Martin (when Dick was a used drink salesman at the Coach and Horseman in Hollywood).

My radio engineer Bud Stalker went back to Cleveland for Christmas and said it was colder than a bus-driver's grunt!



CBS Continues Holiday Hot Streak

A timely assist from the NFL helped CBS edge NBC to take home its third consecutive Nielsen victory (CBS won for the weeks ending Dec. 23 and 30, during the holiday break). A close three-network race for the week ending January 6 had CBS winning with a 20.2 average rating; NBC, also aided by football, second at 19.7; and ABC, going on series power alone, third at 18.9.

The NFL semifinal game Sunday (1-6) between the Rams and Buccaneers slipped over into prime time in some parts of the country and thus ended up taking the top two positions, with CBS's postgame show finishing first and the game itself second. CBS also took the next three positions: 3) "60 Minutes" 4) "Dallas" and 5) "Alice." The remainder of the top ten was composed of 6) "Eight Is Enough" (ABC) 7) "Dukes Of Hazzard" (CBS) 8) NBC's Orange Bowl telecast (the Rose Bowl did not penetrate into prime time) 9) "Three's Company" (ABC) and 10) "Mork & Mindy" (ABC), showing a noticeable improvement after its old Thursday time slot was restored.

In the second ten, ABC's "Benson" was 11th, followed by 12) "The Jeffersons" (CBS) 13) a tie between ABC's "Fantasy Island" and CBS's new "Dallas" spinoff, "Knotts Landing," which featured "Dallas" "hero" J.R. Ewing and made a strong showing, indicating that "Dallas" is collectively about the hottest series going 15) "Barney Miller" (ABC) 16) "Real People" (NBC) tied with "Taxi" (ABC) 18) "Charlie's Angels" (ABC) tied with Karl Malden's new "Skag" series (NBC), and 20) NBC's Frank Sinatra special.

MUSIC (AND COMEDY) ON TV — Donna Summer has an ABC special set for January 27 . . . Steve Martin has a three-year contract with NBC for variety specials and other types of program development . . . The Second City comedy troupe, which launched several "Saturday Night Live" stars and is known for its syndicated "SCTV" show, are creating a comedy-variety pilot for NBC . . . Marie Osmond is set for several NBC specials, and that Pink Lady variety series should show up in March on NBC . . . Radio and TV joined in a novel cultural simulcast Wednesday (1-9), as 12 FM stations aired the soundtrack of a New York Philharmonic concert also shown on NBC-TV. The broadcast was the first of several live prime time cultural telecasts planned under the "Live From Studio 8-H" title.

Jumping the gun on the Grammys (see nominations Page 3), Dick Clark's American Music Awards are coming January 18 with Elton John and Cher hosting the ABC telecast (R&R 12-14). Nominations in the "Pop/Rock" field have Billy Joel, Barry Manilow, and Kenny Rogers battling for the Male Vocalist honors; Olivia Newton-John, Barbra Streisand, and Donna Summer (in one of four nominations) as top Female Vocalists; and the Bee Gees, Cheap Trick, and Supertramp up for top group. "Bad Girls," "Da Ya Think I'm Sexy," and "My Sharona" vie for top single, while Summer's "Bad Girls" LP competes with Led Zeppelin's "In Through The Out Door" and the Bee Gees' "Spirits Having Flown" for top album.

In the Country field, male vocalists nominated are Waylon Jennings, Willie Nelson, and Kenny Rogers. Female vocalists: Dolly Parton, Crystal Gayle, Barbara Mandrell. Group (or duo): Oak Ridge Boys, Rogers & Dottie West, Statler Bros. "Soul" male vocalists are Michael Jackson, Rick James, and Teddy Pendergrass; female vocalists: Gloria Gaynor, Stephanie Mills, Donna Summer. The top group nominees are Chic, Commodores, and Earth, Wind & Fire.

VIDEOSCOPE:

MEDIASTAT DEBUTS VCR-TV VIEWING DIARIES: Beginning in 1980, Media Statistics Inc. will debut diaries designed to measure VCR usage as well as TV viewing. In addition to the columns devoted to traditional TV watching, the diaries include space for recipients to enter programs recorded that day, recordings played back that day, and whether the videocassettes were purchased, rented, or borrowed . . . MCA TO RUSH-RELEASE "THE JERK," "1941" VIDEODISCS: Despite both films' recent openings in mid-December, MCA has announced Steve Spielberg's "1941" and Carl Reiner's "The Jerk," which stars Steve Martin, will be available on videodisc by April of 1980. Industry observers view the videodiscs' rush-release as either an attempt to undercut competitor RCA's upcoming entry into the videodisc market by offering fresh theatrical product from MCA-owned Universal pictures (something RCA, which owns no film studio, cannot do) or an indication of lowered box-office potential for the two films . . .

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

★ **JAY LASKER EXITS PRESIDENCY OF ABC RECORDS** — Business management exec. Jerry Rubinstein appointed chairman of label.

★ **ARBITRON HIGHLIGHTS FIVE YEARS AGO (O/N '74)**

New York	Los Angeles	Chicago
WABC 8.4 to 7.4	KHJ 5.9 to 5.3	WLS 8.1 to 8.2
WBLS 2.9 to 2.9	KLOS 4.0 to 4.1	WCFL 7.2 to 5.2
	KMET 1.8 to 4.0	WMAQ 2.7 to 2.0

★ **NUMBER ONE FIVE YEARS AGO: "Mandy"** — Barry Manilow (Bell/Arista)



RADIO'S MOST WANTED VOICE.

In just twelve weeks, his brilliant *One Voice* album has soared past 2,000,000 copies. And radio has demanded a new single: "When I Wanted You." It's already pulling giant phones and requests from teens and adults in an unusually early display of Manilow power.

From the start, Barry Manilow and American Radio have created magic together. Music that moves people, gets them involved. Music that makes every station playing a Manilow record "solid gold radio." It's a simply beautiful formula: Manilow sings, the radio plays, the country tunes in.

"WHEN I WANTED YOU."^{AS0481}
THE NEWEST BARRY MANILOW CLASSIC.
FROM ONE VOICE. AL 9505

On Arista Records and Tapes.

ARISTA

HOT NEW ADDS:
WKBW/WCAO/KVIL/KNUS/WLAC/
KHJ/CKLW/WZZP/WAYS/WTIX/
WNOE/KIMN/WZUU/WHBQ/
WFBR/WAPE

Photography by
Walter Sanderson
Produced by R. M. Dancy
and Barry Manilow

He's Got Friends In High Places



WIFI add
96KX 17-15
KWK add 25
KSLQ 20-18
WICC deb 28
WHYN on
WKEE on
WTIX deb 39
WNOE deb 39
BJ105 28-25
WSKZ add
WRJZ add
WNOX 30-26
KZ93 add

WEFM add
KCPX add
WDFM add
WFLB add
WORD add
KRKE-FM on
KTAC add
WTAC add
WCIR on
WSEZ deb 33
WANS-FM deb 34
KQWB-FM 26-25
WSPT 27-24
KFXD 24-23

ROBERT PALMER

"Can We Still Be Friends"



Produced By Robert Palmer
On Island Records

Manufactured And Distributed By
Warner Bros. Records

Brad Messer



Tom Fast And His Modern Fast Newsroom

"Tom, I don't believe it can be done!"

"But Mr. Mogul, I'm sure it can!"

Tom looked across the grey desktop at the radio station owner — his face was quite lined now — shook his head yes as he enthusiastically explained how WPOD in Podunk could compete and win big against the new brains-from-out-of-town, tight-format station WBIG.

"I know you've had many bright ideas, Tom, but this is the real world and money doesn't come unless people buy spots, and the last spot we saw here was from spaghetti, haha."

"Just give me one month, Mr. Mogul. You'll see! WPOD News will be talked about and listened to, and I won't spend any of that money you say you don't have!"

Mr. Mogul was wise with years. He had seen radio in its glory days and lived through its decline to computerized formats with flash cards. But young Tom Fast seemed so . . . so sure of himself, and fresh.

"All right, Tom, you can have a month. I won't tell you anything to do, and you won't ask me for any money, right?"

Tom called the afternoon newspaper. "For my 8am and noon radio news, I want a live telephone call from your star reporter. He or she can explain that day's big local story. I'll have details for my WPOD listeners, and you won't have to spend money to get lots of local radio exposure. We'll try it for a month!"

The Podunk Press went for it.

"Gosh, no one from radio ever asked us before."

Down to the copshop Tom flew.

"Chief, somewhere in Podunk there's a crippled person, or a shut-in who stays in touch with 'outside' by listening to the police radios, isn't there?"

Sure there was. Tom telephoned ahead to briefly explain himself, then visited the modest home of 19-year-old Jimmy Ready, whose room was a maze of radio gear.

"I hear just about everything that goes on in Podunk, Mr. Fast, but I never have thought about hooking up with a radio station."

"It'll be easy, Jimmy, because when something's happening you just pick up your phone and tell me. Within a month your name will be well known around here. You'll really become an active member of our community in ways you never thought possible!"

Next morning Tom Fast visited the journalism teacher at school and sold him on a real community project that would give good working experience to the students. Later Tom explained everything to the students.

"We will put you on the radio with stories most news departments overlook. At first people will be surprised. Then your reports will quickly become like a good friend to everyone. Because you will be holding a mirror up to Podunk, and showing us ourselves!"

The first assignment was easiest. They called it "Neighborhoods," taking their tape recorders to old and young for oral histories of the areas, with the librarian proving a big help in sketching beginnings and milestones. Assignment No. 2 was a bit more complicated, and covered City Departments, with the boss and some on-the-job employees telling how their Trash or Water or Street Repair operations operate.

The tape editing and narration was rough at first, but it was a beginning with great enthusiasm, and once Tom got it going it pretty well took care of itself.

Two weeks later Mr. Mogul walked into the busy little room where Tom's phone kept ringing, but it seemed Tom Fast was just too engrossed to take a break. Jimmy Ready phoned in a fire. Tom broke into a record with the live phone report. Someone called from right across the street and when the following record ended, Tom interviewed the person who could plainly see the blaze. It was great! WPOD listeners were beginning to take part, because they were getting the idea.

Mr. Mogul thought that was wonderful.

"Tom, the head of the Water Department told me, at Kiwanis lunch, all his people have started listening to WPOD again because we're in touch with our community. This is the most fun I've had in years!"

Fast smiled and felt good inside, but it was too close to noon and here came the call from Ace Writer at the Podunk Press. His story was about a decision to repave Elm Street. Not a press-stopping Pulitzer winner at all, but something local that WBIG wouldn't get from the state split on the wire, and all that local added up. As luck had it, today was the day to run the school journalism class report on the Street Department, so it came out sounding like a ten-person news department. Mogul hadn't spent a dime extra.

Before his trial month ended Tom Fast had managed to hook up with the local ham radio club and a group of CB'ers, so when the first spring rains and minor floods came, here came the information faster than he could handle it.

He didn't have to handle it by himself. Two unpaid interns were now beside him in the little newsroom, working free hours a day for class credit, learning how to tape and splice, criss-cross local stories, create followup files, and other newsroom operations.

In thirty days Tom Fast put together the beginning of a powerful local news operation, by giving people the opportunity to participate and by connecting with the available sources who had simply never been asked before.

"I have next month's work laid out" said Tom as Mr. Mogul — who was looking more relaxed these days — beamed across the newly-polished light grey desktop. "Before the end of the month WPOD will have an unpaid movie reviewer and I hope a restaurant critic. WBIG has those syndicated features but ours will be about us, not New York or Los Angeles."

"You said you wouldn't ask for any extra newsroom money a month ago, Tom, but tell me . . . isn't there something you really need in there?"

"Yes, sir, there is. Could we have one more telephone? If I get lined up with the little weekly neighborhood newspapers we're just gonna be swamped with local stuff!"

Credit to Grossett & Dunlap, Publishers, and to author Victor Appleton, for lines from "Tom Swift and His Photo Telephone," published 1914.

Rip 'N' Read

MONDAY JANUARY 14: The Revolutionary War ended in 1784. Tradition says this is the coldest day of the year. Marjoe Gortner 36, Faye Dunaway 39, Julian Bond 40. The first Be-In in San Francisco's Golden Gate Park 1967.

TUESDAY JANUARY 15: The late Martin Luther King Jr. born 51 years ago. The late Ronald W. VanZant of Lynyrd Skynyrd would have been 32. Captain Beefheart (Don Van Vliet) 39. Pentagon building completed 1943 in Washington D.C.

WEDNESDAY JANUARY 16: The "Noble Experiment" began 60 years ago today in 1920 as liquor was banned nationwide. Prohibition created the Roaring 20's. A.J. Foyt 45.

THURSDAY JANUARY 17: Cassius Marcellus Clay born 38 years ago in Louisville, TN, changed legal name to Muhammad Ali. "I'm serious. It's hard to be humble when you're as great as I am."

FRIDAY JANUARY 18: is overshadowed by tomorrow SATURDAY JANUARY 19 when Dolly Parton hits 34, Phil Everly 41. Janis Joplin would've been 37.

FOURPLAY THAT GETS RESPONSE

NEIL DIAMOND "September Morn"

Added This Week At:

WCAO	WHBQ	KAAY add 21
WRKO	WLAC	KWIC
KRBE add 19	WGH	KPUR
KRLA add 26	KOFM	KKLS
KOPA add 29	WZZP	WAKX
WBBF add 25	KJRB	WRKR
JB105 add 33	KRUX	WNAM
WKBO add 28	WJBQ add 23	KQDI
14Q	WFBG	KBOZ
WTIX	WEEQ	KOOK
WJDX add 29	WXIL add 30	KRLC
WAXY	WHHY	KREM
BJ105 add 40	WCGQ	WDRQ
WPGA add 28	WISE add 35	

FROM THE ALBUM "SEPTEMBER MORN"
PRODUCED BY BOB GAUDIO

KENNY LOGGINS "This Is It"

9 KENNY LOGGINS/This Is It (Columbia)

WNBC add 28	WCAO 16-8	Y100 7	KEARTH 11-10
WKBW 13-6	F105 deb 30	WLCY 4-4	KFI 25-21
WFIL 18-10	WRKO 29-26	WGCL 13-9	B100 add 26
WIFI 5-5	Z97 14-1	Q102 4-2	KJR 2-5
96KX 21-19	KVIL 22-17	WZUU 12-8	KIMN 12
WPEZ 15-9			etc.

FROM THE ALBUM "KEEP THE FIRE"
PRODUCED BY TOM DOWD

SANTANA "You Know That I Love You"

This Week's Adds:

WFIL	WFMF add 28	WNCI
WRKO	WJDX add 28	KROY
B100	KWEN	KGW
WAEB	WISM	WRBR

This Week's Moves:

WIFI 18-13	KEARTH on	KNOW 18-13	WOW 32-24
WPEZ 25-22	KFI on	WTIX 31-25	KRKE-FM 8-4
KRBE 26-9	KFRC on	WNOE 31-26	KENI 19-11
94Q 11-9	KIMN on	Y103 22-18	
KDWB 30-27	WTIC-FM 20-16	WAYS 35-32	
KSLQ 19-13	KLIF deb 29	KLEO 17-15	

FROM THE ALBUM "MARATHON"
PRODUCED BY KEITH OLSEN IN ASSOCIATION
WITH SANTANA AND DAVID DEVORE

TOTO "99"

Added This Week At:

WRKO	WHBQ	WEEQ
KRBE add 30	WLAC	WAAY
Z93	92Q	WERC
94Q add 28	WAYS	G100 add 29
KJR	WGH	WFOX
WTIC-FM add 31	WRVQ	WCGQ
KC101 add 30	KOFM	WSEZ
WICC	KRAV	WISE
WPST	KLEO	FM99
PRO-FM	KZ93	KKRC add 25
14Q	WISM	KKLS
WKEE	KING	WEAQ add 30
KLIF	KJRB	WNAM
WTIX	KLUC	WRBR
95SGF	KORL	KENI
WBBQ	WJBQ add 22	KQDI
	13FEA	KFXD

TAKEN FROM THE ALBUM "HYDRA"
PRODUCED BY TOTO & TOM KNOX

The Best Singles Are On
Columbia Records



Ratings & Research

"The winners will be those who can successfully market their station just as a box of cereal is marketed — day in and day out."

Extended Measurement — Radio's "Box Of Cereal"

The techniques used to attain successful ratings are about to undergo a revolutionary change. The cause of this revolution is Arbitron's broadening use of the Extended Measurement survey technique, which basically involves radio measurement on a virtual year-round basis. The winners in the revolution will be those who can throw off the blinders of gearing up for a four-week sweep and successfully market their station just as a box of cereal is marketed — on the shelf, so to speak, day in and day out.

Coming Your Way Soon

For the past two years, Arbitron has been testing the Extended Measurement technique in Seattle, New Orleans, and Indianapolis. The tests have shown Arbitron that longer sweeps are beneficial to better measurement of our medium, so the push to measure more markets for longer periods of time is underway. In December, the top three markets, plus San Diego, approved the continuous surveys, beginning with a "Spring" quarterly sweep that will begin February 28th and last for 12 weeks. Summer and Fall 12-week sweeps will follow, with 48-week continuous measurement in effect next year. Besides the top markets (and ancillary markets included in their TSA's), other markets will have the chance this year to see Extended Measurement implemented in their respective areas. Most of the top 20 markets will have the opportunity to approve XM for implementation effective with the XM "Fall" sweep, starting September 4 and ending November 26. Even if you are not in a top market, make no mistake about it — Extended Measurement is the wave of the future, and most markets will have XM in place in the next two years.

Marketing And Budgeting Implications

The advent of Extended Measurement poses tremendous problems and opportunities for station management. If you are in a market with 48 weeks of surveys per year, can you afford not to keep a high profile in the public's consciousness? Do cereal makers only put their product on the shelf four weeks at a time? No, you must now begin to plan to market your station consistently, and you must budget accordingly. The coming of Extended Measurement might mean that the radio

industry may finally learn that successful ratings don't come just from hypoing. Successful ratings will now go to the stations that budget and plan for a year-round battle to remain tops with the public.

How will this affect station costs? Obviously, marketing a product (your station) for 48 weeks will cost more than making plans for a four-week survey. However, wise planners and marketers can make the money spent in a four-week blitz stretch longer when a consistent plan is set up and adhered to. The key here is to plan realistically for the year, review the budgets as your year progresses, but don't lose sight of the total marketing goal — good ratings year-round. If a broadcaster gets a good book in the first quarterly report, he/she may then want to shelve plans for the next survey. Wrong-o! A consistent approach, and the proper budgetary support, will work best.

Programming Implications

Besides the proper use of outside media to market your station, you must also consider your on-air sound. Packaging a cereal with an attractive look is great, but if the product itself isn't tasty, not much chance for repeat business. As a result, the PD should be involved in helping to set the marketing tone for the outside media campaign, making sure the message is realistic and consistent with what the on-air product can deliver.

As with station management, program management faces some tremendous problems and opportunities as Extended Measurement comes into being. When will you run that syndicated special you were hoping would boost your numbers? What about on-air contests and promotions — will they still be important under the Extended Measurement setup? Most importantly, when will your air staff be able to take their vacations — do they all go at Christmas? Seriously, it may be inevitable that air talent will feel more strain at being "onstage" 48 weeks a year, and this may have some negative impact on creativity and freedom enjoyed by jocks. PD's may now become part of the marketing team, and as such some may react by tightening their control over the personalities, hoping to make sure the "product" sounds consistent year round. Perhaps automation might

Week In Review

Burke Calls It Quits

Burke Broadcast Research, in business only a few months after its suspension of services last year, has now folded its operations permanently. See Page 1 for details.

Arbitron Cites 42 Stations

As promised, Arbitron has mailed to agencies and others in the industry a brochure citing all the stations alleged to have run on-air survey announcements during the O/N '79 survey. A total of 42 stations in 12 markets were noted by Arbitron. Washington, D.C. market had the largest number of cited stations, 25.

Advisory Council Ballots Due Soon

Arbitron has mailed to radio subscribers forms to nominate candidates for six open positions on the Radio Advisory Council. Nominations can be made for any of the following formats:

- Beautiful Music (markets 1-50)
- MOR/Personality (markets 1-50)
- MOR/Personality (markets 51+)
- Contemporary (markets 51+)
- AOR/Other (all markets)
- Spanish (all markets)

Nominations are due at the office of the auditing firm supervising the election no later than January 14. Final election steps and results will be announced before the NAB convention.

become more prevalent, as stations search for ways to present a consistent, quality sound to the public. The future for you programmers will be an interesting one in a world of Extended Measurement.

More Broadcaster Maturity

Extended Measurement, besides in theory being a better way of measuring radio listening, may also have an important side effect. With hypoing out of the question, due to cost and marketing factors, broadcasters may now be able to concentrate on the positive aspects of presenting their medium to the public. Fewer knee-jerk decisions, less hypoing, and more long-range marketing planning will hopefully lead to a more mature broadcast industry. The ad agency perception, widely held, that radio is the least mature of the major media, may be on the wane.

We are entering a new year, a new decade, and a significantly different way of measuring radio. Here's hoping that you will begin to think now about how to market and program your station to take the fullest advantage of what Arbitron's Extended Measurement offers. Have a happy and prosperous new year!

Q&A

John Hook of WLVA/Lynchburg, VA, called us this week to inquire, "What can broadcasters do to see that Arbitron doesn't get an over-representation of blacks in surveys?"

When Arbitron receives an overabundance of usable diaries from any group or demo, those diaries may be weighted down to more properly represent the correct proportions. For example, in the last Lynchburg report approximately 30% of the in-tab diaries came back from black households. The entries in those diaries were weighted to reflect listening from the approximate percentage of blacks in the metro, estimated by Arbitron to be about 20%. Weighting enables Arbitron, or any survey firm for that matter, to adjust returns to a more proportionate representation of reality.

If an over-return, or an under-return, in a particular demo or ethnic group occurs consistently in your market, contact your Arbitron account executive and the radio department at Laurel to register your feelings. Arbitron's field staff may be in a position in future surveys to take steps to try to obtain a more equitable diary return. The better the return, the less the need for weighting.

Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.



Radio & Records

NATIONAL AIRPLAY/30

First Week!



PRINCE

"I Wanna Be Your Lover"

Produced by Prince



on Warner Bros. Records

Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form. Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures supplied by subscribing stations and verified by Arbitron.

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

October/November '79

New York

WBLS Down, WKTU Nearly Tied For First; WOR In Solid Rebound; WABC Drops A Point, 4th Consecutive Decline

	J/A '79	O/N '79
WABC (R)	5.8	4.6
WADO (S)	2.8	2.8
WBLS (B/D)	8.7	7.1
WCBS (N)	5.0	5.4
WCBS-FM (O)	2.4	3.1
WHN (C)	2.9	2.7
WINS (N)	4.7	4.4
WJIT (S)	2.1	1.9
WKTU (D)	6.7	6.8
WMCA (T)	3.4	3.2
WNBC (R)	2.8	3.2
WNCN (CL)	6	1.1
WNEW (PA)	2.6	2.0
WNEW-FM (A)	2.3	2.7
WOR (T/PA)	5.8	6.6
WPAT (BM)	2.4	3.0
WPAT-FM (BM)	2.7	2.9
WPLX (A)	1.1	1.2
WPLJ (A)	3.8	3.2
WQXR-AM-FM (CL)	1.2	1.5
WRFM (BM)	5.5	4.7
WRVR (J/A)	1.3	1.1
WTFM (PA)	1.8	1.7
WUNJ-AM-FM (BM)	1.9	1.7
WXLO (R)	2.6	1.7
WYNY (PA)	1.2	2.1

Los Angeles

Beautiful Music KBIG Surges To No. 1; KABC, KMPC Slump Without Baseball; KMET Down, Country KLAC Up Sharply; Rockers KFI, KIJ, KIITZ Gain

	J/A '79	O/N '79
KABC (T)	8.0	6.0
KALI (S)	2.3	1.5
KBIC (BM)	5.0	6.1
KDAY (B)	2.5	2.4
KFAC-AM-FM (CL)	1.5	1.8
KFI (R)	2.9	3.3
KFWB (N)	4.1	4.1
KHJ (R)	1.8	2.4
KHTZ (R)	1.6	2.2
KHIS-FM (D)	2.8	2.8
KJOI (BM)	4.9	4.9
KKGO (J)	1.5	1.4
KLAC (C)	2.9	4.3
KLOS (A)	2.6	2.2
KLVE (S)	1.0	1.5
KMET (A)	6.4	5.8
KMPC (PA)	3.8	2.8
KNX (N)	3.4	4.0
KNX-FM (A)	2.8	2.7
KOST (BM)	3.2	2.8
KRLA (R/O)	3.2	3.7
KRTH (R)	3.8	3.8
KTNQ (S) *	2.1	1.6
KUTE (B/D)	2.4	2.6
KWKW (S)	1.4	1.1
KWST (A)	1.0	1.1
KZLA-AM-FM (PA)	1.4	2.6

* KTNQ switched from Top 40 to Spanish programming after the J/A sweep.

Anaheim-Santa Ana

KWIZ Bolsters Hold On Orange County Station Lead, KEZY Also Gains; L.A. Stations Include KFI, KHTZ Increases, KMPC Drops As Angels Baseball Over

	A/M '79	O/N '79
KEZY (A)	1.7	2.0
KEZY-FM (A)	1.1	1.5
KWIZ (PA)	1.9	2.6
KWIZ-FM (PA)	1.4	1.4
KABC (N/T)	6.5	6.3
KBIG (BM)	8.0	7.1
KFI (R)	3.9	5.1
KFWB (N)	3.0	2.5
KHJ (R)	1.4	1.7
KHTZ (R)	1.4	2.5
KHIS-FM (D)	2.4	2.2
KJOI (BM)	3.7	3.8
KKGO (J)	1.5	1.0
KLAC (C)	3.7	4.1
KLOS (A)	3.7	2.9
KMET (A)	8.6	8.1
KMPC (PA)	5.2	3.6
KNOB (BM)	1.6	1.0
KNX (N)	3.6	3.8
KNX-FM (A)	3.6	3.9
KOST (BM)	2.4	2.8
KRLA (R/O)	1.7	2.3
KRTH (R)	4.9	5.0
KUTE (D)	1.5	2.0
KZLA-FM (A)	1.5	1.6
XTRA (BM)	1.6	2.4

Chicago

Perennial Kingpin WGN Holds First, BM WLOO Closes Gap; AOR WLUP Suffers Steep Decline, WMET Gains Share; News WBBM, WIND Increase, Country Stations Up; WLS Slips, WBMX Drops

	J/A '79	O/N '79
WAIT (BM)	2.2	2.2
WBBM (N)	5.4	6.1
WBBM-FM (A)	1.8	2.1
WBMX (B)	5.5	4.2
WCLR (PA)	2.9	3.1
WDAI (D)	2.4	1.7
WEFM (R)	2.5	2.2
WFMT (CL)	1.2	2.0
WFYR (PA)	3.1	2.9
WGC (D)	2.4	2.7
WGN (PA)	11.7	10.5
WIND (N)	4.0	4.3
WJEZ (C)	1.7	2.5
WJJD (C)	1.0	1.3
WJPC (B)	2.2	2.1
WKQX (PA)	2.5	2.7
WLAK (BM)	4.3	5.6
WLOO (BM)	7.4	8.2
WLS (R)	6.4	6.2
WLUP (A)	7.3	4.9
WMAQ (C)	4.3	4.5
WMET (A)	1.2	2.2
WVON (B)	2.4	2.8
WXRT (A)	1.7	1.8

Philadelphia

KYW Slips, Remains Atop Market; WMMR Hits Highest Major Market AOR Share, All AOR's Advance; WDAS-FM Holds Grip On Black Audience, BM WSSH Slips Ahead For Second Place

	J/A '79	O/N '79
KYW (N)	11.7	10.4
WCAU (N/T)	5.0	4.6
WCAU-FM (D)	3.7	2.8
WDAS (B/T)	2.0	2.4
WDAS-FM (B)	7.1	7.0
WDVR (BM)	5.6	5.0
WFIL (R)	4.1	4.2
WFNL-AM-FM (CL)	2.2	1.9
WHAT (B)	1.2	1.2
WIFI (R)	2.9	2.6
WIOQ (A)	2.1	2.6
WIP (PA)	6.1	6.0
WJGK (R)	2.8	3.4
WMMR (A)	5.7	6.9
WPN (PA)	1.7	1.8
WSNI (C)	3.0	2.1
WUSL (PA)	3.4	4.2
WVDB (T)	4.8	3.7
WWSH (BM)	6.1	7.1
WYSP (A)	3.4	4.5
WZZD (D)	2.4	2.9

Detroit

WJR Down Four; WWJ, WMJC, WWWW, CKLW Also Drop; Country WCXI Big Winner, Nearly Triples; WRIF Back At Top Of AOR's

	J/A '79	O/N '79
WABX (A)	3.3	3.3
WCHB (B)	2.0	1.5
WCXI (C)	2.0	5.6
WCZY (BM)	-	1.2
WCZY-FM (BM)	4.0	3.3
WDRQ (R)	3.0	3.6
WGPR (B)	1.2	1.6
WJLB (B)	2.9	3.0
WJR (PA)	14.1	10.1
WJR-FM (BM)	4.4	4.0
WJZZ (J)	3.0	3.2
WMJC (R)	6.0	5.0
WNTC (R)	3.5	3.5
WOMC (PA)	3.1	4.3
WRIF (A)	4.8	6.3
WTWR (O)	3.3	3.8
WWJ (N)	6.3	6.0
WWJ-FM (BM)	3.8	3.7
WWWW (A)	5.9	4.5
WXYZ (N/T)	3.9	4.5
WLBX (B/D)	7	1.6
WHND (O)	1.6	1.6
CKLW (R)	5.5	4.4
CKLW-FM (C)	1.1	9

Houston

KMJQ Drops Almost Four, Remains No. 1; BM Leader KYND Slips, Stays In Second; Country KIKK-FM Up Solidly, Rocker KRILY Jumps Almost Three, Passes KRBE, While KFMK Up Two, Triples Share

	A/M '79	O/N '79
KCOH (B)	1.4	1.0
KENR (C)	3.6	4.4
KEYH (S)	4.0	2.3
KCHB (RL)	9	1.1
KIKK (C)	1.1	1.3
KIKK-FM (C)	5.3	6.6
KILT (R)	4.6	3.8
KILT-FM (A)	3.9	3.0
KLEF (C)	9	1.6
KLOL (A)	3.5	5.4
KMJQ (B)	11.8	8.0
KNUZ (C)	1.5	1.4
KODA-FM (PA)	2.9	3.9
KPRC (N/T)	7.4	5.7
KQUE (PA)	4.4	4.2
KRBE (R)	6.6	4.5
KRLY (R)	3.7	6.4
KTRH (N/T)	7.0	5.9
KULF (PA)	2.8	2.5
KYYZ (RL)	6	1.1
KYND (BM)	8.4	7.2
KYOK (B)	1.5	1.3
KAUM (R) *	4.0	3.7
KFMK (R) *	1.0	3.0

* Ran on-air announcements during the survey

Dallas-Ft. Worth

KVIL-FM Rises, Now Number One; Country Leader WBAP Slips Almost Four Shares, Competitor KSCS Gains; Dancemusic Stations Increase

	A/M '79	O/N '79
KAFC (PA)	1.2	1.7
KBOX (C)	4.0	4.0
KFJZ (PA)	1.3	1.0
KFJZ-FM (R)	5.7	3.8
KKDA-FM (D/B)	4.7	5.8
KLJF (R)	2.1	2.3
KMEZ (BM)	5.4	4.8
KMGC (PA)	2.1	3.3
KNOK (B)	7	1.5
KNOK-FM (D)	3.6	4.2
KNUS (R)	2.9	3.3
KOAX (BM)	6.2	5.1
KPLX (PA)	2.1	1.6
KRLD (N/T/C)	6.8	7.3
KSCS (C)	6.9	8.2
KTXQ (A)	6.8	5.1
KVIL (R)	1.5	1.2
KVIL-FM (R)	9.3	9.9
KZEW (A)	2.8	3.8
WBAP (C)	11.2	7.6
WFAA (N/T)	4.6	4.4
WRR (CL)	7	1.4

Washington, D.C.

WMAL Rebounds To Top; WPGC Drops Over 3, WRQX \$250,000 TV Campaign Nets More Than Doubled Share; AOR Leader WWDC-FM Tumbles; P/A WASH Gains Nicely; WOOK Strengthens Black Lead; Dancemusic WKYS Gains

	A/M '79	O/N '79
WAVA (A)	2.8	2.8
WHFS (A)	1.5	1.2
WHUR (B)	5.9	4.9
WKYS (D)	2.4	3.1
WVOK (B)	6.0	6.9
WUST (B)	1.5	1.0
WYCB (RL)	1.3	1.9

The stations below are alleged to have broadcast on-air survey announcements

WASH (PA)	5.6	6.5
WEZR (BM)	1.3	2.3
WGAY-AM-FM (BM)	8.7	7.2
WGMS-AM-FM (CL)	3.1	2.8
WJMD (BM)	4.5	4.2
WMAL (PA)	9.3	11.8
WMZQ (C)	3.0	3.2
WOL (B)	3.3	2.2
WPGC-AM-FM (R)	11.0	7.7
WPIK (C)	3.0	1.6
WXRA (C)	8	1.7
WRC (N)	2.5	3.7
WRQX (R)	2.1	4.9
WTOP (N)	4.2	3.9
WWDC (PA)	1.5	1.1
WWDC-FM (A)	5.3	3.2

Baltimore

WBAL Stays On Top, WLIF Zooms To Strong Second; WFBR (Sans Orioles), WYYY Drop More Than Two; Dancemusic WKTK Skids

	A/M '79	O/N '79
WAYE (BB)	2.5	1.6
WBAL (PA)	10.7	10.6
WBKZ (PA)	1.3	1.5
WCAO (R)	5.3	5.0
WCBM (PA)	7.6	7.1
WFBR (PA)	6.9	4.8
WITH-AM (PA)	2.0	2.6
WITH-FM (R)	1.8	2.5
WYYY (A)	8.9	6.5
WKTK (D)	4.4	1.6
WLIF (BM)	7.3	10.1
WLPL (A)	2.0	2.1
WPOK (C)	5.3	5.1
WMAR (BM)	3.9	3.3
WRBS (RL)	9	1.1
WSID (B)	1.1	2.2
WWIN (B)	5.0	5.4
WXYV (B)	5.8	6.3

Boston

Top Stations Increase In Stable Book; WHDH, WJIB, WBZ, WEEI Up; WCOZ Passes WBCN In AOR Contest

	J/A '79	O/N '79
WBCN (A)	5.2	4.7
WBOS (D)	9	1.3
WBZ (PA)	8.0	8.2
WCOZ (A)	4.4	5.0
WEEI (N)	6.7	7.2
WEEI-FM (A)	3.6	4.4
WHDH (PA)	10.6	11.1
WHUE (BM)	1.3	1.1
WHUE-FM (BM)	2.3	2.2
WITS (N/T)	5.0	4.1
WJIB (BM)	9.5	9.9
WRKO (R)	4.1	4.6
WROH (PA)	2.6	3.3
WSSH (BM)	2.8	3.1
WVBF (R)	6.0	5.9
WXKS (D)	5.9	5.5
WAAF (A)	1.2	1.6

San Francisco

KGO Remains Top, All-News KCBS Gains, Becomes No. 2; KNBR Drops More Than 50%, KYUU Advances On P/A Scene; KFRC Has 4th Consecutive Down Book; Good Jump For KSOL

	J/A '79	O/N '79
KABL (BM)	3.6	2.9
KABL-FM (BM)	3.1	3.0
KARA (PA)	1.3	1.2
KBAY (BM)	1.7	1.9
KCBS (N)	4.5	6.0
KDIA (B)	2.7	3.4
KEZR (PA)	1.5	1.0
KFOG (BM)	3.4	3.4
KFRC (R)	5.3	5.0
KGO (N/T)	9.1	9.2
KIQI (PA)	7	1.0
KIOI (PA)	3.3	3.3
KIKI-AM-FM (CL)	1.7	1.9
KLOK (PA)	2.3	1.6
KMEL (A)	2.2	2.0
KMPX (BM)	2.4	1.3
KNBR (PA)	5.3	2.5
KNEW (C)	2.9	2.6
KOIT (BM)	2.9	3.0
KOME (A)	1.9	2.0
KBLX (BM)	1.4	1.3
KSAN (A)	2.5	1.7
KSFO (PA)	3.1	3.9
KSFX (R/D)	2.8	3.3
KSJO (A)	9	1.4
KSOL (B)	3.4	4.3
KYA (R)	2.0	1.7
KYA-FM (R)	1.4	1.8
KYUU (PA)	3.0	4.4

San Jose

AOR KOME Now Top San Jose Station; BM KBAY Second; KLOK Slips To Third; San Francisco Stations Score, KGO Tops

	A/M '79	O/N '79
KARA (PA)	3.3	4.0
KBAY (BM)	5.2	4.9
KEEN (C)	2.6	2.9
KEZR (A)	4.5	4.4
KFAT (C)	2.0	2.4
KDFC (CL)	1.1	1.3
KLIV (R/D) *	3.5	2.7
KLOK (PA)	5.4	4.6
KNTA (S)	1.0	1.4
KOME (A)	5.2	5.9
KSJO (A)	4.0	3.7
KXRX (N/T)	2.0	1.6
KABL (BM)	1.8	1.5
KCBS (N)	3.5	5.4
KFOG (BM)	2.6	2.7
KFRC (R)	3.7	3.2
KGO (N/T)	7.5	7.8
KIOI (PA)	3.5	4.8
KNBR (PA)	4.8	2.0
KNEW (C)	6	1.5

“Love... and a whole lot more.”

It's no small task to take twenty years worth of recorded romance, and then relive it to the heart-tugging hilt in just twelve, easy-listening hours. But that's exactly what the creative, innovative people at **TM Special Projects and Broadcast Works** have done, with "Love and A Whole Lot More."

"Love" is a nationwide radio special like no other before it . . . gift-wrapped in memories, but nicely tied with a ribbon of universal timelessness. An imaginative past-present-and-future celebration of the affectionate side of human nature, featuring the most popular contemporary love songs and lyrics of the past two decades.

Unlike other radio specials, "Love" mixes the music with the real-life experiences of the people who made (and make) it: the singers, songwriters and musicians . . . more than 40 of them. Each with a story to tell about the feelings . . . and the close encounters of the good, bad and in-between kind . . . that inspired their hits.

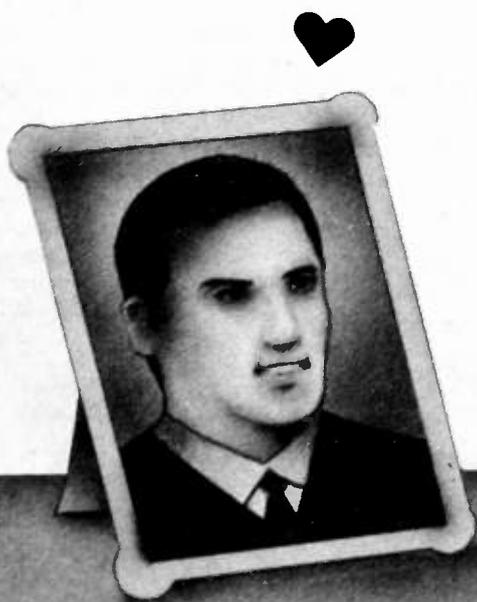
Puppy love . . . love at first sight . . . love that moves mountains. Joys and tears. Jealousy . . . betrayal . . . sleepless nights . . . dreams and disillusion. "Love" explores them all . . . and more . . . from every possible point of view, within the comfortable context of a rich, witty and thoughtful narrative.

The format is flexible, too . . . specifically designed to play in one long-and-loving block of 12 hours, or in any combination of one-hour segments to match programming or promotional needs.

Appropriately enough, every romantic minute of it is available for **Valentine's Day, 1980**, for stations from **Top 40-to-A/C-to-MOR**. For listeners, stations and advertisers alike, "Love and A Whole Lot More" will be beautiful words and bittersweet music to the ears, and big dollars for the first quarter.

From the people who gave you "Evolution of Rock," "Album Greats," "Top Ten Hits of All Time," "Woodstock — 10 Years Later" and "Clear Creek — The Country Music Festival" comes "Love and A Whole Lot More." 12 money-making hours that will generate audience and dollars for your first quarter . . . lock this one up for your market.

Call **Ron Nickell**, Executive Vice-President/GM or **Jack Alix**, General Sales Manager collect at (214) 634-8511.



a new special for radio from TM Special Projects

Be sure to listen to the demo record enclosed with this week's issue of Radio & Records.



TOP-40

John Leader

KHJ'S CHUCK MARTIN PUTS IT TOGETHER

The L.A. Turnaround

As late as November of 1979, critics of KHJ/Los Angeles (and there were many) were speaking openly about a format shift for the legendary Top 40 station. The station was on a disastrous six-book decline in the ratings, slipping from a 6 share to below a 2 share in total persons 12+.

New PD Chuck Martin took over the reins on February 1 and began a long, slow rebuilding process at the station which finally showed significant results in the October-November Arbitron. The station increased from a 1.8 to a 2.4 share in total weekly audience. The slide had been stopped. The station had turned around.

Why Is This Man Smiling?

Already the critics were calling it the "KHJ Comeback," as if they knew all along just what Chuck Martin was up to. But to really find out what happened during Chuck's first 11 months as PD of KHJ, Chuck is the man to talk to, and, as usual, he came right to the point.

"This was the first upturn for KHJ after six pretty poor books, and an even more significant fact is that this was the first fall book in ten years to show KHJ with any growth. In fall books of the past KHJ had always been either flat or down slightly. You might say fall just hadn't been our season, which only makes this increase sweeter still."

On the surface a lot of people are likely to think that TEN-Q's conversion from Top 40 to Spanish on July 31 had a lot to do with KHJ's upturn. Is that really the case?



Before

Chuck Martin, Program Director
KHJ/Los Angeles



After

it, that turned out to be good because our increases are primarily in adults and the gains are across the board in every single time period."

The Jacksonville Connection

"This is my first programming job in a major market. You know I've programmed before and done so successfully, which is probably why I got a crack at this job, but when I first took over at KHJ I will admit to being a bit overwhelmed by the fact that it was KHJ and I was suddenly programming in a market the size of Los Angeles. People in the business were giving me plenty of advice about how different L.A. was and how I couldn't program here the way I had in Jacksonville or New Haven. They said I had to be cool, make the station sound laid-back... I mean, hey, this was Los Angeles. You hear that kind of logic from enough people and you start to believe it.

"It took me a month before I said to myself, 'That's a crock!' Sure, L.A.'s big, but the same things that worked for me in Jacksonville will work here. Good Top 40 radio is the same no matter what market you're in. The market-to-market differences in programming a good radio station are the local flavorings you add, the basics stay the same. The people that had programmed KHJ before me did not believe in that philosophy and, in fact, they felt that KHJ had to have a complete image change in order to ever be successful again.

"I'm not even saying they were totally wrong. But I am saying that I did not agree with their philosophy. Once I'd made the decision that I was going to program KHJ using the basics that had always worked for me, we started moving."

The Four Ingredients

What were some of the specific things you did that changed the KHJ sound back to what you felt was more likely to succeed?

MUSIC

"When I got the PD's job, KHJ had a total playlist of 90 records... and I'm talking current, recurrents and oldies... a total of 90! The very first thing we did was to expand on that limited list, but the question was how to go from 90 titles to around 500 titles

and what songs should we put back in? There were two routes to go, as I saw it. We could continue toward the AOR image thing that John Sebastian had started, only expand the number of titles played, or shelve that and be Top 40 again.

"We did some focus group studies just to kind of find out what it was that people 'expected' of KHJ, and that's really a key point in the whole direction of the station. Time and time again the answers came back clearly that people expected KHJ to be Top 40. It always had been that way in the past, and no matter how much previous programmers had tried to change what they felt was a very negative image, the people still perceived us to be a Top 40 station. Some stations go for years without a clearly defined image of what they are, so I figured if our image is that strong as a Top 40 station then that is what we should build upon. Why fight it?"

"I thought our best chance for relatively fast success was to turn the station back into what it had been (and still was according to most listeners) and that was Top 40. We added music left and right, keeping the Fleetwood Macs and some of the AOR-style music John had played, but we put back in the Anne Murrays and the O'Jays and lots of good old mass-appeal, hit music.

PRESENTATION

"KHJ had always had strong personalities on air, so my next step was to find the strongest morning jock I could. Looking around L.A. there was Lohman & Barkely on KFI, Charlie Tuna on KHTZ, Robert W. Morgan on KMPC... all very strong personalities. I went after the best and hired Rick Dees from WHBQ/Memphis. Admittedly he's taken some time to establish in L.A., but when you're up against those other guys I mentioned, who have all been in the market successfully for years, I don't think Rick or I felt that he could go to number one in one or even two books. However, with this book Rick has turned mornings around for KHJ and I think it's a real strong beginning base that he can build on.

"I brought in Joe Montione from WLOF/Orlando (he's previously worked at Y100/Miami, WFIL/Philadelphia and CHUM/Toronto) and made him Assistant PD and afternoon man. He's been a big help both on and off the air. The addition of other key jocks and the redeployment of others, like the legendary Bobby Ocean, all helped to put the KHJ jock staff back into the strong shape it had been in the past.

"The presentation was changing here during the summer months with the addition of music and personality-style jocks, and it was fairly clear to everyone just what we were up to. But one thing almost no one was ready for was jingles. I probably took more crap for that decision than any other one I made. And the reason I put the old jingles back on the air was so simple.

"Everywhere I went, everyone I talked to both in formal focus groups and informal gatherings was familiar with our old musical logo... 93-KHJ. It was amazing... before they would tell you anything about the station they would sing you the jingle... they knew the tune and everything! I just felt that a piece of station imagery as strong as that could only be a positive. It was an unbelievably strong station identifier and it went back on the air immediately.

NEWS

"Next came the News Department which had been completely dismantled under the previous regimes. We hired a strong news director and built, literally from the ground up, a staff of on-air and on-the-street reporters to give us a news presence again. We even moved the casts back to 20 minutes before the hour and spread the news throughout the day, as opposed to only in morning drive. I just didn't feel that people who listened to Top 40 radio should have to go elsewhere to find out what's happening. And again, news on Top 40 radio doesn't have to be tuneout time, if its properly constructed and presented in an interesting manner.

PROMOTION

"You'll recall that during the summer, except for a nice showing of billboards promoting Rick Dees, we kept a fairly low promotional profile. By September I felt that KHJ was pretty well together and we were now ready to actively seek out the listeners again.

"The station had always run big, exciting contests, and so we put the 'Million Dollar Minute' on the air for the fall sweep. The contest gave a listener a chance to pick up all

Continued on Page 24



KHJ'S MILLION DOLLAR MINUTE ON TV — The grand finale of KHJ's Million Dollar Minute fall promotion was held on KHJ's "Mid-Morning L.A." show. Shown on the set are (l-r) "Mid-Morning L.A." host Bob Hilton, KHJ radio's Bobby Ocean, contest winner Alison Magoun, "Mid-Morning L.A." co-host Meredith Macrae, KHJ personality Rick Dees, and two representatives of the coin company that furnished the gold. Alison scooped up \$14,846 worth of gold, but the station, feeling that her small hands might have put her at a disadvantage, allowed her mother to also scoop a handful of the gold coins. Their combined total winnings exceeded \$22,800.

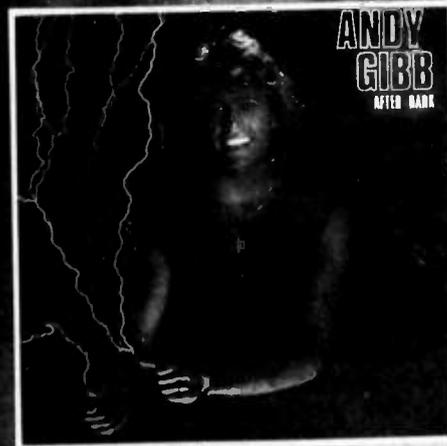
Andy Gibb

"D E S I R E"

RS-1019

**THE LONG
AWAITED
NEW SINGLE
FROM HIS
FORTHCOMING
NEW ALBUM
"AFTER
DARK"**

RS-1-3069



PRODUCED BY BARRY GIBB, KARL RICHARDSON AND ALBHY GALUTEN
For Karlbhy Productions, Barry Gibb Productions By Arrangement With The Robert Sligwood Organisation

KHJ'S CHUCK MARTIN PUTS IT TOGETHER

Continued from Page 22

the gold she could in 60 seconds. To support the contest we bought TV time, put up 11 large painted billboards around Southern California, and we promoted like crazy. But beyond the big contest, which was a nice vehicle, we were ready to ask listeners to try us again. I had the station sound where I wanted it, and it was time to see if people were going to like it.

"I don't think there is any reason to ask people to try your station if the product isn't right. In fact, if you do ask them to sample you and your sound isn't ready, then they'll be less likely to try you again later, should you be forced to ask them again. And quite honestly, I wasn't ready to encourage listeners to sample KHJ again until I felt we were ready. We kept a fairly low profile over the summer, but put it into high gear for the fall.

"The book shows the results as being positive not only in quarter-hour shares, but even more importantly in cume. The quarter-hour shares get the press, but the cume numbers at KHJ had dropped from well over a million to around 600,000 during the last two

"The market-to-market differences in programming a good radio station are the local flavorings you add, the basics stay the same."

years. That was the real disaster. With this book our cume is up over 200,000 to more than 800,000 weekly listeners. The people are sampling KHJ again and the increased quarter-hour shares indicate they're sticking around a little longer too.

"Hey, I'm not ready to say we're perfect, but it's a very encouraging turnaround for a station that has been slipping steadily for two years. It's a great beginning and a real challenge because now we have to keep building on the base we've accumulated. Next step is a 3 share, then a 4, and after that, well, let's just say we're still workin' real hard."



SQUEEZING OUT SPOCKS — WSPT/Stevens Point held a "Mr. Spock Lookalike" contest on the premiere date of "Star Trek" 's opening in town. The winner (pictured at left) won a year's pass for two at the movie theater. WSPT morning man Mike Rogers is pictured at right with the winner and runners-up in the contest, which apparently produced Spocks of genius among Stevens Point Trekkies.



A TEXAS-SIZE CHRISTMAS CARD — Jim Prain, Director of Advertising and Promotion for KAUM/Houston, originated the idea of a "Texas-size" Xmas card for the American hostages in Iran. The card, which measured eight feet tall, twenty feet long and had a four-foot Santa on the front, went on display at a local shopping mall before the holidays, with all interested Houstonians invited to sign. Within seven hours all ten sides of the giant card were covered with signatures, and the card was dispatched to Tehran. Shown with the mammoth greeting is KAUM's Steve Magee.

"All of us felt that the teen numbers on TEN-Q would come our way once they changed format, since we were the closest in sound to them and we were on the AM dial. But, if you look into the book, you'll see that just didn't happen."

.....

The entire staff of KHJ has reason to feel good as 1980 begins. The station has apparently "bottomed out" and headed back up in the ratings. Chuck has done it with a group of hard working people and very little hocus pocus. He's made KHJ sound a great deal like it did about four years ago (when the station held an enviable 6 share), but updated that sound to the 80's. Even Chuck would agree that it might be one or two books too early to say, "KHJ is back!" But the turnaround has begun.

Motion

Terry Young, formerly Music Director for WTIJX/New Orleans, has moved across the street to become Music Director and afternoon personality for WEZB . . . J.W. Dantz has joined the staff of KULF/Houston to do weekends and production . . . Barry Chase has left WNEU/Wheeling, where he was PD, to take over as the new Program Director for WKAZ/Charleston, WV. KEIN/Great Falls PD John Walton resigned January 1 to become the PM-drive jock for KTSA/San Antonio. No programming replacement for John has been named at KEIN . . . FM102/Sacramento has announced three promotions: Billy Manders is the MD, Rick Gillett has been named Assistant MD, and Mark Preston is now Promotions Director . . . Jim Roberts has exited PRO-FM/Providence to do middays for his old boss, Gary Berkowitz, at WROR/Boston . . . John Ashton is the new Program Director at WTCJ/Tell City, IN, as former PD Jay Brewer becomes the station's GM. Steve King has joined the WTCJ lineup in afternoon-drive.

Florida DJ's "Disco Hostage" Creates Stir

Responding to listeners' reports that a K102/Ft. Lauderdale disc jockey was being held hostage, local police burst into the station's studios armed with shotguns only to find that the captor and the hostage were the same person — morning man Jeff Conrad. K102 PD John Galanes told R&R that Conrad, a recent addition to the staff, had been doing a routine featuring one of his recurrent fictional characters, "Bimini Joe," who had threatened on-air to row the 100 miles to the station in his canoe and force Conrad to play disco music. K102 had previously been a Disco-formatted station, switching to what Galanes termed "an

AOR-Top 40 format" several months back.

Despite the outlandishness of "Bimini Joe" 's threats as well as Conrad's warning listeners not to worry if some strange things began to happen, because they would hear a cow mooing in the background, several members of the audience were apparently deluded into thinking the fictitious situation was actually taking place. Once four squad cars of police arrived and found it was all show business as usual, plans to summon a SWAT team were cancelled, and station operations returned to normal.

Deregulation

Continued from Page 1

Broadcasters Favor Deregulation

Sample comments include:

- Robert Bamberg, Manager, and Peter Ottman, VP/GM, WARA/Attleboro, MA: Commercial time standards and ascertainment requirements should be abolished. Logging requirements should be sharply curtailed to one page per clock hour, time of ID, program title, program begin/end times and program type, reduced to three categories: N-news, E-entertainment, NE-non-entertainment. Sports should be considered non-entertainment because of its overwhelming popularity and public demand.

- B.D. Thornton, Pres./GM, KMAM & KMOE/Butler, MO: Let common sense prevail. Let the marketplace decide. Broadcasting can be a better public servant if left alone.

Other broadcasters expressing similar views this week were Reg Streeter, Pres., Concerned Communications; Ken Peach, Station Manager, WADB/Belmar, NJ; Martin Beck, Pres., Beck-Ross Communications; and Russ Salter, Pres., Salter Broadcasting.

Court Upholds Klein's '79 Conviction

Allen Klein's August 1979 conviction of filing false income tax returns for 1970 (R&R 8-17-79) was upheld by a U.S. District Court of Appeals in New York on December 17. Klein, who formerly managed the Beatles, had sought to overturn the earlier decision, claiming his conviction rested upon duplication of charges and inadmissible evidence. However, the three-judge panel ruled that this was not the case and Klein's original conviction stands.

Lottery "Goof"

Continued from Page 3

tests. Station KYTX-FM should be applauded for a worthy public service, not admonished.

I have sent a copy of this letter to Mr. Santee, to his employer and to our files. I thank you for bringing this error to light.

Sincerely,
Arthur L. Ginsburg, Chief
Complaints and Compliance Division
Broadcast Bureau, FCC



GIVE IT ALL YOU GOT AM-2211

A NEW CHUCK MANGIONE SINGLE

Chuck's new single,
"Give It All You Got" was
commissioned by ABC Sports
for the 1980 Winter Olympics.

"GIVE IT ALL YOU GOT"
On A&M Records and Tapes 
Produced by Chuck Mangione.

©1979 A&M Records, Inc. All Rights Reserved



From the
forthcoming
album
**"FUN AND
GAMES"**
SP-3715

Chuck will perform GIVE IT ALL YOU GOT on "WINTER OLYMPICS '80: THE WORLD COMES TO AMERICA"
ABC-TV Sat. Jan. 12th 8-9 p.m. Eastern & Pacific Time.
Check your local listings.

ADDS & HOTS

SOUTH

Most Added® Hottest

Toto
Anne Murray
Neil Diamond

Eagles
Prince
Michael Jackson

EAST

Most Added® Hottest

Annie Murray
Dirt Band
Toto

Eagles
Michael Jackson
Kenny Rogers

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.

EAST

PARALLEL ONE

WKA/Pittsburgh, PA
Jay Stone

RDLY HATCHET
TOMMY JAMES
CAPT. & TENNILLE
NICOLETTE LARSON
Hottest:
EAGLES 1-1
LBD 3-2
STYX 4-3
EAGLES 6-4
SPINNERS 9-6

CHUM/Toronto, CAN.
Brad Jones

Hottest:
TOM PETTY 1-1
LED ZEPPELIN 8-3
CLIFF RICHARD 10-4
STEVE FORBERT 27-17
STYX 30-21

WABN/New York, NY
Sunja Jones

KENNY ROGERS
SHALAMAR
ROOL & THE GANG
DONNA SUMNER
Hottest:
MICHAEL JACKSON 3-1
CAPT. & TENNILLE 7-4
KC & THE GANG 9-5
EAGLES 28-17
SPINNERS D-19

WCAO/Baltimore, MD
Ron Riley

NEIL DIAMOND
BARRY MANILOW
ANNE MURRAY
RUPERT HOLMES
BARBARA STREISAND
Hottest:
MICHAEL JACKSON 1-1
PRINCE 6-2
EAGLES 12-3
CAPT. & TENNILLE 15-6
KENNY LOGGINS 16-8

WFL/Philadelphia, PA
Gerry DeFrancisco

DIRT BAND
ANNE MURRAY
DAM FOGELBERG
RUPERT HOLMES
SANTANA
Hottest:
RUPERT HOLMES 2-1
MICHAEL JACKSON 10-2
SNOKEY ROBINSON 15-6
KENNY LOGGINS 18-10
QUEEN D-24

WFI/Philadelphia, PA
Jeff Robins

AEROSMITH
DIRT BAND
ROBERT PALMER
Hottest:
RUPERT HOLMES 1-1
CLIFF RICHARD 12-6
FLEETWOOD MAC 16-11
SANTANA 18-13
STEVE FORBERT 25-20

WKBW/Buffalo, NY
Jon Summers

PAT BENATAR
BETTE MIDLER
TOMMY JAMES
Hottest:
KENNY ROGERS 1-1
KENNY LOGGINS 13-6
DIONNE WARMICK 14-9
SPINNERS 16-12
CHEAP TRICK 21-16

WNBC/New York, NY
Ros Frank

LRB
SNOKEY ROBINSON
KENNY LOGGINS
DIONNE WARMICK
STEVE FORBERT
Hottest:
SUPERTRAMP 3-1
STEVE WUNDER 4-2
RUPERT HOLMES 6-2
CAPT. & TENNILLE 12-6
DONNA SUMNER 13-8

WPEZ/Pittsburgh, PA
Mark Fritzen

TOMMY JAMES
DIRT BAND
RUPERT HOLMES
PINK FLOYD
PAT BENATAR
Hottest:
RUPERT HOLMES 1-1
EAGLES 13-7
KENNY LOGGINS 15-9
FLEETWOOD MAC 19-12
STEVE FORBERT 20-13

WRKO/Boston, MA
Harry Nelson

SPINNERS
NEIL DIAMOND
TAVARES
ROD STEWART
SANTANA
TOTO
Hottest:
RUPERT HOLMES 3-1
KENNY ROGERS 6-2
MICHAEL JACKSON 8-4
CLIFF RICHARD 12-6
SNOKEY ROBINSON 16-13

F105/Boston, MA
Tom Connelly

FLEETWOOD MAC
TERI DESARIO
DIRT BAND
LED ZEPPELIN
DONNA SUMNER
STYX (dp)
Hottest:
RUPERT HOLMES 1-1
DR. HOOR 9-4
CAPT. & TENNILLE 14-9
KENNY ROGERS 20-9
MICHAEL JACKSON 22-10

WXLQ/New York, NY
Don Kelly

ANNE MURRAY
DAM FOGELBERG
RUPERT HOLMES
MICHAEL JACKSON
Hottest:
STYX 1-1
CAPT. & TENNILLE 9-3
O'JAYS 11-6
PRINCE 15-7
LBD 14-10

PARALLEL TWO

14Q/Worcester, MA
Steve York

BARRY MANILOW
AEROSMITH
TOTO
BARBARA STREISAND
NEIL DIAMOND
Hottest:
KENNY ROGERS 2-1
OAR 14-10
ELO 17-11
QUEEN 23-18
KENNY LOGGINS 30-25

JH105/Providence, RI
Tudd Chase

NEIL DIAMOND
ROD STEWART
WENDY AL YANOVIC
BABY
Hottest:
RUPERT HOLMES 1-1
KENNY ROGERS 3-3
CLIFF RICHARD 7-4
ISAAC HAYES 9-6
EAGLES 12-8

PRO-FM/Providence, RI
O'Brien/Giovanni

TOTO
JOURNEY
DIRT BAND
QUEEN
ISAAC HAYES
RUPERT HOLMES
PEACHES & HERB (dp)
Hottest:
MICHAEL JACKSON 9-1
FOREIGNER 11-5
STEVE FORBERT 13-7
PRINCE 15-8
EAGLES 17-11

WBFB/Baltimore, MD
Andy Skulinski

SHALAMAR
ELO
BARRY MANILOW
RUPERT HOLMES
SPINNERS
Hottest:
MICHAEL JACKSON 1-1
QUEEN 13-2
DR. HOOR 12-5
ROBERT JOHN 20-13
DAM FOGELBERG D-16

WBEN-FM/Buffalo, NY
Roger Christian

ANNE MURRAY
DAM FOGELBERG
PRINCE
STREETHEART
Hottest:
MICHAEL JACKSON 1-1
NEIL DIAMOND 15-5
STEVE FORBERT 19-8
CHEAP TRICK 28-10
SPINNERS 34-16

WBLI/Long Island, NY
Bill Terry

CHEAP TRICK
DIRT BAND
ANNE MURRAY
ROOL & THE GANG
Hottest:
RUPERT HOLMES 2-1
MICHAEL JACKSON 5-2
SNOKEY ROBINSON 14-7
KENNY ROGERS 15-8
PRINCE 20-11

WTC-FM/Hartford, CT
Rick Donahue

BLONDIE
GAMA
DIONNE WARMICK
TOTO
ROBERT JOHN
Hottest:
KENNY ROGERS 3-1
TERI DESARIO 15-6
FLEETWOOD MAC 16-7
PRINCE 17-9
STEVE FORBERT 23-17

Q106/York, PA
Steve Gallagher

ELO
TOTO
NICOLETTE LARSON
LED ZEPPELIN
RUPERT HOLMES
Hottest:
CLIFF RICHARD 1-1
EAGLES 9-2
FLEETWOOD MAC 13-6
STEVE WUNDER 12-8
SNOKEY ROBINSON 14-10

WKBQ/Harrisburg, PA
Jim Buchanan

NEIL DIAMOND
LED ZEPPELIN
ANNE MURRAY
DONNA SUMNER
ROBERT JOHN
SPINNERS
SISTER SLEDGE
CHUCK MANGIONE
Hottest:
KENNY ROGERS 1-1
SNOKEY ROBINSON 3-3
PRINCE 14-10
DAM FOGELBERG 23-18
QUEEN 24-19

PARALLEL THREE

13FEA/Manchester, NH
Rick Ryder

STYX
ELO
DAM FOGELBERG
TOTO
BETTE MIDLER (dp)
CHUCK MANGIONE (dp)
BARBARA STREISAND (dp)
Hottest:
KENNY ROGERS 1-1
TERI DESARIO 11-5
KENNY LOGGINS 14-6
MICHAEL JACKSON 30-10
DIONNE WARMICK 20-11

14WK/Wheeling, WV
Jim Roberts

LED ZEPPELIN
SUZI QUATRO
BABY
NICOLETTE LARSON
O'JAYS
Hottest:
MICHAEL JACKSON 3-1
KENNY ROGERS 6-3
JEFF STARSHIP 10-5
FLEETWOOD MAC 25-15

WPTJ/Trenton, NJ
Tom Taylor

HOLLY HATCHET
DIONNE WARMICK
TOM PETTY
TOTO
ANNE MURRAY
Hottest:
JEFF STARSHIP 1-1
EAGLES 13-6
STEVE FORBERT 15-12
SUGGLES 21-19
PAT BENATAR 30-23

WTRY/Troy, NY
Don Perry

CHEAP TRICK (dp)
PRINCE
DAM FOGELBERG
DONNA SUMNER
ISAAC HAYES
Hottest:
MICHAEL JACKSON 3-1
KENNY ROGERS 5-2
TERI DESARIO 17-9
QUEEN 23-16
STYX 29-19

WCIR/Beckley, WV
Ron Hill

LED ZEPPELIN
RUPERT HOLMES
Hottest:
MICHAEL JACKSON 3-1
KENNY ROGERS 5-2
TERI DESARIO 17-9
QUEEN 23-16
STYX 29-19

WAEB/Allentown, PA
Jeff Frank

ANNE MURRAY
JOHN STEWART
SANTANA
Hottest:
CLIFF RICHARD 1-1
CAPT. & TENNILLE 5-2
DR. HOOR 9-5
SNOKEY ROBINSON 15-6
EAGLES 23-10

SOUTH

PARALLEL ONE

KRHE/Houston, TX
Clay Gish

MICHAEL JACKSON
TERI DESARIO
NEIL DIAMOND
DONNA SUMNER
ANNE MURRAY
RUFUS & CHAKA
TOTO
PINK FLOYD
BLONDIE
AEROSMITH
Hottest:
KENNY ROGERS 3-1
CAPT. & TENNILLE 9-2
CLIFF RICHARD 10-6
STEVE FORBERT 24-5
EAGLES 15-6

KVIL/Dallas, TX
Mike Hey

Hottest:
KC & THE GANG 1-1
SUPERTRAMP 10-6
CLIFF RICHARD 14-7
KENNY ROGERS 19-12

WLCY/Tampa, FL
Beau Richards

PINK FLOYD
ANNE MURRAY
CAPT. & TENNILLE
ROOL & THE GANG 3-1
DR. HOOR 13-6
KENNY ROGERS 22-8
TERI DESARIO 21-10
PRINCE D-25

WHEB/Portsmouth, NH
Rick Bean

M. MANCHESTER
TOMMY JAMES
CHUCK MANGIONE
Hottest:
KENNY ROGERS 8-1
SNOKEY ROBINSON 17-2
DAM FOGELBERG 24-11
DONNA SUMNER 34-18
STEVE FORBERT 36-22

WJHQ/Portland, ME
Chip Kelley

BARBARA STREISAND
SPINNERS
DIRT BAND
ANNE MURRAY
TOTO
NEIL DIAMOND
Hottest:
STEVE WUNDER 11-1
MICHAEL JACKSON 15-2
CAPT. & TENNILLE 10-3
ROOL & THE GANG 20-4
EAGLES 18-5

WLHZ/Bangor, ME
Michael O'Hara

DAM FOGELBERG
GAMA
SISTER SLEDGE
MOLLY HATCHET (dp)
Hottest:
KENNY ROGERS 1-1
JEFF STARSHIP 6-3
STEVE FORBERT 29-18
PAT BENATAR 32-22
CHEAP TRICK 33-23

WTSN/Dover, NH
Jim Sebastian

MICHAEL JACKSON
BARRY MANILOW
SPINNERS
BARBARA STREISAND
Hottest:
KENNY ROGERS 7-1
EAGLES 10-3
DIONNE WARMICK 11-5
SNOKEY ROBINSON 16-7
KENNY LOGGINS 20-8

WXIL/Parkersburg, WV
Bob Garrett

ANNE MURRAY
NEIL DIAMOND
SUZI QUATRO
RUPERT HOLMES
TOMMY JAMES
Hottest:
EAGLES 9-1
FLEETWOOD MAC 13-4
DAM FOGELBERG 16-7
DIRT BAND 22-15
QUEEN 30-19

PARALLEL TWO

92Q/Nashville, TN
Nick Bazoo

DONNA SUMNER
TOTO
BETTE MIDLER (dp)
RUPERT HOLMES
Hottest:
LRB 3-1
CAPT. & TENNILLE 7-2
DAM FOGELBERG 23-10
JEFF STARSHIP 18-11
TERI DESARIO 25-20

BJ105/Orlando, FL
Tom Wynn

QUEEN
TERI DESARIO
NEIL DIAMOND
MOLLY HATCHET
SISTER SLEDGE
SUGAR HILL GANG 1-1
KENNY ROGERS 9-4
HALL & OATES 12-9
O'JAYS 14-10
TOM PETTY 15-12

KEEL/Shreveport, LA
Marty Johnson

HALL & OATES
RUFUS & CHAKA
BONNIE POINTER
INMATES
Hottest:
MICHAEL JACKSON 3-1
TOM PETTY 9-2
TERI DESARIO 15-8
SUGAR HILL GANG 17-10
LRB 18-12

KLIF/Dallas, TX
Harry Nelson

RUPERT HOLMES
DAM FOGELBERG
TOTO
HOTTEST:
MICHAEL JACKSON 2-1
CAPT. & TENNILLE 3-2
RUPERT HOLMES 5-3
PRINCE 15-9
EAGLES 18-12

KNOW/Austin, TX
Lenny White

ADD STEWART
BLONDIE
ROD STEWART
PINK FLOYD
E.E. TOP
BABY
FABULOUS THUND.
LTD
Hottest:
KENNY LOGGINS 3-1
EAGLES 8-4
DAM FOGELBERG 31-21
QUEEN D-31
38 SPECIAL D-37

KTSA/San Antonio, TX
Mike Scott

STYX
O'JAYS
BLONDIE
E.E. TOP
Hottest:
M 5-1
DONNA SUMNER 9-5
DAM FOGELBERG 22-18
DIONNE WARMICK 24-19
ANNE MURRAY D-24

KXX106/Birmingham, AL
Steve Davis

ELO
PAT BENATAR
TURLEY RICHARDS
SISTER SLEDGE
O'JAYS
BARRY MANILOW
BLONDIE
EAGLES
Hottest:
CAPT. & TENNILLE 1-1
SNOKEY ROBINSON 6-2
KENNY ROGERS 7-3
JEFF STARSHIP 9-4
EAGLES 17-5

WJAX/Jackson, MS
Steve Keller

EWAP
ELO
SPINNERS
BARBARA STREISAND
ANNE MURRAY
CHEAP TRICK
SANTANA
NEIL DIAMOND
Hottest:
EAGLES 8-1
KENNY ROGERS 11-4
FLEETWOOD MAC 13-7
HALL & OATES 12-8
STEVE FORBERT 16-9

WKLX/Raleigh, NC
Ron McKay

ANNE MURRAY
JIMMY BUFFETT
DANN ROGERS
CHEAP TRICK
DILLY PREGTON & B
NICOLETTE LARSON
Hottest:
KENNY ROGERS 2-1
PRINCE 10-6
EAGLES 17-7
CAPT. & TENNILLE 13-8
LRB 18-9

WLAC/Nashville, TN
Rick Harris

LED ZEPPELIN
FLEETWOOD MAC
NEIL DIAMOND
BARRY MANILOW
TOTO
Hottest:
SNOKEY ROBINSON 2-1
ROOL & THE GANG 4-2
JEFF STARSHIP 15-7
ISAAC HAYES
MICHAEL JACKSON 18-13

WNOE/New Orleans, LA
Wayne Watkins

ELO
COMMODORES
INMATES
BARRY MANILOW
ROD STEWART
NICOLETTE LARSON
Hottest:
MICHAEL JACKSON 2-1
CAPT. & TENNILLE 6-3
PRINCE 12-9
JEFF STARSHIP 18-10
EAGLES 23-15

WJAX/Jacksonville, FL
Paul Sebastian

DAM FOGELBERG
SPINNERS
BARRY MANILOW
BABY
LED ZEPPELIN
PRINCE
Hottest:
KENNY ROGERS 8-1
JEFF STARSHIP 6-2
FLEETWOOD MAC 24-10
KENNY LOGGINS 20-16
DIONNE WARMICK 25-21

WNOE/New Orleans, LA
Wayne Watkins

ELO
COMMODORES
INMATES
BARRY MANILOW
ROD STEWART
NICOLETTE LARSON
Hottest:
MICHAEL JACKSON 2-1
CAPT. & TENNILLE 6-3
PRINCE 12-9
JEFF STARSHIP 18-10
EAGLES 23-15

WJAX/Jacksonville, TN
Bob Kagan

RUPERT HOLMES
SPINNERS
ROD STEWART
ROBERT PALMER
PAT BENATAR (dp)
TOM PETTY (dp)
PINK FLOYD (dp)
Hottest:
EAGLES 4-1
DAM FOGELBERG 22-6
ROOL & THE GANG 10-6
EAGLE 14-9
CLIFF RICHARD 20-10

WAYS/Charlotte, NC
Roy Rosen

ANNE MURRAY
LED ZEPPELIN
TOTO
CHUCK MANGIONE
ROD STEWART
BONNIE POINTER
BARRY MANILOW
Hottest:
MICHAEL JACKSON 3-1
EAGLES 13-4
LRB 16-9
NEIL DIAMOND 31-10
FLEETWOOD MAC 32-16

WBBQ/Augusta, GA
Bruce Stevens

TOTO
PINK FLOYD
BETTE MIDLER
BABY
TOMMY JAMES
WILLIE NELSON (dp)
Hottest:
DIRT BAND 4-1
PRINCE 16-8
O'JAYS 13-9
TERI DESARIO 19-12
STEVE FORBERT 20-16

WFMF/Baton Rouge, LA
Handy Rice

SANTANA
DIRT BAND
LED ZEPPELIN
SPINNERS
ANNE MURRAY
Hottest:
JEFF STARSHIP 3-1
TOM PETTY 16-4
SNOKEY ROBINSON 21-9
PRINCE 19-12
FLEETWOOD MAC 22-13

WGH/Norfolk, VA
Bob Canada

DAM FOGELBERG
NEIL DIAMOND
TOTO
TOM PETTY (dp)
PAT BENATAR (dp)
DANN ROGERS
HOLLY HATCHET (dp)
PETER BROWN
Hottest:
TOM PETTY 16-1
KENNY LOGGINS 14-6
ROOL & THE GANG 15-7
PRINCE 21-11
TOM JOHNSTON 37-25

Y103/Jacksonville, FL
Maja Piff

SISTER SLEDGE
BABY
QUEEN
RUPERT HOLMES
PAT BENATAR (dp)
DANN ROGERS
HOLLY HATCHET (dp)
PETER BROWN
Hottest:
TOM PETTY 16-1
KENNY LOGGINS 14-6
ROOL & THE GANG 15-7
PRINCE 21-11
TOM JOHNSTON 37-25

Y95/Tampa, FL
J.J. Walker

QUEEN
DAM FOGELBERG
Hottest:
RUPERT HOLMES 1-1
KENNY ROGERS 4-3
EAGLES 16-8
TERI DESARIO 23-10
PRINCE D-17

WRVQ/Richmond, VA
Bill Thomas

ROOL & THE GANG
DONNA SUMNER
TOTO
PAT BENATAR
Hottest:
FLEETWOOD MAC 10-1
ISAAC HAYES 11-4
JEFF STARSHIP 13-5
PRINCE 18-9
STEVE FORBERT 26-14

KALM/Houston, TX
Leslie Hahay

STYX
SNOKEY ROBINSON
DAM FOGELBERG
QUEEN
Hottest:
J.D. SOUTHER 2-1
MICHAEL JACKSON 7-4
TOM PETTY 16-13
FLEETWOOD MAC 17-14
STEVE FORBERT 20-16

KELP/EI Paso, TX
Man Main

ELO
DAM FOGELBERG
HALL & OATES
DIRT BAND
Hottest:
SNOKEY ROBINSON 3-1
PRINCE 12-8
ISAAC HAYES 21-11
ABBA 18-13
STYX 29-19

WJAX/Jacksonville, TN
Mark Williams

TERI DESARIO
STEVE FORBERT
Hottest:
RUPERT HOLMES 2-1
PRINCE 14-8
TOM PETTY 16-9
EAGLES 17-12
DR. HOOR 20-15

WNOX/Knoxville, TN
Scout Majors

DAM FOGELBERG
ANNE MURRAY
SUZI QUATRO
ISAAC HAYES
Hottest:
CLIFF RICHARD 2-1
PRINCE 10-5
FLEETWOOD MAC 18-11
SNOKEY ROBINSON 21-14
TOM PETTY 23-17

WSKZ/Chattanooga, TN
David Carroll

TOTO
BETTE MIDLER
EAGLES
PAT BENATAR
NICOLETTE LARSON
CAPT. & TENNILLE
Hottest:
JEFF STARSHIP 2-1
ISAAC HAYES 13-6
KENNY ROGERS 14-7
DAM FOGELBERG 27-14
BLONDIE D-15

WGOO/Columbus, GA
Jeff Blake

NEIL DIAMOND
DONNA SUMNER
BARRY MANILOW
BETTE MIDLER
TOTO
Hottest:
MICHAEL JACKSON 1-1
STEVE WUNDER 5-3
PAT BENATAR 9-6
RITA COOLIDGE 10-5
EAGLES 13-7

WHHY/Montgomery, AL
Rich Thomas

ELO
ROOL & THE GANG
DANN ROGERS
NEIL DIAMOND
Hottest:
KENNY ROGERS 2-1
DIONNE WARMICK 5-2
FLEETWOOD MAC 19-14
DAM FOGELBERG 26-21

WISE/Asheville, NC
Ray Williams

NEIL DIAMOND
ANNE MURRAY
HOLLY HATCHET
SHALAMAR
BABY
CHUCK MANGIONE
BONNIE POINTER
PINK FLOYD
Hottest:
TOM PETTY 1-1
CAPT. & TENNILLE 14-5
KENNY ROGERS 15-8
DAM FOGELBERG D-32

WANS-FM/Anderson, NC
Jim Evans

BARRY MANILOW
JIMMY BUFFETT
CINDY BULEMS
NICOLETTE LARSON
SUZI QUATRO
BETTE MIDLER
GRAMAM NASH
Hottest:
JEFF STARSHIP 1-1
SUGAR HILL GANG 4-2
CAPT. & TENNILLE 14-5
KENNY ROGERS 15-8
DAM FOGELBERG D-32

ADDS & HOTS

MIDWEST Most Added Hottest

Toto
Anna Murray
Queen

Kenny Rogers
Michael Jackson
Eagles

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

WEST Most Added Hottest

Neil Diamond
Toto
Tom Petty

Michael Jackson
Eagles
Fleetwood Mac

MIDWEST

PARALLEL ONE

CKLW/Detroit, MI
Rosalie Trombly

DAN FOGELBERG
SPINNERS
STYX
DONNA SUMNER
RUPERT HOLMES
BARRY HAMILTON
Hottest:
KENNY ROGERS 4-1
QUEEN 28-7
EAGLES 15-9
FLEETWOOD MAC 25-10
NEIL DIAMOND 29-18

KDWB/Minneapolis, MN
Dave Hamilton

APRIL WINE
PAT BENATAR
STYX
FOREIGNER
LITTLE FEAT
GAMMA
Hottest:
TOM PETTY 3-1
LBB 8-3
TOM PETTY 10-5
2.2. TOP 13-9
STYX 26-18

KSLO/St. Louis, MO
Phil Irons

LRB (RA)
PAT BENATAR
ANNE MURRAY
DAN FOGELBERG
O'JAYS
TOM PETTY
LED ZEPPELIN
Hottest:
EAGLES 2-1
MICHAEL JACKSON 6-2
CHEAP TRICK 7-3
FLEETWOOD MAC 13-6
STYX 14-7

Q102/Cincinnati, OH
Pat O'Brien

ROOL & THE GANG
SMOKEY ROBINSON
Hottest:
CLIFF RICHARD 2-1
CAPT. & TENNILLE 10-5
DR. HOOR 19-14
MICHAEL JACKSON 22-15
DAN FOGELBERG 30-22

WGCL/Cleveland, OH
Bob Travia

DONNA SUMNER
QUEEN
INMATES
NICOLETTE LARSON
BETTE MIDLER
ANNE MURRAY
RUPERT HOLMES 1-1
TOM PETTY 10-2
EAGLES 12-4
FOREIGNER 15-5
KENNY ROGERS 19-8

WLS/Chicago, IL
Steve Casey

Hottest:
RUPERT HOLMES 1-1
KENNY ROGERS 6-4
JEFF, STARSHIP 10-6
CLIFF RICHARD 12-8
MICHAEL JACKSON 22-10

WOKY/Milwaukee, WI
Jim Brown

EAGLES
STYX
PAT BENATAR
BOBBY WITTON
DONNA SUMNER
DAN FOGELBERG
O'JAYS
ANNE MURRAY
PINK FLOYD (dp)
TOM PETTY (dp)
Hottest:
RUPERT HOLMES 1-1
KENNY ROGERS 8-4
SUPERTRAMP 9-6
CLIFF RICHARD 12-9
TOM PETTY 16-10

WZLJ/Milwaukee, WI
Bill Shannon

QUEEN
TOMMY JAMES
Hottest:
DIONNE WARMICK 10-1
KENNY ROGERS 6-2
RITA COOLIDGE 7-3
TERI DESARIO 23-6
DANN ROGERS D-19

KWK/St. Louis, MO
Bob Hartwick

ROBERT PALMER
Hottest:
PAT BENATAR 7-1
TRIUMPH 2-3
38 SPECIAL 17-3
APRIL WINE 14 10
BABYS 20-11

PARALLEL TWO

92X/Columbus, OH
Buddy Srot

HOLLY HATCHET
DIONNE WARMICK
Hottest:
MICHAEL JACKSON 2-1
TOM PETTY 13-5
EAGLES 14-8
TERI DESARIO 20-15
STEVE FORBERT 25-18

KIOA/Des Moines, IA
A.W. Pantoja

HALL & OATES
FOGHAT
Hottest:
RUPERT HOLMES 1-1
KENNY ROGERS 5-2
CLIFF RICHARD 9-3
ROOL & THE GANG 11-4
CAPT. & TENNILLE 15-10

KOFM/Idaho Falls, ID
Chuck Morgan

LED ZEPPELIN
NEIL DIAMOND
ANNE MURRAY
ELO
BARRY HAMILTON
TOTO
BABYS
Hottest:
BUGGLES 8-3
MICHAEL JACKSON 9-3
EAGLES 19-10
ROBERT JOHN 23-12
FLEETWOOD MAC 28-16

KRAV/Tulsa, OK
Gary Reynolds

ANNE MURRAY
TOTO
RUPERT HOLMES
Hottest:
ROOL & THE GANG 1-1
SMOKEY ROBINSON 9-3
TERI DESARIO 16-6
FLEETWOOD MAC 22-13
DAN FOGELBERG 26-16

KZ93/Peoria, IL
Keith Edwards

QUEEN
GAMMA
TOTO
ROBERT PALMER
PINK FLOYD
Hottest:
JEFF, STARSHIP 3-1
EAGLES 5-2
TOM PETTY 6-3
DAN FOGELBERG 10-5
STYX 14-10

WRGD/Grand Rapids, MI
Ron White

STEVE FORBERT
FLEETWOOD MAC
Hottest:
KENNY ROGERS 1-1
KC & BAND 3-2
CAPT. & TENNILLE 8-5
MICHAEL JACKSON 21-6
DR. HOOR 14-7

WNCI/Columbus, OH
Steve Edwards

QUEEN
LED ZEPPELIN
SANTANA
Hottest:
MICHAEL JACKSON 2-1
SMOKEY ROBINSON 5-2
CAPT. & TENNILLE 15-5
JEFF, STARSHIP 14-7
TOM PETTY 16-8

WOHO/Toledo, OH
Beau Elliott

PAT BENATAR
ELO
Hottest:
CLIFF RICHARD 2-1
CAPT. & TENNILLE 4-2
MICHAEL JACKSON 8-5
DR. HOOR 12-6
QUEEN 31-21

WOW/Omaha, NE
Erik Fox

BOOMTOWN RATS
Hottest:
KENNY ROGERS 1-1
EAGLES 9-2
FOGHAT 17-10
STYX 30-16
LED ZEPPELIN 31-17

WINM/Madison, WI
Jonathan Little

TOTO
SPINNERS
SANTANA
RUPERT HOLMES
PINK FLOYD
BABYS
Hottest:
KENNY ROGERS 1-1
JEFF, STARSHIP 2-2
TOM PETTY 6-3
DAN FOGELBERG 15-9
STEVE FORBERT 19-15

WZZP/Cleveland, OH

Cleveland Reynolds

SMOKEY ROBINSON
NEIL DIAMOND
ANNE MURRAY
KENNY ROGERS
BARRY HAMILTON
SOINHERK
JOYCE COBB
Hottest:
MICHAEL JACKSON 5-1
EAGLES 9-3
FLEETWOOD MAC 15-10
TERI DESARIO 20-16
RICHELLE FURAY 29-24

KWEN/Tulsa, OK
Dave Michaels

PINK FLOYD (dp)
RUPERT HOLMES
SANTANA (dp)
Hottest:
CAPT. & TENNILLE 2-1
DAN FOGELBERG 12-8
FLEETWOOD MAC 17-13
STEVE FORBERT 24-18
PRINCE 27-21

KLEO/Wichita, KS
Kirk Russell

LED ZEPPELIN
TOTO
Hottest:
KENNY ROGERS 3-1
JEFF, STARSHIP 5-2
TERI DESARIO 7-3
EAGLES 15-8
FLEETWOOD MAC 19-11

WYFM/Youngstown, OH
Jeff Tobin

DR. HOOR
Hottest:
KENNY ROGERS 2-1
JEFF, STARSHIP 9-3
MICHAEL JACKSON 16-6
CAPT. & TENNILLE 8-7
TOM PETTY 18-10

PARALLEL THREE

KKLS/Rapid City, SD
Kjar/Sherwyn

DONNA SUMNER
TOTO
NEIL DIAMOND
QUEEN
LED ZEPPELIN
Hottest:
CLIFF RICHARD 2-1
JEFF, STARSHIP 5-2
CAPT. & TENNILLE 8-5
FOGHAT 10-7
EAGLES 16-9

KKRC/Sioux Falls, SD
Brian Phoenix

QUEEN
SPINNERS
NICOLETTE LARSON
BABYS
TOTO
Hottest:
DR. HOOR 6-1
MICHAEL JACKSON 10-2
LRB 7-3
FLEETWOOD MAC 11-5
TOM PETTY 13-8

WAKX/Duluth, MN
Bruce McGregor

NEIL DIAMOND
PINK FLOYD
TOMMY JAMES
LITTLE FEAT
Hottest:
DAN FOGELBERG 3-1
EAGLES 5-3
MICHAEL JACKSON 8-4
TERI DESARIO 15-10
QUEEN 17-12

WEAQ/Eau Claire, WI
Rick Roberts

ANNE MURRAY
TOTO
STYX
PAT BENATAR
Hottest:
LRB 1-1
CLIFF RICHARD 8-3
KENNY ROGERS 15-6
ALAN PARSONS 16-11
JOHN COUGAR 18-12

WNAM/Norwich, WI
Jay Tyler

BARRY HAMILTON
NEIL DIAMOND
TOTO
Hottest:
JEFF, STARSHIP 1-1
KENNY ROGERS 4-2
EAGLES 10-5
FLEETWOOD MAC 17-10
DAN FOGELBERG D-27

WRKR/Racine, WI

Mark Rivers

PINK FLOYD
NEIL DIAMOND
BARRY HAMILTON
Hottest:
JEFF, STARSHIP 1-1
FOREIGNER 9-4
KENNY LOGGINS 10-5
CAPT. & TENNILLE 11-6
ALAN PARSONS 12-7

WRQK/Rockford, IL
Tom Hunter

ANNE MURRAY
RUPERT HOLMES 6-1
JEFF, STARSHIP 11-6
CLIFF RICHARD 17-10
FLEETWOOD MAC 22-14
STYX 28-17

WSPT/Stevens Point, WI
Pat Martin

MARIANNE FAITHFUL
TOMMY JAMES
BRUCE SPRINGSTEEN
PINK FLOYD
Hottest:
KENNY ROGERS 1-1
DIRT BAND 6-2
PAT BENATAR 9-4
FOGHAT 15-8
MICHAEL JACKSON 13-9

WRBR/South Bend, IN
Joe Lightner

FOGHAT
STEVE FORBERT
QUEEN
LED ZEPPELIN
DIRT BAND
BETTE MIDLER
STEVE DANL
TOTO (dp)
HOLLY HATCHET (dp)
KC & BAND (dp)
Hottest:
SUGAR HILL GANG D-1
FLEETWOOD MAC 22-13
CAPT. & TENNILLE 23-4
MICHAEL JACKSON 17-6
PRINCE 28-11

KQWB-FM/Fargo, ND
Shawn Waters

BLONDIE
QUEEN
2.2. TOP
BETTE MIDLER
GAMMA
Hottest:
STEVE FORBERT 2-1
TOM JOHNSTON 10-7
JOE JACKSON 14-10
FLEETWOOD MAC 16-12
FOGHAT 21-15

WEST

PARALLEL ONE

BI00/San Diego, CA
Glen McCartney

KENNY LOGGINS
TOM PETTY
SANTANA
DONNA SUMNER
Hottest:
MICHAEL JACKSON 1-1
CAPT. & TENNILLE 12-6
EAGLES 13-7
FLEETWOOD MAC 15-8
DIONNE WARMICK 16-12

KEATH/Los Angeles, CA
Hub Hamilton

SHALAMAR
STYX
MICHAEL JACKSON
FLEETWOOD MAC 16-12
FOGHAT 18-15
DAN FOGELBERG 28-19

KFI/Los Angeles, CA
Roger Collins

MICHAEL JACKSON
CDB
Hottest:
MICHAEL JACKSON 1-1
DIONNE WARMICK 15-6
DIONNE WARMICK 16-8
STEVE FORBERT 19-14
DAN FOGELBERG 30-25

KFRG/San Francisco, CA
Garland/Shullin

TOM PETTY
O'JAYS
RUPERT HOLMES
AC/DC
ROOL & THE GANG
PINK FLOYD
Hottest:
MICHAEL JACKSON 4-1
CAPT. & TENNILLE 11-7
DONNA SUMNER 13-10
DIONNE WARMICK 18-14
PRINCE 22-16

KMN/Denver, CO
Doug Erikson

BARRY HAMILTON
JOURNEY
SPINNERS
JENNIFER WARRNE
RUPERT HOLMES
Hottest:
KENNY ROGERS 3-1
FLEETWOOD MAC 4-3
DAN FOGELBERG 10-7
NEIL DIAMOND 15-11
STEVE FORBERT 20-17

KJR/Seattle, WA
Tracy Mitchell

TOTO
PINK FLOYD
TOM PETTY
HOLLY HATCHET
Hottest:
TOM PETTY 14-1
EAGLES 4-2
FOREIGNER 19-3
STEVE FORBERT 25-7
FLEETWOOD MAC 27-9

KOPA/Phoenix, AZ
John Volpe

NEIL DIAMOND
ANNE MURRAY
MICHAEL JACKSON 1-1
DR. HOOR 6-3
FLEETWOOD MAC 8-4
FOGHAT 10-5
LRB 20-8

KUPD/Phoenix, AZ
John Sebastian

CHEAP TRICK
STYX
BONNIE RAITT
Hottest:
PAT BENATAR 2-1
RED SPEEDWAGON 7-3
TOM PETTY 14-12
SANTANA 22-13
APRIL WINE 25-20

KHIA/Los Angeles, CA
Rick Sannato

QUEEN
NEIL DIAMOND
Hottest:
MICHAEL JACKSON 3-1
CAPT. & TENNILLE 5-3
DR. HOOR 12-9
SHALAMAR 18-10
EAGLES 16-11

PARALLEL TWO

KENO/Las Vegas, NV
Bill Alexander

DIRT BAND
SMOKEY ROBINSON
Hottest:
EAGLES 4-1
FOGHAT 14-10
DIONNE WARMICK 16-11
STEVE FORBERT 19-13
CHEAP TRICK 24-18

KERN/Bakersfield, CA
Pete Shannon

JOYCE COBB
ROBERT JOHN
LEIF GARRETT
Hottest:
KENNY ROGERS 4-1
SUGAR HILL GANG 7-4
FLEETWOOD MAC 16-12
FOGHAT 18-15
DAN FOGELBERG 28-19

KGW/Portland, OR
Richard Harker

JEFF, STARSHIP
ROOL & THE GANG
Hottest:
RUPERT HOLMES 1-1
MICHAEL JACKSON 6-2
CAPT. & TENNILLE 14-7
KENNY ROGERS 21-13
TOM PETTY 23-17

KJRB/Spokane, WA
Brian Gregory

TOTO
TOM PETTY
NEIL DIAMOND
NICOLETTE LARSON
INMATES
RUPERT HOLMES
CHUCK MANGIONE
PINK FLOYD (dp)
2.2. TOP (dp)
Hottest:
JEFF, STARSHIP 4-1
EAGLES 6-3
SMOKEY ROBINSON 15-9
ROOL & THE GANG 17-10
EMFP 18-14

KMJC/San Diego, CA
A.J. Roberts

QUEEN
ISAAC HAYES
Hottest:
FLEETWOOD MAC 1-1
EAGLES 2-2
RAINBOW 3-1
FOGHAT 9-5
LED ZEPPELIN 14-9
DAN FOGELBERG 24-16
QUEEN 28-23

KROY/Sacramento, CA
Rick Shannon

ELO
CHEAP TRICK
DIONNE WARMICK
SPINNERS
TERI DESARIO
Hottest:
EAGLES 2-2
KENNY ROGERS 13-8
TERI DESARIO 20-16
DONNA SUMNER 23-18

KRSF/Salt Lake City, UT
Lorraine Winnegar

JOURNEY
HOLLY HATCHET
Hottest:
FLEETWOOD MAC 7-1
KENNY LOGGINS 6-2
CLIFF RICHARD 8-3
EAGLES 12-4
TOM JOHNSTON 20-8

KRLUX/Phoenix, AZ
Bobby Rivers

RUPERT HOLMES
NEIL DIAMOND
TOM PETTY
ROD STEWART
Hottest:
CAPT. & TENNILLE 1-1
TOM PETTY 9-5
MICHAEL JACKSON 10-6
TOM JOHNSTON 13-8
KENNY LOGGINS 15-9

KTAC/Tacoma, WA
Sean Carter

ANNE MURRAY
ELO
QUEEN
Hottest:
MICHAEL JACKSON 2-1
EAGLES 5-2
TOM PETTY 16-8
KENNY LOGGINS 17-11
ALAN PARSONS 20-15

KING/Seattle, WA
Scott Forrest

RUPERT HOLMES
DONNA SUMNER
QUEEN
LED ZEPPELIN
TOTO
DIRT BAND
Hottest:
KENNY ROGERS 12-1
TOM PETTY 8-4
SMOKEY ROBINSON 19-5
FLEETWOOD MAC 18-7
DIONNE WARMICK D-12

Y94/Fresno, CA

Ray Appleton

KENNY ROGERS
ANNE MURRAY
SUZI QUATRO
Hottest:
MICHAEL JACKSON 2-1
FLEETWOOD MAC 11-7
QUEEN 17-13
ELO 21-14
DAN FOGELBERG 23-15

KORI/Honolulu, HI
Kimo Akane

STYX
JOHN STEWART
ROD STEWART
QUEEN
SPINNERS
TOTO
Hottest:
KENNY ROGERS 4-1
SUGAR HILL GANG 7-4
FLEETWOOD MAC 16-12
FOGHAT 18-15
DAN FOGELBERG 28-19

KRKE-FM/Albuquerque, NM
Debbie Hughes

ELO
JOHN COUGAR
AC/DC
BRUCE SPRINGSTEEN
PINK FLOYD
Hottest:
LED ZEPPELIN 1-1
SANTANA 8-4
TOM PETTY 14-8
FLEETWOOD MAC 21-13
QUEEN D-15

KHJ/Los Angeles, CA
Chuck Martin

DONNA SUMNER
FLEETWOOD MAC
BARRY HAMILTON
ROOL & THE GANG
Hottest:
SMOKEY ROBINSON 2-1
MICHAEL JACKSON 3-2
CLIFF RICHARD 10-5
ELO 16-12
EAGLES 23-13

KLUC/Las Vegas, NV
Dave Anthony

CHEAP TRICK
TOTO
AEROSMITH
EAGLES
DIRT BAND
Hottest:
RAINBOW 3-1
FOGHAT 9-5
LED ZEPPELIN 14-9
DAN FOGELBERG 24-16
QUEEN 28-23

PARALLEL THREE

KBDF/Eugene, OR
John Stone

STYX
STYX
ISAAC HAYES
APRIL WINE
RICHIE FURAY
HALL & GATES
PRINCE
DAN FOGELBERG
Hottest:
EAGLES 4-1
CAPT. & TENNILLE 8-3
KENNY ROGERS 9-4
TOM PETTY 16-7
TOM JOHNSTON 21-11

KHIM/Rosewell, NM
Mark Winkler

ISAAC HAYES
DAN FOGELBERG
LED ZEPPELIN
SHALAMAR
PRINCE
Hottest:
MICHAEL JACKSON 6-3
JEFF, STARSHIP 7-4
EAGLES 15-10
ROOL & THE GANG 17-11
STYX 21-13

KHZZ/Burman, MT
Dennis Nichols

BARRY HAMILTON
NICOLETTE LARSON
NEIL DIAMOND
ROBERT JOHN
LED ZEPPELIN
Hottest:
LRB 5-1
KENNY ROGERS 10-3
MICHAEL JACKSON 19-8
SMOKEY ROBINSON 23-15
FLEETWOOD MAC 27-17

KUZA/Pueblo, CO

Rip Ariva

DONNA SUMNER
CHEAP TRICK
ELO
ANNE MURRAY
RUPERT HOLMES
SUZI QUATRO
Hottest:
ROOL & THE GANG 9-1
SMOKEY ROBINSON 7-2
MICHAEL JACKSON 10-6
KENNY ROGERS 14-7
EAGLES 15-8

KFND/Bismarck, ND
Charlie Fox

SPINNERS
BABYS
O'JAYS
TOM PETTY
TOTO
Hottest:
FLEETWOOD MAC 1-1
TOM PETTY 4-2
ANNE MURRAY 10-5
DOLLAR 13-10
LEIF GARRETT 26-10

KMOK/Billings, MT
Michael May

NEIL DIAMOND
LED ZEPPELIN
BARRY HAMILTON
BARBARA STEIBAND
Hottest:
CLIFF RICHARD 3-1
EAGLES 21-8
TOM PETTY 18-10
FLEETWOOD MAC 28-12
FOGHAT 26-13

KQDI/Great Falls, MT
Barry Cooper

DIRT BAND
NEIL DIAMOND
BARRY HAMILTON
HOLLY HATCHET
TOTO
Hottest:
KENNY ROGERS 7-1
CAPT. & TENNILLE 5-2
STEVE WINDER 13-8
TOM PETTY 20-15
MICHAEL JACKSON 26-21

KRIA/Lewiston, ID
Steven Alan Markelish

BABYS
NEIL DIAMOND
NICOLETTE LARSON
2.2. TOP (dp)
Hottest:
KENNY ROGERS 1-1
PAT BENATAR 10-4
BLACKFOOT 15-6
MICHAEL JACKSON 16-9
APRIL WINE 17-10

KSLY/San Luis Obispo, CA
Brad Ranger

PRINCE
INMATES
SPINNERS
TOM PETTY
PEACHES & HERB
Hottest:
ROOL & THE GANG 4-1
LRB 11-3
KENNY ROGERS 15-5
ISAAC HAYES 19-9
DIRT BAND 24-11

KVSN/Colorado Springs, CO
Mark Murry

ANNE MURRAY
PRINCE
SPINNERS
Hottest:
CAPT. & TENNILLE 3-1
KENNY ROGERS 12-2
EAGLES 13-4
SMOKEY ROBINSON 15-9
DAN FOGELBERG 20-10

KENI/Anchorage, AK
Rich West

PARALLEL PLAYLISTS

EAST



- 96.1X Pittsburgh**
- 1 EAGLES/The Long Run
 - 2 LRB/Cool Change
 - 3 STYX/Heavy Change
 - 4 EAGLES/In The City
 - 5 FOREIGNER/Head Games
 - 6 SPINNERS/Workin' My Way
 - 7 KA INBOW/Since You've Been...
 - 8 TRILBY/Lay It On The Line
 - 9 TOM PETTY/Don't Do Me Like That
 - 10 A&S/Back Against The...
 - 11 FLEETWOOD MAC/Sara
 - 12 ALAN PARSONS/Damned If I Do
 - 13 FOREIGNER/If I Got Even
 - 14 SANTANA/You Know That I Love
 - 15 ROBERT PALMER/When I Wanted You
 - 16 JEFF STARSHIP/Jane
 - 17 QUEEN/Crazy Little Thing Ca
 - 18 GAMMA/i'm Alive
 - 19 KENNY LOGGINS/This Is It
 - 20 CLIFF RICHARD/We Don't Talk Anymore
 - 21 ANNE MURRAY/Daydream Believer
 - 22 STYX/Why Me
 - 23 BARBRA STREISAND/Kiss Me In The Rain
 - 24 STYX/Babe
 - 25 MICHAEL JACKSON/Rock With You
 - 26 CHEAP TRICK/Voices
 - 27 CAPT. & TENNILLE/Do That To Me...
 - 28 DIANNE WARWICK/Deja Vu
 - 29 NICOLETTE LARSON/Let Me Go, Love
 - 30 BAD/No More(Enough Is...)
- ADDS 27, 29
MOLLY HATCHET/Firmin' with...
TOMMY JAMES/Three Times In Love
- ON INMATES/Dirty Water



- WABC MusicRadio 77 New York**
- 1 MICHAEL JACKSON/Rock With You
 - 2 STYX/Babe
 - 3 RUPERT HOLMES/Escape
 - 4 CAPT. & TENNILLE/Do That To Me...
 - 5 K&B BAND/Please Don't Go
 - 6 CLIFF RICHARD/We Don't Talk Anymore
 - 7 PRINCE/I Wanna Be Your Lover
 - 8 COMODORES/Still
 - 9 KENNY LOGGINS/This Is It
 - 10 RUBY/No More(Enough Is...)
 - 11 JEFF STARSHIP/Jane
 - 12 QUEEN/Crazy Little Thing Ca
 - 13 FOREIGNER/Head Games
 - 14 RITA COOLIDGE/I'd Rather Leave...
 - 15 ALAN PARSONS/Damned If I Do
 - 16 JEFF STARSHIP/Jane
 - 17 QUEEN/Crazy Little Thing Ca
 - 18 GAMMA/i'm Alive
 - 19 KENNY LOGGINS/This Is It
 - 20 CLIFF RICHARD/We Don't Talk Anymore
 - 21 ANNE MURRAY/Daydream Believer
 - 22 STYX/Why Me
 - 23 BARBRA STREISAND/Kiss Me In The Rain
 - 24 STYX/Babe
 - 25 MICHAEL JACKSON/Rock With You
 - 26 CHEAP TRICK/Voices
 - 27 CAPT. & TENNILLE/Do That To Me...
 - 28 DIANNE WARWICK/Deja Vu
 - 29 NICOLETTE LARSON/Let Me Go, Love
 - 30 BAD/No More(Enough Is...)
- ADDS 1, 2, 3, 4, 5

1050 chum Toronto

- 1050 chum Toronto**
- 1 TOM PETTY/Don't Do Me Like That
 - 2 FOREIGNER/Head Games
 - 3 LED ZEPPELIN/Koolha! The Pa
 - 4 CLIFF RICHARD/We Don't Talk Anymore
 - 5 RRB/Cool Change
 - 6 STEELHEART/Under My Thumb
 - 7 FLEETWOOD MAC/Sara
 - 8 RITA COOLIDGE/I'd Rather Leave...
 - 9 JEFF STARSHIP/Jane
 - 10 STYX/Babe
 - 11 FOREIGNER/Head Games
 - 12 POLICE/Messenge In A Bottle
 - 13 RUPERT HOLMES/Escape
 - 14 QUEEN/Crazy Little Thing Ca
 - 15 STEVE FORBERT/Romano's Tune
 - 16 BOB SEGAR/Goodbye L.A.
 - 17 KENNY LOGGINS/This Is It
 - 18 SAGA/It's Time
 - 19 STYX/Why Me
 - 20 HERB ALPERT/Remember...
 - 21 APRIL WINE/Say Hello
 - 22 BOOMTOWN RATS/Don't Like Mondays
 - 23 QUEEN/Crazy Little Thing Ca
 - 24 ALAN PARSONS/Damned If I Do
 - 25 TOTOT/99
 - 26 HALL & OATES/Wait For Me
 - 27 MICHAEL JACKSON/Rock With You
 - 28 MAX EBBESTER/Paradise Senses
- ADDS HURR
- ON SANTANA/You Know That I Love

WPEZ Pittsburgh

- WPEZ Pittsburgh**
- 1 RUPERT HOLMES/Escape
 - 2 J.D. SOUTHER/You're Only Lonely
 - 3 LRB/Cool Change
 - 4 CLIFF RICHARD/We Don't Talk Anymore
 - 5 JEFF STARSHIP/Jane
 - 6 COMODORES/Still
 - 7 EAGLES/The Long Run
 - 8 FOREIGNER/Head Games
 - 9 KENNY LOGGINS/This Is It
 - 10 KC & BAND/Please Don't Go
 - 11 ALAN PARSONS/Damned If I Do
 - 12 FLEETWOOD MAC/Sara
 - 13 STEVE FORBERT/Romano's Tune
 - 14 CHEAP TRICK/Voices
 - 15 TOM PETTY/Don't Do Me Like That
 - 16 FOGHAT/Third Time Lucky
 - 17 MICHAEL JACKSON/Rock With You
 - 18 RAINBOW/Since You've Been...
 - 19 QUEEN/Crazy Little Thing Ca
 - 20 STYX/Babe
 - 21 STEVE WUNDER/Send One Your Love
 - 22 SANTANA/You Know That I Love
 - 23 TRILBY/Lay It On The Line
 - 24 DAN FOGELBERG/Longer
 - 25 HALL & OATES/Wait For Me
 - 26 STYX/Why Me
 - 27 INMATES/Dirty Water
 - 28 SPINNERS/Workin' My Way
 - 29 TERI DESARIO/Yes I'm Ready
 - 30 ROD STEWART/Talk About It
- ADDS TOMMY JAMES/Three Times In Love
DIRT BAND/American Dream
RUPERT HOLMES/Escape
PINK FLOYD/Another Brick In The
PAT BENATAR/Heartbreaker
- ON GAMMA/i'm Alive
ANNE MURRAY/Daydream Believer
BETTE MIDLER/When A Man Loves...
DR. HOOR/Better Love Next Time

PHILADELPHIA

- Philadelphia**
- 1 RUPERT HOLMES/Escape
 - 2 MICHAEL JACKSON/Rock With You
 - 3 STYX/Babe
 - 4 CAPT. & TENNILLE/Do That To Me...
 - 5 KENNY LOGGINS/This Is It
 - 6 SMOKEY ROBINSON/Cruisin'
 - 7 CLIFF RICHARD/We Don't Talk Anymore
 - 8 COMODORES/Still
 - 9 BAD/No More(Enough Is...)
 - 10 KENNY LOGGINS/This Is It
 - 11 KC & BAND/Please Don't Go
 - 12 EAGLES/Heartache Tonight
 - 13 J.D. SOUTHER/You're Only Lonely
 - 14 DR. HOOR/Better Love Next Time
 - 15 DIANNE WARWICK/Deja Vu
 - 16 DONNA SUMMER/Dim All The Lights
 - 17 STEVE WUNDER/Send One Your Love
 - 18 HALL & OATES/Wait For Me
 - 19 CRYSTAL GAYLE/Hail The Way
 - 20 LRB/Cool Change
 - 21 STEVE FORBERT/Romano's Tune
 - 22 TERI DESARIO/Yes I'm Ready
 - 23 O'JAYS/Forever Mine
 - 24 QUEEN/Crazy Little Thing Ca
 - 25 SPINNERS/Workin' My Way
 - 26 RITA COOLIDGE/I'd Rather Leave...
 - 27 FLEETWOOD MAC/Sara
 - 28 DIRT BAND/American Dream
 - 29 ANNE MURRAY/Daydream Believer
 - 30 DAN FOGELBERG/Longer
- ADDS RUPERT HOLMES/Escape
SANTANA/You Know That I Love
- ON NEIL DIAMOND/September Morn
ROBERT JOHN/Lonely Eyes
LEO/Moldin' On
TOM JOHNSTON/Savannah Nights

wifi 92 Philadelphia

- wifi 92 Philadelphia**
- 1 RUPERT HOLMES/Escape
 - 2 KC & BAND/Please Don't Go
 - 3 LRB/Cool Change
 - 4 EAGLES/The Long Run
 - 5 KENNY LOGGINS/This Is It
 - 6 CLIFF RICHARD/We Don't Talk Anymore
 - 7 RAINBOW/Since You've Been...
 - 8 SMOKEY ROBINSON/Cruisin'
 - 9 COMODORES/Still
 - 10 STYX/Babe
 - 11 FLEETWOOD MAC/Sara
 - 12 TOM PETTY/Don't Do Me Like That
 - 13 SANTANA/You Know That I Love
 - 14 FOGHAT/Third Time Lucky
 - 15 CHEAP TRICK/Voices
 - 16 FOREIGNER/Head Games
 - 17 JEFF STARSHIP/Jane
 - 18 HALL & OATES/Wait For Me
 - 19 TERI DESARIO/Yes I'm Ready
 - 20 STEVE FORBERT/Romano's Tune
 - 21 QUEEN/Crazy Little Thing Ca
 - 22 DAN FOGELBERG/Longer
 - 23 TOM JOHNSTON/Savannah Nights
 - 24 DR. HOOR/Better Love Next Time
 - 25 DIANNE WARWICK/Deja Vu
 - 26 RUFUS & CHAKA/Do You Love What...
 - 27 PAT BENATAR/Heartbreaker
 - 28 EAGLES/Heartache Tonight
 - 29 SUPERTRAMP/Take The Long Way...
 - 30 ALAN PARSONS/Damned If I Do
- ADDS AEROSMITH/Remember...
DIRT BAND/American Dream
ROBERT PALMER/Can We Still Be...
- ON CINDY BULLERS/Trust Me
MOLLY HATCHET/Firmin' with...
JOURNEY/Too Late

99FM WXLO New York

- 99FM WXLO New York**
- 1 STYX/Babe
 - 2 MICHAEL JACKSON/Rock With You
 - 3 CAPT. & TENNILLE/Do That To Me...
 - 4 CLIFF RICHARD/We Don't Talk Anymore
 - 5 KC & BAND/Please Don't Go
 - 6 O'JAYS/Forever Mine
 - 7 RUPERT HOLMES/Escape
 - 8 LRB/Cool Change
 - 9 STEVE WUNDER/Send One Your Love
 - 10 K&B BAND/Please Don't Go
 - 11 SMOKEY ROBINSON/Cruisin'
 - 12 BARRY MANILOW/Ships
 - 13 DONNA SUMMER/On The Radio
 - 14 ISAAC HAYES/Don't Let Go
 - 15 SPINNERS/Workin' My Way
 - 16 TERI DESARIO/Yes I'm Ready
 - 17 KENNY LOGGINS/This Is It
 - 18 ANNE MURRAY/Daydream Believer
 - 19 KENNY LOGGINS/This Is It
 - 20 HALL & OATES/Wait For Me
 - 21 RUFUS & CHAKA/Do You Love What...
 - 22 DR. HOOR/Better Love Next Time
 - 23 DIANNE WARWICK/Deja Vu
 - 24 EAGLES/The Long Run
 - 25 FLEETWOOD MAC/Sara
 - 26 SHALAMAR/The Second Time 'Round
 - 27 FOGHAT/Third Time Lucky
 - 28 QUEEN/Crazy Little Thing Ca
 - 29 STEVE FORBERT/Romano's Tune
 - 30 ANNE MURRAY/Daydream Believer
- ADDS DAN FOGELBERG/Longer
RUPERT HOLMES/Escape
MICHAEL JACKSON/You The Wall
- ON TOTOT/99
NEIL DIAMOND/September Morn
BARRY MANILOW/When I Wanted You

WNBC Radio 66 New York

- WNBC Radio 66 New York**
- 1 SUPERTRAMP/Take The Long Way...
 - 2 STEVE WUNDER/Send One Your Love
 - 3 RUPERT HOLMES/Escape
 - 4 STYX/Babe
 - 5 LED ZEPPELIN/All My Love
 - 6 CAPT. & TENNILLE/Do That To Me...
 - 7 FOREIGNER/Head Games
 - 8 DONNA SUMMER/On The Radio
 - 9 KENNY LOGGINS/This Is It
 - 10 KNACK/Good Girls Don't
 - 11 BAD/No More(Enough Is...)
 - 12 DIANNE WARWICK/Deja Vu
 - 13 W/Pop Muzik
 - 14 CRYSTAL GAYLE/Hail The Way
 - 15 EAGLES/The Long Run
 - 16 BLONDE/Idreaming
 - 17 CAROL/Sat Go
 - 18 COMODORES/Still
 - 19 CLIFF RICHARD/We Don't Talk Anymore
 - 20 SPINNERS/Workin' My Way
 - 21 BARRY MANILOW/Ships
 - 22 KC & BAND/Please Don't Go
 - 23 MICHAEL JACKSON/Rock With You
 - 24 FLEETWOOD MAC/Sara
 - 25 O'JAYS/Forever Mine
 - 26 LRB/Cool Change
 - 27 SMOKEY ROBINSON/Cruisin'
 - 28 KENNY LOGGINS/This Is It
 - 29 DIANNE WARWICK/Deja Vu
 - 30 STEVE FORBERT/Romano's Tune
- ADDS 26, 27, 28, 29, 30

601000 Baltimore

- Baltimore**
- 1 MICHAEL JACKSON/Rock With You
 - 2 PRINCE/I Wanna Be Your Lover
 - 3 EAGLES/The Long Run
 - 4 JEFF STARSHIP/Jane
 - 5 FOREIGNER/Head Games
 - 6 CAPT. & TENNILLE/Do That To Me...
 - 7 J.D. SOUTHER/You're Only Lonely
 - 8 KENNY LOGGINS/This Is It
 - 9 ROEL & THE GANG/Ladies' Night
 - 10 RUFUS & CHAKA/Do You Love What...
 - 11 STYX/Babe
 - 12 KC & BAND/Please Don't Go
 - 13 EAGLES/Heartache Tonight
 - 14 FOGHAT/Third Time Lucky
 - 15 DIANNE WARWICK/Deja Vu
 - 16 SMOKEY ROBINSON/Cruisin'
 - 17 TOM PETTY/Don't Do Me Like That
 - 18 QUEEN/Crazy Little Thing Ca
 - 19 SPINNERS/Workin' My Way
 - 20 DAN FOGELBERG/Longer
 - 21 STEVE FORBERT/Romano's Tune
 - 22 DIRT BAND/American Dream
 - 23 CLIFF RICHARD/We Don't Talk Anymore
 - 24 TERI DESARIO/Yes I'm Ready
 - 25 STYX/Why Me
 - 26 HALL & OATES/Wait For Me
 - 27 ABBA/Chiquitita
 - 28 FLEETWOOD MAC/Sara
 - 29 BLACKFOOT/Train, Train
 - 30 ISAAC HAYES/Don't Let Go
- ADDS NEIL DIAMOND/September Morn
BARRY MANILOW/When I Wanted You
ANNE MURRAY/Daydream Believer
RUPERT HOLMES/Escape
BARBRA STREISAND/Kiss Me In The Rain
- ON ROBERT JOHN/Lonely Eyes

WRKO Boston

- WRKO Boston**
- 1 RUPERT HOLMES/Escape
 - 2 KENNY LOGGINS/This Is It
 - 3 KOOL & THE GANG/Ladies' Night
 - 4 MICHAEL JACKSON/Rock With You
 - 5 DONNA SUMMER/On The Radio
 - 6 DAN FOGELBERG/Longer
 - 7 O'JAYS/Forever Mine
 - 8 ANNE MURRAY/Daydream Believer
 - 9 PINK FLOYD/Another Brick In The
 - 10 TOM PETTY/Don't Do Me Like That
 - 11 BLACKFOOT/Train, Train
 - 12 INMATES/Dirty Water
 - 13 CHEAP TRICK/Voices
 - 14 FLEETWOOD MAC/Think About Me
 - 15 STYX/Why Me
 - 16 DR. HOOR/Better Love Next Time
 - 17 SMOKEY ROBINSON/Cruisin'
 - 18 KC & BAND/Please Don't Go
 - 19 PRINCE/I Wanna Be Your Lover
 - 20 QUEEN/Crazy Little Thing Ca
 - 21 DIANNE WARWICK/Deja Vu
 - 22 FLEETWOOD MAC/Sara
 - 23 TOM PETTY/Don't Do Me Like That
 - 24 ISAAC HAYES/Don't Let Go
 - 25 COMODORES/Wonderland
 - 26 BARRY MANILOW/When I Wanted You
 - 27 LRB/Cool Change
 - 28 FOGHAT/Third Time Lucky
 - 29 TERI DESARIO/Yes I'm Ready
 - 30 ANNE MURRAY/Daydream Believer
- ADDS KENNY LOGGINS/This Is It
SANTANA/You Know That I Love
TOTOT/99
- ON NEIL DIAMOND/September Morn
TAYLOR SWIFT/Teardrops
ROD STEWART/Talk About It
SANTANA/You Know That I Love
TOTOT/99

KBII Buffalo

- KBII Buffalo**
- 1 KENNY LOGGINS/This Is It
 - 2 MICHAEL JACKSON/Rock With You
 - 3 BAD/No More(Enough Is...)
 - 4 EAGLES/The Long Run
 - 5 FLEETWOOD MAC/Sara
 - 6 KENNY LOGGINS/This Is It
 - 7 RUPERT HOLMES/Escape
 - 8 CAPT. & TENNILLE/Do That To Me...
 - 9 DIANNE WARWICK/Deja Vu
 - 10 FOREIGNER/Head Games
 - 11 JEFF STARSHIP/Jane
 - 12 KENNY LOGGINS/This Is It
 - 13 FOGHAT/Third Time Lucky
 - 14 COMODORES/Still
 - 15 STYX/Babe
 - 16 CHEAP TRICK/Voices
 - 17 ANNE MURRAY/Daydream Believer
 - 18 TOM PETTY/Don't Do Me Like That
 - 19 CLIFF RICHARD/We Don't Talk Anymore
 - 20 GEORGE BURNS/We're 18 Again
 - 21 STEVE FORBERT/Romano's Tune
 - 22 JENNIFER WARNE/Don't Make Me Over
 - 23 BARRY MANILOW/When I Wanted You
 - 24 KC & BAND/Please Don't Go
 - 25 TERI DESARIO/Yes I'm Ready
 - 26 BLACKFOOT/Train, Train
 - 27 ABBA/Chiquitita
 - 28 DAN FOGELBERG/Longer
 - 29 J.D. SOUTHER/You're Only Lonely
 - 30 QUEEN/Crazy Little Thing Ca
- ADDS PAT BENATAR/Heartbreaker
BETTE MIDLER/When A Man Loves...
TOMMY JAMES/Three Times In Love
- ON ROBERT JOHN/Lonely Eyes
DIRT BAND/American Dream
COLLIERY/Shooting Star
STYX/Why Me

F-105 Boston

- F-105 Boston**
- 1 RUPERT HOLMES/Escape
 - 2 KC & BAND/Please Don't Go
 - 3 LRB/Cool Change
 - 4 DR. HOOR/Better Love Next Time
 - 5 STYX/Babe
 - 6 SUPERTRAMP/Take The Long Way...
 - 7 KOOL & THE GANG/Ladies' Night
 - 8 CAPT. & TENNILLE/Do That To Me...
 - 9 KENNY LOGGINS/This Is It
 - 10 MICHAEL JACKSON/Rock With You
 - 11 QUEEN/Crazy Little Thing Ca
 - 12 CLIFF RICHARD/We Don't Talk Anymore
 - 13 J.D. SOUTHER/You're Only Lonely
 - 14 COMODORES/Still
 - 15 BAD/No More(Enough Is...)
 - 16 FOREIGNER/Head Games
 - 17 JEFF STARSHIP/Jane
 - 18 EAGLES/The Long Run
 - 19 BARRY MANILOW/Ships
 - 20 TOM PETTY/Don't Do Me Like That
 - 21 LED ZEPPELIN/All My Love
 - 22 HALL & OATES/Wait For Me
 - 23 FOGHAT/Third Time Lucky
 - 24 SMOKEY ROBINSON/Cruisin'
 - 25 ISAAC HAYES/Don't Let Go
 - 26 ALAN PARSONS/Damned If I Do
 - 27 DIANNE WARWICK/Deja Vu
 - 28 CHEAP TRICK/Voices
 - 29 KENNY LOGGINS/This Is It
 - 30 STEVE FORBERT/Romano's Tune
- ADDS 33, 34
DIRT BAND/American Dream
LED ZEPPELIN/In The Rain
DONNA SUMMER/On The Radio
STYX/Why Me

MIDWEST

- woky Milwaukee**
- 1 RUPERT HOLMES/Escape
 - 2 JEFF STARSHIP/Jane
 - 3 KOOL & THE GANG/Ladies' Night
 - 4 KENNY LOGGINS/This Is It
 - 5 COMODORES/Still
 - 6 SUPERTRAMP/Take The Long Way...
 - 7 CAPT. & TENNILLE/Do That To Me...
 - 8 TERI DESARIO/Yes I'm Ready
 - 9 CLIFF RICHARD/We Don't Talk Anymore
 - 10 TOM PETTY/Don't Do Me Like That
 - 11 DR. HOOR/Better Love Next Time
 - 12 BAD/No More(Enough Is...)
 - 13 ALAN PARSONS/Damned If I Do
 - 14 MICHAEL JACKSON/Rock With You
 - 15 PRINCE/I Wanna Be Your Lover
 - 16 FOGHAT/Third Time Lucky
 - 17 CRYSTAL GAYLE/Hail The Way
 - 18 DIANNE WARWICK/Deja Vu
 - 19 BARRY MANILOW/Ships
 - 20 FOREIGNER/Head Games
 - 21 TERI DESARIO/Yes I'm Ready
 - 22 SMOKEY ROBINSON/Cruisin'
 - 23 FLEETWOOD MAC/Sara
 - 24 ISAAC HAYES/Don't Let Go
 - 25 HALL & OATES/Wait For Me
 - 26 DIRT BAND/American Dream
 - 27 DAN FOGELBERG/Longer
 - 28 ANNE MURRAY/Daydream Believer
 - 29 PINK FLOYD/Another Brick In The
 - 30 TOM PETTY/Don't Do Me Like That
- ADDS DONNA SUMMER/On The Radio
BLACKFOOT/Train, Train
INMATES/Dirty Water
CHEAP TRICK/Voices
FLEETWOOD MAC/Think About Me
- ON

- WZLW 96FM Milwaukee**
- 1 DIANNE WARWICK/Deja Vu
 - 2 KENNY LOGGINS/This Is It
 - 3 RITA COOLIDGE/I'd Rather Leave...
 - 4 CLIFF RICHARD/We Don't Talk Anymore
 - 5 LRB/Cool Change
 - 6 TERI DESARIO/Yes I'm Ready
 - 7 RUPERT HOLMES/Escape
 - 8 KENNY LOGGINS/This Is It
 - 9 CAPT. & TENNILLE/Do That To Me...
 - 10 STEVE WUNDER/Send One Your Love
 - 11 FLEETWOOD MAC/Sara
 - 12 DR. HOOR/Better Love Next Time
 - 13 SMOKEY ROBINSON/Cruisin'
 - 14 EAGLES/The Long Run
 - 15 DIRT BAND/American Dream
 - 16 ANNE MURRAY/Daydream Believer
 - 17 NEIL DIAMOND/September Morn
 - 18 ROD STEWART/Talk About It
 - 19 DAN ROGERS/Looks Like Love Again
 - 20 BARRY MANILOW/When I Wanted You
 - 21 MICHAEL JACKSON/Rock With You
 - 22 LOGO/Moldin' On
 - 23 NICOLETTE LARSON/Let Me Go, Love
 - 24 DAN FOGELBERG/Longer
 - 25 BOBBY VINTON/Make Believe.....
- ADDS QUEEN/Crazy Little Thing Ca
TOMMY JAMES/Three Times In Love

- WLS Chicago**
- 1 RUPERT HOLMES/Escape
 - 2 STYX/Babe
 - 3 KC & BAND/Please Don't Go
 - 4 KENNY LOGGINS/This Is It
 - 5 BAD/No More(Enough Is...)
 - 6 JEFF STARSHIP/Jane
 - 7 W/Pop Muzik
 - 8 CLIFF RICHARD/We Don't Talk Anymore
 - 9 COMODORES/Still
 - 10 MICHAEL JACKSON/Rock With You
 - 11 JOURNEY/Lovin' Touchin'...
 - 12 TOM PETTY/Don't Do Me Like That
 - 13 CAPT. & TENNILLE/Do That To Me...
 - 14 EAGLES/Heartache Tonight
 - 15 HERB ALPERT/Remember...
 - 16 SUPERTRAMP/Take The Long Way...
 - 17 FOREIGNER/Head Games
 - 18 STEVE WUNDER/Send One Your Love
 - 19 CHEAP TRICK/Dream Police
 - 20 DIANNE WARWICK/Deja Vu
 - 21 HERB ALPERT/Remember...
 - 22 FLEETWOOD MAC/Tusk
 - 23 LRB/Cool Change
 - 24 STYX/Why Me
 - 25 KENNY LOGGINS/This Is It
 - 26 KNACK/Good Girls Don't
 - 27 COMODORES/Sell On
 - 28 ROBERT JOHN/Sad Eyes
 - 29 FLEETWOOD MAC/Sara
 - 30 NONE
- ADDS NONE

WLS Chicago

- WLS Chicago**
- 1 RUPERT HOLMES/Escape
 - 2 STYX/Babe
 - 3 KC & BAND/Please Don't Go
 - 4 KENNY LOGGINS/This Is It
 - 5 BAD/No More(Enough Is...)
 - 6 JEFF STARSHIP/Jane
 - 7 W/Pop Muzik
 - 8 CLIFF RICHARD/We Don't Talk Anymore
 - 9 COMODORES/Still
 - 10 MICHAEL JACKSON/Rock With You
 - 11 JOURNEY/Lovin' Touchin'...
 - 12 TOM PETTY/Don't Do Me Like That
 - 13 CAPT. & TENNILLE/Do That To Me...
 - 14 EAGLES/Heartache Tonight
 - 15 HERB ALPERT/Remember...
 - 16 SUPERTRAMP/Take The Long Way...
 - 17 FOREIGNER/Head Games
 - 18 STEVE WUNDER/Send One Your Love
 - 19 CHEAP TRICK/Dream Police
 - 20 DIANNE WARWICK/Deja Vu
 - 21 HERB ALPERT/Remember...
 - 22 FLEETWOOD MAC/Tusk
 - 23 LRB/Cool Change
 - 24 STYX/Why Me
 - 25 KENNY LOGGINS/This Is It
 - 26 KNACK/Good Girls Don't
 - 27 COMODORES/Sell On
 - 28 ROBERT JOHN/Sad Eyes
 - 29 FLEETWOOD MAC/Sara
 - 30 NONE
- ADDS NONE

KWK STEREO WK St. Louis

- 1 PAT BENATAR/Heartbreaker
 - 2 TRILBY/Lay It On The Line
 - 3 SPECIAL/Money Money
 - 4 TOM PETTY/Don't Do Me Like That
 - 5 FLEETWOOD MAC/Sara
 - 6 BLISS BAND/Doctor
 - 7 JOURNEY/Too Late
 - 8 HEAD BOYS/The Shape Of Things...
 - 9 BREATHLESS/Talkin' It Back
 - 10 APRIL WINE/I Like To Rock
 - 11 BABY'S Back On My Feet Again
 - 12 FOGHAT/Sombody's Been...
 - 13 FLEETWOOD MAC/Think About Me
 - 14 EAGLES/In The City
 - 15 REO SPEEDWAGON/Back On The Road...
 - 16 STYX/Why Me
 - 17 ALAN PARSONS/Damned If I Do
 - 18 RICK DEERINGER/Goodbye
 - 19 LRB/Cool Change
 - 20 GAMMA/i'm Alive
 - 21 RICHIE FURAY/Still Have Dreams
 - 22 REO SPEEDWAGON/Only The Strong...
 - 23 CHEAP TRICK/Voices
 - 24 JEFF STARSHIP/Jane
 - 25 ROBERT PALMER/Can We Still Be...
- ADDS 25
ON SANTANA/All I Wanted
STYX/Love Into Midnight
STYX/Why Me
FOREIGNER/If I Got Even...
FOREIGNER/Woman
DAN FOGELBERG/Phoenia
PINK FLOYD/Hey You

WGCL 98 Cleveland

- 1 RUPERT HOLMES/Escape
 - 2 TOM PETTY/Don't Do Me Like That
 - 3 MICHAEL JACKSON/Rock With You
 - 4 EAGLES/The Long Run
 - 5 FOREIGNER/Head Games
 - 6 STYX/Babe
 - 7 CAPT. & TENNILLE/Do That To Me...
 - 8 KENNY LOGGINS/This Is It
 - 9 KENNY LOGGINS/This Is It
 - 10 ISAAC HAYES/Don't Let Go
 - 11 BAD/No More(Enough Is...)
 - 12 HALL & OATES/Wait For Me
 - 13 COMODORES/Still
 - 14 EAGLES/Heartache Tonight
 - 15 DIANNE WARWICK/Deja Vu
 - 16 FLEETWOOD MAC/Sara
 - 17 JEFF STARSHIP/Jane
 - 18 ELO/Last Train To London
 - 19 BUDDLES/You Killed The...
 - 20 PRINCE/I Wanna Be Your Lover
 - 21 J.D. SOUTHER/You're Only Lonely
 - 22 CHEAP TRICK/Voices
 - 23 RUFUS & CHAKA/Do You Love What...
 - 24 DAN FOGELBERG/Longer
 - 25 DONNA SUMMER/On The Radio
 - 26 STYX/Why Me
 - 27 LED ZEPPELIN/Fool In The Rain
 - 28 TERI DESARIO/Yes I'm Ready
 - 29 PAT BENATAR/Heartbreaker
 - 30 QUEEN/Crazy Little Thing Ca
- ADDS 25, 30
INMATES/Dirty Water
NICOLETTE LARSON/Let Me Go, Love
BETTE MIDLER/When A Man Loves...
ANNE MURRAY/Daydream Believer
CINDY BULLERS/Trust Me
JIMMY BUFFETT/Volcano
HANSIE/Automobile
ROBERT JOHN/Lonely Eyes
JENNIFER WARNE/Don't Make Me Over
- ON

Q102 Cincinnati

- 1 CLIFF RICHARD/We Don't Talk Anymore
 - 2 KENNY LOGGINS/This Is It
 - 3 RUPERT HOLMES/Escape
 - 4 LRB/Cool Change
 - 5 CAPT. & TENNILLE/Do That To Me...
 - 6 JEFF STARSHIP/Jane
 - 7 FOREIGNER/Head Games
 - 8 STEVE WUNDER/Send One Your Love
 - 9 EAGLES/The Long Run
 - 10 SUPERTRAMP/Take The Long Way...
 - 11 TOM PETTY/Don't Do Me Like That
 - 12 STYX/Babe
 - 13 BAD/No More(Enough Is...)
 - 14 DR. HOOR/Better Love Next Time
 - 15 MICHAEL JACKSON/Rock With You
 - 16 FLEETWOOD MAC/Tusk
 - 17 ALAN PARSONS/Damned If I Do
 - 18 FOGHAT/Third Time Lucky
 - 19 CHEAP TRICK/Voices
 - 20 FLEETWOOD MAC/Sara
 - 21 BARRY MANILOW/Ships
 - 22 DAN FOGELBERG/Longer
 - 23 J.D. SOUTHER/You're Only Lonely
 - 24 CRYSTAL GAYLE/Hail The Way
 - 25 STYX/Why Me
 - 26 PABLO DOLNER/I Want You Tonight
 - 27 KOOL & THE GANG/Ladies' Night
 - 28 SMOKEY ROBINSON/Cruisin'
 - 29 COMODORES/Still
 - 30 LED ZEPPELIN/All My Love
- ADDS 27, 28

Q40W 8800 Detroit

- 1 KENNY LOGGINS/This Is It
- 2 CAPT. & TENNILLE/Do That To Me...
- 3 RUPERT HOLMES/Escape
- 4 MICHAEL JACKSON/Rock With You
- 5 ISAAC HAYES/Don't Let Go
- 6 QUEEN/Crazy Little Thing Ca
- 7 KC & BAND/Please Don't Go
- 8 EAGLES/The Long Run
- 9 FLEETWOOD MAC/Sara
- 10 KENNY LOGGINS/This Is It
- 11 BAD/No More(Enough Is...)
- 12 TERI DESARIO/Yes I'm Ready
- 13 DIANNE WARWICK/Deja Vu
- 14 CLIFF RICHARD/We Don't Talk Anymore
- 15 LRB/Cool Change
- 16 SMOKEY ROBINSON/Cruisin'
- 17 NEIL DIAMOND/September Morn
- 18 M. MACHESTER/Pretty Girls
- 19 EAGLES/Heartache Tonight
- 20 DR. HOOR/Better Love Next Time
- 21 J.D

98 WSLQ

STEREO

St. Louis

- 2 1 EAGLES/The Long Run
- 6 2 MICHAEL JACKSON/Rock With You
- 7 3 CHEAP TRICK/Voces
- 8 4 KOOL & THE GANG/Ladies' Night
- 9 5 CAPT. & TENNILLE/Do That To Me...
- 13 6 FLEETWOOD MAC/Sara
- 14 7 STYX/Why Me
- 1 8 KENNY ROGERS/Coward Of The County
- 3 9 CLIFF RICHARD/We Don't Talk Anymore
- 4 10 JEFF. STARSHIP/Jane
- 12 11 TOM PETTY/Don't Do Me Like That
- 18 12 FOGHAT/Third Time Lucky
- 19 13 SANTANA/You Know That I Love
- 21 14 PRINCE/I Wanna Be Your Lover
- 25 15 ALAN PARSONS/Damned If I Do
- 16 16 LRB/Cool Change
- 17 17 ISAAC HAYES/Don't Let Go
- 20 18 ROBERT PALMER/Can He Still Be...
- 22 19 TERI DESARIO/Yes I'm Ready
- 23 20 STEVE FORBERT/Romeo's Tune
- 24 21 RICHIE FURAY/I Still Have Dreams
- 25 22 TOTD/99
- 26 23 DIONNE WARWICK/Deja Vu
- 27 24 PAT BENATAR/Heartbreaker
- 28 25 DIAT BAND/American Dream
- 29 26 QUEEN/Crazy Little Thing Ca
- 30 27 SMOKEY ROBINSON/Cruisin'
- 31 28 ANNE MURRAY/Daydream Believer
- 32 29 DAN FOEGLBERG/Longer
- 33 30 O'JAYS/Forever Mine
- 34 31 TOM PETTY/Refugee
- 35 32 LED ZEPPELIN/Fool In The Rain
- 36 33 KENNY LOGGINS/This Is It

ADDS 16, 24, 28, 29, 30, 31, 32

ON STYX/Lights

104 KRBE

HOUSTON'S SUPERROCK!

Houston

- 3 1 KENNY ROGERS/Coward Of The County
- 9 2 CAPT. & TENNILLE/Do That To Me...
- 1 3 RUPERT HOLMES/Escape
- 10 4 CLIFF RICHARD/We Don't Talk Anymore
- 14 5 STEVE FORBERT/Romeo's Tune
- 25 6 EAGLES/The Long Run
- 4 7 MICHAEL JACKSON/Rock With You
- 13 8 DR. HOOK/Better Love Next Time
- 26 9 SANTANA/You Know That I Love
- 20 10 FLEETWOOD MAC/Sara
- 28 11 TOM PETTY/Don't Do Me Like That
- 12 12 TERI DESARIO/Yes I'm Ready
- 15 13 FOGHAT/Third Time Lucky
- 14 14 QUEEN/Crazy Little Thing Ca
- 15 15 STYX/Babe
- 16 16 HOUNDS/Under My Thumb
- 17 17 JEFF. STARSHIP/Jane
- 18 18 LTD/Stranger
- 19 19 NEIL DIAMOND/September Morn
- 20 20 DONNA SUMMER/On The Radio
- 21 21 LED ZEPPELIN/Fool In The Rain
- 22 22 RUDY TAUBER/Talk About It
- 23 23 PABLO CRUISE/I Want You Tonight
- 24 24 SUPERTRAMP/Take The Long Way...
- 25 25 ANNE MURRAY/Daydream Believer
- 26 26 JOURNEY/Too Late
- 27 27 ROBERT JOHN/Lonely Eyes
- 28 28 CHEAP TRICK/Voces
- 29 29 RUFUS & CHAKA/Do You Love What...
- 30 30 TOTD/99

ADDS 7, 12, 18, 19, 20, 25, 29, 30

ON 2, 2. TOP/Cheap Sunglasses
STYX/Never Say Never
INMATES/Dirty Water

WEST

KRLA 11

Radio

Los Angeles

- 3 1 MICHAEL JACKSON/Rock With You
- 1 2 RUPERT HOLMES/Escape
- 5 3 CAPT. & TENNILLE/Do That To Me...
- 2 4 SMOKEY ROBINSON/Cruisin'
- 6 5 DONNA SUMMER/On The Radio
- 7 6 JEFF. STARSHIP/Jane
- 9 7 CLIFF RICHARD/We Don't Talk Anymore
- 4 8 KOOL & THE GANG/Ladies' Night
- 12 9 DR. HOOK/Better Love Next Time
- 10 10 SHALAMAR/The Second Time 'Round
- 16 11 EAGLES/The Long Run
- 15 12 DIONNE WARWICK/Deja Vu
- 17 13 TERI DESARIO/Yes I'm Ready
- 14 14 ABBA/Chiquitita
- 19 15 ISAAC HAYES/Don't Let Go
- 6 16 BAD/No More(Enough Is...)
- 21 17 ELO/Last Train To London
- 10 18 COMMODORES/Still
- 19 19 QUEEN/Crazy Little Thing Ca
- 20 20 HERB ALPERT/Blues
- 21 21 PEACHES & HERB/I Pledge My Love
- 22 22 BONNIE POINTER/I Can't Help Myself
- 23 23 DIANA ROSS/It's My House
- 24 24 BARRY MANILOW/When I Wanted You
- 25 25 ROBERT JOHN/Lonely Eyes
- 26 26 NEIL DIAMOND/September Morn
- 27 27 SPINNERS/Workin' My Way...
- 28 28 ROD STEWART/Talk About It

ADDS 19, 26

ON ANNE MURRAY/Daydream Believer
STEVE FORBERT/Romeo's Tune
DIRT BAND/American Dream

Denver

- 5 1 KENNY ROGERS/Coward Of The County
- 2 2 EAGLES/The Long Run
- 4 3 FLEETWOOD MAC/Sara
- 1 4 CLIFF RICHARD/We Don't Talk Anymore
- 5 5 CAPT. & TENNILLE/Do That To Me...
- 6 6 JEFF. STARSHIP/Jane
- 10 7 DAN FOEGLBERG/Longer
- 8 8 TOM PETTY/Don't Do Me Like That
- 9 9 SMOKEY ROBINSON/Cruisin'
- 7 10 FOREIGNER/Head Games
- 15 11 NEIL DIAMOND/September Morn
- 12 12 KENNY LOGGINS/This Is It
- 13 13 MICHAEL JACKSON/Rock With You
- 14 14 TERI DESARIO/Yes I'm Ready
- 15 15 STYX/Why Me
- 16 16 ALAN PARSONS/Damned If I Do
- 20 17 STEVE FORBERT/Romeo's Tune
- 14 18 SUPERTRAMP/Take The Long Way...
- 19 19 LRB/Cool Change
- 22 20 HALL & OATES/Wait For Me
- 21 21 PRINCE/I Wanna Be Your Lover
- 22 22 CHEAP TRICK/Voces
- 23 23 DIONNE WARWICK/Deja Vu
- 19 24 JOHN COUGAR/I Need A Lover
- 27 25 QUEEN/Crazy Little Thing Ca
- 26 26 BARBRA STREISAND/Kiss Me In The Rain
- 30 27 PAT BENATAR/Heartbreaker
- 28 28 LED ZEPPELIN/Fool In The Rain
- 29 29 ABBA/Chiquitita
- 30 30 ANNE MURRAY/Daydream Believer

ADDS BARRY MANILOW/When I Wanted You
JOURNEY/Too Late
SPINNERS/Workin' My Way...

ON DIRT BAND/American Dream
ROD STEWART/Talk About It
NICOLETTE LARSON/Let Me Go, Love
SANTANA/You Know That I Love
LEIF GARRETT/Memorize Your Number
CINDY BULLENS/Trust Me

610 KFRC

San Francisco

- 4 1 MICHAEL JACKSON/Rock With You
- 3 2 TOM PETTY/Don't Do Me Like That
- 1 3 STYX/Babe
- 2 4 RUPERT HOLMES/Escape
- 8 5 KENNY ROGERS/Coward Of The County
- 6 6 JEFF. STARSHIP/Jane
- 11 7 CAPT. & TENNILLE/Do That To Me...
- 7 8 SMOKEY ROBINSON/Cruisin'
- 10 9 EAGLES/The Long Run
- 13 10 DONNA SUMMER/On The Radio
- 6 11 BAD/No More(Enough Is...)
- 12 12 CLIFF RICHARD/We Don't Talk Anymore
- 13 13 KC & THE GANG/Ladies' Night
- 18 14 DIONNE WARWICK/Deja Vu
- 9 15 COMMODORES/Still
- 22 16 PRINCE/I Wanna Be Your Lover
- 21 17 FLEETWOOD MAC/Sara
- 16 18 KOOL & THE GANG/Ladies' Night
- 19 19 STEVIE WONDER/Send One Your Love
- 15 20 EAGLES/Heartache Tonight
- 26 21 FOGHAT/Third Time Lucky
- 0 22 TERI DESARIO/Yes I'm Ready
- 25 23 LED ZEPPELIN/Fool In The Rain
- 24 24 FOREIGNER/Head Games
- 0 25 QUEEN/Crazy Little Thing Ca
- 20 26 TIM CURRY/Do The Rock
- 30 27 JOHN JOHNSON/Savannah Nights
- 0 28 DAN FOEGLBERG/Longer
- 9 29 TOM PETTY/Refugee
- 23 30 HERB ALPERT/Rise

ADDS 29

ON DIRT BAND/American Dream
SANTANA/You Know That I Love
INMATES/Dirty Water
STYX/Why Me

SOUTH

97 FM

Fl. Worth/Dallas

- 14 1 KENNY LOGGINS/This Is It
- 1 2 EAGLES/The Long Run
- 3 3 RED SPEEDWAGON/Only The Strong ...
- 12 4 ELO/Confusion
- 5 5 STYX/Babe
- 6 6 BLONDIE/Dreaming
- 7 7 J.D. SOUTHER/You're Only Lonely
- 8 8 CARS/It's All I Can Do
- 9 9 KANSAS/Reason To Be
- 10 10 ALAN PARSONS/Damned If I Do
- 11 11 TRIBUNA/Lay It On The Line
- 12 12 FOREIGNER/Head Games
- 13 13 Z. TOP/I Thank You
- 14 14 FLEETWOOD MAC/Sara
- 15 15 CLIFF RICHARD/We Don't Talk Anymore
- 16 16 COMMODORES/Still
- 17 17 TOM PETTY/Refugee
- 18 18 QUEEN/Crazy Little Thing Ca
- 19 19 PINK FLOYD/Another Brick In The
- 20 20 KENNY ROGERS/Coward Of The County
- 21 21 JEFF. STARSHIP/Jane
- 22 22 LED ZEPPELIN/Fool In The Rain
- 23 23 SUPERTRAMP/Take The Long Way...
- 24 24 CHICAGO/Must Have Been Crazy
- 25 25 JOURNEY/Lovin', Touchin'...
- 26 26 JOURNEY/Too Late
- 27 27 AEROSMITH/Remember...
- 28 28 FOGHAT/Sombody's Been...
- 29 29 IAN GOMM/Hold On
- 30 30 EAGLES/Heartache Tonight

ADDS 19

93

Tampa

- 3 1 KOOL & THE GANG/Ladies' Night
- 2 2 MICHAEL JACKSON/Rock With You
- 1 3 RUPERT HOLMES/Escape
- 4 4 KENNY LOGGINS/This Is It
- 6 5 JEFF. STARSHIP/Jane
- 13 6 DR. HOOK/Better Love Next Time
- 11 7 CRYSTAL GAYLE/Half The Way
- 8 8 KENNY ROGERS/Coward Of The County
- 12 9 LRB/Cool Change
- 21 10 TERI DESARIO/Yes I'm Ready
- 14 11 BUGGLES/Video Killed The...
- 18 12 TOM PETTY/Don't Do Me Like That
- 15 13 PABLO CRUISE/I Want You Tonight
- 8 14 EAGLES/Heartache Tonight
- 20 15 JIMMY BUFFETT/Volcano
- 9 16 CHRIS THOMPSON/If You Remember Me
- 25 17 FOGHAT/Third Time Lucky
- 26 18 EAGLES/The Long Run
- 27 19 ROBERT JOHN/Lonely Eyes
- 29 20 SMOKEY ROBINSON/Cruisin'
- 24 21 DIONNE WARWICK/Deja Vu
- 0 22 DAN FOEGLBERG/Longer
- 5 23 BAD/No More(Enough Is...)
- 30 24 QUEEN/Crazy Little Thing Ca
- 0 25 PRINCE/I Wanna Be Your Lover
- 0 26 O'JAYS/Forever Mine
- 7 27 BARRY MANILOW/Ships
- 8 28 NEIL DIAMOND/September Morn
- 0 29 STEVE FORBERT/Romeo's Tune
- 0 30 FLEETWOOD MAC/Sara

ADDS PINK FLOYD/Another Brick In The
ANNE MURRAY/Daydream Believer
CAPT. & TENNILLE/Do That To Me...

ON INMATES/Dirty Water
DIRT BAND/American Dream
BARRY MANILOW/When I Wanted You
SPINNERS/Workin' My Way...

KUPD

ALL ROCK FM 98

Phoenix

- 2 1 PAT BENATAR/Heartbreaker
- 1 2 JEFF. STARSHIP/Jane
- 7 3 RED SPEEDWAGON/Only The Strong ...
- 5 4 MOLLY HATCHETT/Firrin' With ...
- 5 5 JOURNEY/Too Late
- 6 6 TRIBUNA/Lay It On The Line
- 4 7 RAINBOW/Since You've Been...
- 8 8 AC/DC/Touch Too Much
- 9 9 EAGLES/The Long Run
- 10 10 ALAN PARSONS/Damned If I Do
- 11 11 RED SPEEDWAGON/Back On The Road...
- 12 12 TOM PETTY/Don't Do Me Like That
- 22 13 SANTANA/All I Wanted
- 14 14 TOM PETTY/Refugee
- 15 15 CARS/Dangerous Type
- 16 16 LED ZEPPELIN/Fool In The Rain
- 17 17 FOGHAT/Sombody's Been...
- 20 18 BREATHELESS/Takin' It Back
- 12 19 FOREIGNER/Head Games
- 25 20 APRIL WINE/I Like To Rock
- 15 21 AC/DC/Highway To Hell
- 22 22 CHEAP TRICK/Voces
- 23 23 STYX/Why Me
- 21 24 LED ZEPPELIN/All My Love
- 30 25 GIMMIE/It's Alive
- 27 26 FLEETWOOD MAC/Sara
- 19 27 JOHN COUGAR/I Need A Lover
- 28 28 BONNIE RAITT/You're Gonna Get...
- 24 29 SAMMY HAGAR/Plain Jane
- 23 30 STYX/Babe

ADDS 22, 23, 28

ON PINK FLOYD/Another Brick In The
BABY'S BACK On My Feet Again
38 SPECIAL/Rockin' Into The High
AEROSMITH/Remember...
QUEEN/Crazy Little Thing Ca
STEVE FORBERT/Romeo's Tune
UFO/Letting On

KVIL

Dallas

- 1 1 KC & BAND/Please Don't Go
- 2 2 J.D. SOUTHER/You're Only Lonely
- 3 3 RUPERT HOLMES/Escape
- 4 4 STYX/Babe
- 5 5 CAPT. & TENNILLE/Do That To Me...
- 6 6 SUPERTRAMP/Take The Long Way...
- 7 7 CLIFF RICHARD/We Don't Talk Anymore
- 8 8 MICHAEL JACKSON/Rock With You
- 9 9 COMMODORES/Still
- 10 10 STEVIE WONDER/Send One Your Love
- 11 11 LRB/Cool Change
- 12 12 KENNY ROGERS/Coward Of The County
- 13 13 BAD/No More(Enough Is...)
- 14 14 KOOL & THE GANG/Ladies' Night
- 15 15 BARRY MANILOW/Ships
- 16 16 DONNA SUMMER/On The Radio
- 17 17 KENNY LOGGINS/This Is It
- 18 18 SMOKEY ROBINSON/Cruisin'
- 19 19 ISAAC HAYES/Don't Let Go
- 20 20 DIONNE WARWICK/Deja Vu
- 21 21 CRYSTAL GAYLE/Half The Way
- 22 22 NEIL DIAMOND/September Morn
- 23 23 PRINCE/I Wanna Be Your Lover
- 24 24 TERI DESARIO/Yes I'm Ready
- 25 25 HERB ALPERT/Rise
- 26 26 DAN FOEGLBERG/Longer
- 27 27 ABBA/Chiquitita
- 28 28 FLEETWOOD MAC/Sara
- 29 29 RITA COOLIDGE/I'd Rather Leave...
- 30 30 ANNE MURRAY/Daydream Believer
- 31 31 BARRY MANILOW/When I Wanted You

ADDS NONE

93

Atlanta

- 1 1 EAGLES/The Long Run
- 2 2 MICHAEL JACKSON/Rock With You
- 3 3 FLEETWOOD MAC/Sara
- 4 4 JEFF. STARSHIP/Jane
- 5 5 DAN FOEGLBERG/Longer
- 6 6 TOM PETTY/Don't Do Me Like That
- 7 7 CAPT. & TENNILLE/Do That To Me...
- 8 8 KENNY ROGERS/Coward Of The County
- 9 9 FOREIGNER/Head Games
- 10 10 QUEEN/Crazy Little Thing Ca
- 11 11 KOOL & THE GANG/Ladies' Night
- 12 12 STEVIE WONDER/Send One Your Love
- 13 13 FOGHAT/Third Time Lucky
- 14 14 DIONNE WARWICK/Deja Vu
- 15 15 STEVE FORBERT/Romeo's Tune
- 16 16 RUPERT HOLMES/Escape
- 17 17 LRB/Cool Change
- 18 18 DIRT BAND/American Dream
- 19 19 ARS/Back Up Against The...
- 20 20 PRINCE/I Wanna Be Your Lover
- 21 21 TERI DESARIO/Yes I'm Ready
- 22 22 SUZI QUARTRO/She's In Love With You
- 23 23 RUFUS & CHAKA/Do You Love What...
- 24 24 ISAAC HAYES/Don't Let Go
- 25 25 HALL & OATES/Wait For Me
- 26 26 DR. HOOK/Better Love Next Time
- 27 27 LED ZEPPELIN/Fool In The Rain
- 28 28 DONNA SUMMER/On The Radio
- 29 29 STYX/Why Me
- 30 30 JOHN STEWART/Lost Her In The Sun

ADDS 28

TOTD/99
SPINNERS/Workin' My Way...
TOM PETTY/Refugee

100

Miami

- 1 1 DONNA SUMMER/On The Radio
- 2 2 LED ZEPPELIN/Fool In The Rain
- 3 3 SUGAR HILL GANG/Rapper's Delight
- 4 4 TERI DESARIO/Yes I'm Ready
- 5 5 LRB/Cool Change
- 6 6 CLIFF RICHARD/We Don't Talk Anymore
- 7 7 KENNY LOGGINS/This Is It
- 8 8 JEFF. STARSHIP/Jane
- 9 9 MICHAEL JACKSON/Rock With You
- 10 10 PRINCE/I Wanna Be Your Lover
- 11 11 FOREIGNER/Head Games
- 12 12 EAGLES/The Long Run
- 13 13 SMOKEY ROBINSON/Cruisin'
- 14 14 RUPERT HOLMES/Escape
- 15 15 CAPT. & TENNILLE/Do That To Me...
- 16 16 SUZI QUARTRO/She's In Love With You
- 17 17 RUFUS & CHAKA/Do You Love What...
- 18 18 DIONNE WARWICK/Deja Vu
- 19 19 FLEETWOOD MAC/Sara
- 20 20 STYX/Babe
- 21 21 BAD/No More(Enough Is...)
- 22 22 KOOL & THE GANG/Ladies' Night
- 23 23 MIKE PINERA/Goodnight My Love
- 24 24 BONNIE POINTER/I Can't Help Myself
- 25 25 LEIF GARRETT/Memorize Your Number
- 26 26 FOGHAT/Third Time Lucky
- 27 27 TOM PETTY/Don't Do Me Like That
- 28 28 KC & BAND/Let's Go Rock & Roll
- 29 29 ISAAC HAYES/Don't Let Go
- 30 30 STEVE FORBERT/Romeo's Tune
- 31 31 STEVIE WONDER/Send One Your Love...
- 32 32 SUPERTRAMP/Take The Long Way...
- 33 33 STYX/Why Me
- 34 34 QUEEN/Crazy Little Thing Ca
- 35 35 BABY'S BACK On My Feet Again

ADDS 33, 34, 35

ON FLYING LIZARDS/Money

94-6

Atlanta

- 9 1 EAGLES/The Long Run
- 1 2 JEFF. STARSHIP/Jane
- 5 3 CLIFF RICHARD/We Don't Talk Anymore
- 13 4 FLEETWOOD MAC/Sara
- 7 5 FOREIGNER/Head Games
- 6 6 RUPERT HOLMES/Escape
- 16 7 DAN FOEGLBERG/Longer
- 2 8 TOM PETTY/Don't Do Me Like That
- 9 9 SANTANA/You Know That I Love
- 10 10 STEVIE WONDER/Send One Your Love
- 11 11 FOGHAT/Third Time Lucky
- 6 12 RICHIE FURAY/I Still Have Dreams
- 15 13 HALL & OATES/Wait For Me
- 5 14 LRB/Cool Change
- 22 15 DIRT BAND/American Dream
- 16 16 ALAN PARSONS/Damned If I Do
- 20 17 JIMMY BUFFETT/Volcano
- 19 18 BONNIE RAITT/You're Gonna Get...
- 30 19 QUEEN/Crazy Little Thing Ca
- 25 20 TURLEY RICHARDS/You Night Need ...
- 21 21 DIONNE WARWICK/Deja Vu
- 22 22 EAGLES/I Can't Tell You Why
- 23 23 STEVE FORBERT/Romeo's Tune
- 18 24 J.D. SOUTHER/You're Only Lonely
- 27 25 ARS/Back Up Against The...
- 24 26 JOE JACKSON/It's Different For ...
- 17 27 PABLO CRUISE/I Want You Tonight
- 28 28 TOTD/99
- 29 29 RUPERT HOLMES/Hi
- 30 30 TOMMY LARSON/Three Times In Love

ADDS 28, 29, 30

TOM PETTY/Refugee
CHUCK BONGIORNO/Give It All You Got
ON JOHN STEWART/Lost Her In The Sun
MIKE PINERA/Goodnight My Love

NOPA

Phoenix

- 1 1 MICHAEL JACKSON/Rock With You
- 2 2 KENNY ROGERS/Coward Of The County
- 3 3 DR. HOOK/Better Love Next Time
- 4 4 FLEETWOOD MAC/Sara
- 5 5 FOGHAT/Third Time Lucky
- 6 6 TOM PETTY/Don't Do Me Like That
- 7 7 KOOL & THE GANG/Ladies' Night
- 8 8 STEVE FORBERT/Romeo's Tune
- 9 9 ISAAC HAYES/Don't Let Go
- 10 10 JEFF. STARSHIP/Jane
- 11 11 BAD/No More(Enough Is...)
- 12 12 RAINBOW/Since You've Been...
- 13 13 CAPT. & TENNILLE/Do That To Me...
- 14 14 PRINCE/I Wanna Be Your Lover
- 15 15 SMOKEY ROBINSON/Cruisin'
- 16 16 NEIL DIAMOND/September Morn
- 17 17 JEFF. STARSHIP/Jane
- 18 18 JOHN JOHNSON/Savannah Nights
- 19 19 INMATES/Dirty Water
- 20 20 TOM JOHNSON/Savannah Nights
- 21 21 EAGLES/The Long Run
- 22 22 DIONNE WARWICK/Deja Vu
- 23 23 CHEAP TRICK/Voces
- 24 24 QUEEN/Crazy Little Thing Ca
- 25 25 PAT BENATAR/Heartbreaker
- 26 26 TERI DESARIO/Yes I'm Ready
- 27 27 RUPERT HOLMES/Escape
- 28 28 ALAN PARSONS/Damned If I Do
- 29 29 CHRIS THOMPSON/If You Remember Me
- 30 30 NEIL DIAMOND/September Morn

ADDS 29

ANNE MURRAY/Daydream Believer

ON ABBA/Chiquitita
SPINNERS/Workin' My Way...
HALL & OATES/Wait For Me
NICOLETTE LARSON/Let Me Go, Love

KEARTH

101 FM Los Angeles

- 3 1 MICHAEL JACKSON/Rock With You
- 1 2 RUPERT HOLMES/Escape
- 4 3 DONNA SUMMER/On The Radio
- 2 4 SMOKEY ROBINSON/Cruisin'
- 5 5 KENNY ROGERS/Coward Of The County
- 6 6 KOOL & THE GANG/Ladies' Night
- 7 7 O'JAYS/Forever Mine
- 8 8 STYX/Babe
- 9 9 ISAAC HAYES/Don't Let Go
- 10 10 KENNY LOGGINS/This Is It
- 11 11 TOM PETTY/Don't Do Me Like That
- 12 12 PRINCE/I Wanna Be Your Lover
- 13 13 TERI DESARIO/Yes I'm Ready
- 14 14 ELO/Last Train To London
- 15 15 FLEETWOOD MAC/Sara
- 16 16 DIONNE WARWICK/Deja Vu
- 17 17 EAGLES/The Long Run
- 18 18 CAPT. & TENNILLE/Do That To Me...
- 19 19 QUEEN/Crazy Little Thing Ca
- 20 20 LED ZEPPELIN/Fool In The Rain
- 21 21 LRB/Cool Change
- 22 22 BONNIE POINTER/I Can't Help Myself
- 23 23 RUFUS & CHAKA/Do You Love What...
- 24 24 FOGHAT/Third Time Lucky
- 25 25 NEIL DIAMOND/September Morn
- 26 26 RITA COOLIDGE/I'd Rather Leave...
- 27 27 SHALAMAR/The Second Time 'Round
- 28 28 DAN FOEGLBERG/Longer
- 29 29 HALL & OATES/Wait For Me
- 30 30 STEVE FORBERT/Romeo's Tune

ADDS 27

STYX/Why Me
MICHAEL JACKSON/Off The Wall

ON SPINNERS/Workin' My Way...
ANNE MURRAY/Daydream Believer
SANTANA/You Know That I Love
DIRT BAND/American Dream

Tracy Mitchell, Program Director **KJR** Seattle, Wash. □ John Sherman, Asst. Program Mgr. **KJRB** Spokane, Wash. □ Robin Forest, Promotion Director **KINK** Portland, Ore. □ Dave Thompson, Program Director and Music Director **KDWB** Minneapolis, Minn. □ Les Garland, Program Director **KFRC** San Francisco, Ca. □ Jon Sinton, Program Director **KDKB** Phoenix, Ariz. □ Jim Ray, Program Director **KWFM** Tucson, Ariz. □ Ernesto Gladden, Program Director **KPRI** San Diego, Ca. □ Gary Waldron, Program Director **KCPX** Salt Lake City, Utah □ Jim Zeluski, Program Director **KRST** Albuquerque, N.M. □ Tim Spencer, Program Director **KTXQ** Dallas, Texas □ Bill Young, Program Director **KILT** Houston, Texas □ Kim Stephens, Promotion Director **WTIX** New Orleans, La. □ Randy Rice, Operations Manager **WJBO/WFMF-FM** Baton Rouge, La. □ Bobby Kline, Program Director **KBEQ** Kansas City, Mo. □ Joel Denver, Program Director **KSLQ** St. Louis, Mo. □ Frank Cody, Program Director **KBPI** Denver, Colo. □ John Gehron, Program Director **WLS** Chicago, Ill. □ Vickie Tietz, Promotion Director **WOKY** Milwaukee, Wis. □ Bill Gable, Program Director **CKLW** Detroit, Mich. □ Dave Nichols, Program Director **WHBQ** Memphis, Tn. □ Jim Morrison, Program Director **WQXI** Atlanta, Ga. □ Reggie Blackwell, Program Director **WAJY** Jacksonville, Fla. □ Sandy Smith, Programming Assistant (for Jay Michaels, Program Director) **WSGN** Birmingham, Ala. □ Dave Wright, Program Director **WBJW** Orlando, Fla. □ Allan Sneed, Program Director **WKDF-FM** Nashville, Tn. □ Ray Quinn, Program Director **WFIL-AM** Philadelphia, Penn. □ Scott Slade, Program Director **WAYS** Charlotte, N.C. □ Bob Bolton, Operations Manager **WKIX** Raleigh, N.C. □ Scott Shanon, Program Manager **WPGC-FM** Washington, D.C. □ Scott Muni, Program Director **WNEW-FM** New York City □ Harry Nelson, Program Director **WRKO-AM** Boston, Mass./Manchester, N.H. □ Todd Chase, Station Manager **JB105-FM** Providence, R.I. □ Arnold Chase, Program Director **WTIC** Hartford, Conn. □ Ron Tyler, Program Director **KATT** Oklahoma City, Ok. □ Roger Ashby, Programming Department **CHUM** Toronto, Ontario, Canada □ Bobby Christian, Program Director **WXKX** Pittsburgh, Penn. □ Tom Teuber, Program Director **WLWQ** Columbus, Ohio □ Nell Wynne, Promotion Director **WMYK-FM** Norfolk, Va. □ Tom MacMurray, Program Director **WFBQ-FM** Indianapolis □ Dan Garfinkle, Program Director **WMMS** Cleveland, Ohio □ Cory James, Promotions Director **WSHE** Miami, Fla.

"I am convinced that, after this promotion, movie previews on a station-to-audience one-to-one basis are the best promotional value."

Ernesto Gladden, Program Director, KPRI, San Diego

"Lotsa' yuks — sensational."

Dave Thompson, Program Director and Music Director, KDWB, Minneapolis/St. Paul

"Both the promotion and the movie were great fun and served a very special purpose."

Randy Rice, Operations Manager, WFMF/WJBO, Baton Rouge

"We knew Steve Martin was popular with our audience but the excitement from the promotion was beyond our expectations."

John Gehron, Program Director, WLS, Chicago

"KFRC was deluged with over ten thousand entries in the first mail-in type contest done on KFRC in almost two years. On a scale of one to ten, we rate the promotion an eleven."

Les Garland, Program Director, KFRC, San Francisco

"There's one word to describe THE JERK promotion — smash. Audience response to THE JERK promotion on WRKO, Boston, was incredible."

Harry Nelson, Program Director, WRKO-AM, Boston

"Most well coordinated contest we've done. Aspen Film Society and Universal went all out. Our audience reaction was fantastic. Absolutely the ultimate contest."

Scott Muni, Program Director, WNEW-FM, New York

"The most successful movie promotion we've done. 100% turnout of all tickets given away. The response to Martin was stronger than ever. No hassles, no loose ends, everything promised was delivered — 100% plus."

Arnold Chase, Program Director, WTIC-FM, Hartford, Conn.

"What can I say — it was a wild and crazy promotion."

Vickie Tietz, Promotion Director, WOKY, Milwaukee

**Aspen Film Society
and Universal
thank
radio
who paid
in the
movie promotion
ever.**

**More than
2 million watts
of promo power**

e n Society al Pictures of the ations cipated reatest omotion



"Merchandising items added an extra dimension to the promotion of THE JERK screening. And the responses at the screening were completely positive."

Alan Sneed, Program Director, WKDF-FM, Nashville

"A remarkable promotion and a remarkable response from my listeners... but they're all JERKS anyway."

Tim Spencer, Program Director, KTXQ, Dallas

"Great listener response."

Bill Young, Program Director, KILT, Houston

"Oklahoma City went bananas for THE JERK."

Ron Tyler, Program Director, KATT, Oklahoma City

"Steve Martin not only delivered for KRST but also delivered for Albuquerque Toys For Tots as well. The phone response to the promotion was excellent and we collected over 350 toys."

Jim Zeluski, Program Director, KRST, Albuquerque, N.M.

"In Kansas City we packed the house. We're waiting for Steve's next film."

Bobby Kline, Program Director, KBEQ, Kansas City

"We had a great response to THE JERK promotion."

Kim Stephens, Promotion Director, WTIK, New Orleans

"One of the smoothest running promotions we have done in some time. The movie was wonderfully received and wonderfully done."

Cory James, Promotions Director, WSHE, Miami

"It was a huge success. We were extremely impressed and would like to do it again."

Sandy Smith, Programming Assistant (for Jay Michaels, Program Director) WSGN, Birmingham

"Very attractive promotion across the board."

Dave Nichols, Program Director, WHBQ, Memphis

"Tremendous listener response. Very well marketed and put together."

Reggie Blackwell, Program Director, WAIV, Jacksonville

"Instant interest followed by immediate requests for a third preview—even after doing two shows."

Jim Morrison, Program Director, WQXI-FM, Atlanta

"It was an entertaining promotion that was enjoyed by participants. The exact type of promotion we enjoy."

Bob Bolton, Operations Manager, WKIX, Raleigh

"Tremendous response to the promotion and the tickets went extremely fast."

Dave Wright, Program Director, WBJW, Orlando

"The promotion was extremely successful. The theatre was packed, and everyone, young and old, loved it."

Joel Denver, Program Director, KSLQ, St. Louis

"Universal's THE JERK was the most professionally organized promotion this year. It generated excitement for KBPI, Steve, and THE JERK."

Frank Cody, Program Director, KBPI, Denver

"On air promotion was extremely funny. A very successful promotion and very well accepted."

Tracy Mitchell, Program Director, KJR, Seattle

"An excellent promotion. We were thrilled to be involved."

John Sherman, Assistant Manager and Program Director, KJRB, Spokane

"It was a great promotion for us. It worked very well—enjoyable for all."

Robin Forrest, Promotion Director, KINK, Portland

"One of the most successful promotions we've run. Good image value for the station."

Bill Gable, Program Director, CKLW, Detroit

"Steve Martin lives up to his reputation as one of the funniest comedians. Our phones didn't stop ringing during the on-air promotion."

Roger Ashby, Programming Department, CHUM, Toronto

"One of the best promotions we've ever done. The market interest in Steve Martin, with 18-34 demographics, is heavier than with nearly any other living star. Funniest movie I've seen since 'Blazing Saddles'."

Jon Sinton, Program Director, KDKB, Phoenix

"After many years of promoting films, I must say that Universal's 'THE JERK' promotion was one of the best film promotions we have ever run. Our audience went crazy. We were delighted not only by the reaction to the film but by our listener participation."

Dan Martin, Program Director, WTRY-AM, Albany, New York

JOHN STEWART
Last Her In The Sun (RSO)
 LP: Bombs Away Dream Babies
 63/3 37%

Regional	Summary
Reach	UP 18
E 18%	DOWN 0
S 56%	ADDS 1
M 9%	
W 11%	

N&A

Region	P1	P2	P3
EAST	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

STYX
Why Me (A&M)
 LP: Cornerstone
 129/13 76%

Regional	Summary
Reach	UP 103
E 73%	DOWN 0
S 70%	ADDS 14
M 76%	
W 89%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

ROO STEWART
I Don't Want To Talk... (WB)
 LP: Greatest Hits
 61/12 36%

Regional	Summary
Reach	UP 32
E 31%	DOWN 1
S 47%	ADDS 16
M 10%	
W 37%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

ROO STEWART
I Don't Want To Talk... (WB)
 LP: Greatest Hits
 61/12 36%

Regional	Summary
Reach	UP 32
E 31%	DOWN 1
S 47%	ADDS 16
M 10%	
W 37%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

SPINNERS
Workin' My Way... (Atlantic)
 LP: Greatest Hits
 89/21 52%

Regional	Summary
Reach	UP 56
E 71%	DOWN 0
S 65%	ADDS 21
M 24%	
W 38%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

DONNA SUMMER
On The Radio (Casablanca)
 LP: On The Radio
 54/23 32%

Regional	Summary
Reach	UP 25
E 46%	DOWN 0
S 32%	ADDS 1
M 12%	
W 34%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

TOTO
99 (Columbia)
 LP: Hydra
 84/50 48%

Regional	Summary
Reach	UP 25
E 40%	DOWN 0
S 51%	ADDS 50
M 51%	
W 51%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

W
DIONNE WARWICK
Deja Vu (Arista)
 LP: Dionne
 142/5 84%

Regional	Summary
Reach	UP 115
E 8%	DOWN 0
S 86%	ADDS 9
M 79%	
W 77%	

N&A

Region	P1	P2	P3
EAST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
SOUTH	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
MIDWEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on
WEST	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on	WABC 6-40 WJBO 26-25 WTOH 21-9 WTFX 28-27 WICC on WPT 27-24 WFLA 24-23 WWSB on WWSB on WWSB on

Others Getting Significant Action

(Continued from Back Page)

BETTE MIDLER "When A Man Loves A Woman" (Atlantic) 16/12
 Moves: Up 0, Same 4, Down 0, Adds 12, including WKWB, WGCL, WBBQ, WIGY, WAAY, WANS-FM, KQWB-FM, KENI.

ZZ TOP "I Thank You" (WB) 16/8
 Moves: Up 1, Same 5, Down 0, Adds 8, KTBA, KNOW, KJRB, WIGY, WEEQ, KQWB-FM, WRBR, KRLC, Z97 21-13.

JOURNEY "Too Late" (Columbia) 15/5
 Moves: Up 2, Same 5, Down 2, Adds 8, KIML, PRO-FM WHYI, KRSP, KILE, KRBE 29-28.

BONNIE RAFT "You're Gonna Get What's Coming" (WB) 15/1
 Moves: Up 10, Same 4, Down 0, Adds 1, KUPD, WPT 29-28, WRJZ 30-27, WIGY 1-1, KENI 21-12, KRLC 13-11.

APRIL WINE "Say Hello" (Capitol) 14/1
 Moves: Up 8, Same 3, Down 1, Adds 1, KBOF, CHUM 28-23, K104 30-10, WFBQ 31-24, KENI 22-9, KRLC 17-10.

SHALAMAR "The Second Time Around" (Solar/RCA) 13/8
 Moves: Up 6, Same 1, Down 1, Adds 6, WABC, KEARTH, WFBR, WTIX, WISE, KBIM, KRLA 18-10, WKIX 28-18.

BONNIE POINTER "I Can't Help Myself" (Motown) 12/3
 Moves: Up 4, Same 5, Down 0, Adds 2, KEEL, WAYS, WISE, Y100 28-24, KEARTH 24-22, WTC-FM 22-18.

BLONDIE "The Hardest Part" (Chrysalis) 12/10
 Moves: Up 1, Same 1, Down 0, Adds 10, KRBE, WTC-FM, WKEE, KTBA, KNOW, KXX108, WIGY, K104, CK101, KQWB-FM.

TOMMY JAMES "Three Times In Love" (Millennium) 11/11
 Moves: Up 0, Same 0, Down 0, Adds 11, WKWB, 98KX, WPEZ, 94Q, WZUU, O108, WBBQ, WHEB, K104, WAKX, WSP7.

You can never get enough of

TOM PETTY AND THE HEARTBREAKERS



The Second Single

"REFUGEE" MCA-41169

From The Smash LP

"Damn the Torpedoes" MCA-5105

Already Being Played On

Z97
KWK
KFRC
KDWB

WIFI
Z93
KJRB
KX104

KYJC
KQIZ
KOZE
KYTE

KPAM
KFXD
KRPL
KBZY

KFLY
KROC-FM
KFMZ
KPUR

KDOK
WAUG
WCCK
WCRO

KENI
WZZR
KJAS
WTIC

WAQY
WICC
WQQW
KREM

Even As You Read This

The First Single

"DON'T DO ME LIKE THAT" MCA-41138

Continues To Climb The Charts!



BB
19*

CB
11*

RW
19*

R&R
7*

Produced by Tom Petty & Jimmy Iovine
Engineered by Shelly Yakus

© 1990 Backstreet Records, a division of MCA Records, Inc.

THE PICTURE PAGES

Eagles Run Past Platinum



WEA and Elektra/Asylum execs pose with a special limited-edition display piece designed to celebrate the multi-platinum sales of Eagles' "The Long Run." Pictured from left are WEA's Jody Raithel and Jeff Scheible, E/A VP Stan Marshall, E/A Vice Chairman Mel Posner, WEA's George Rossi, E/A VP Jerry Sharell, and E/A's Randy Edwards and Rip Pelley.

"Sad Eyes" Strikes Gold



EMI-America's Robert John was presented with a gold record award for his debut single for the label, "Sad Eyes." Pictured at the presentation are (seated, l-r) backing vocalist Mike Piccirillo, EMI-A/UA President Jim Mazza, Robert John, and producer George Tobin; (standing, l-r) EMI-A/UA VP's Charlie Minor, Mark Levinson, and Joe Petrone.

Big Apple Notes Hall & Oates Shows



Following their recent performance at New York's Bottom Line, RCA's Daryl Hall and John Oates were congratulated backstage by various label execs. Seen on the scene are, from left: RCA's Bob Beranato, Hall & Oates manager Tommy Mottola, RCA Division VP Mel Ilberman, Hall, Oates, RCA Records President Bob Summer, and label's Don Wardell.

Foreigner Invades Gotham



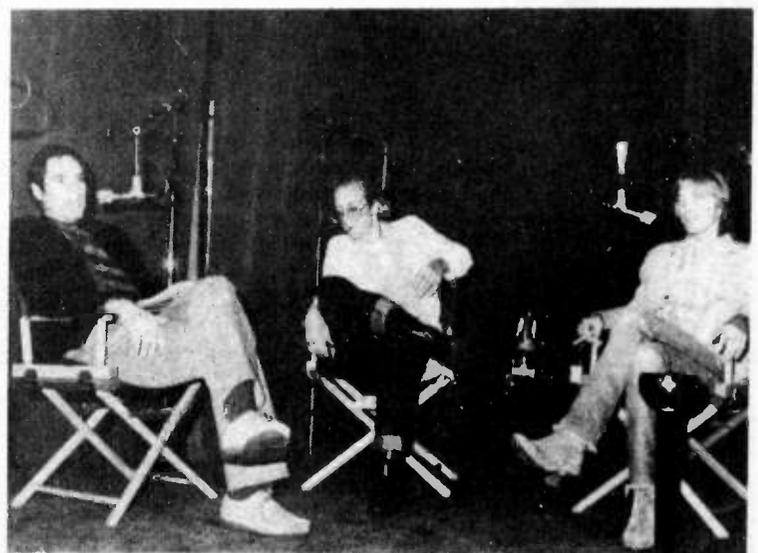
In the aftermath of their recent New York City performance, Atlantic recording artists Foreigner were honored with a party held at the Penn Plaza Club. Pictured at the party are (l-r) group member Ian McDonald, ABC Radio VP Programming Rick Sklar, and group's Lou Gramm.

CBS Pacts OMD



Columbia Records has pacted the Ozark Mountain Daredevils. Pictured at the pacting in the label's Los Angeles offices are, from left: Columbia VP Mike Dilbeck, group's John Dillon and Larry Lee, group's producer John Boylan, CBS Records Division President Bruce Lundvall, group's Steve Cash, Good Karma Management's Stan Plesser, group's Mike "Supe" Granda and Good Karma Management's Paul Peterson.

Klein Time For Welch, Petty



While in New York City recently in support of his latest album, "The Other One," Capitol recording artist Bob Welch was interviewed by Robert Klein for his D.I.R.-syndicated show. Seen in the studio are (l-r) Robert Klein, Bob Welch, and Backstreet/MCA recording artist Tom Petty, who also appeared on the program.

1979'S
BRIGHTEST NEW STAR
LIGHTS UP 1980

NICOLETTE LARSON

"LET ME GO, LOVE"

WGCL add
WZUU deb 23
KIMN on
KOPA on
WICC add
WHYN add
KNOW 22-19
WTIX add
WNOE add
Y1O3 deb 37
WSKZ add
WRJZ deb 30

WKIX add
WAYS deb 34
Y94 on
KJRB add
KRUX on
KREM add
WLBZ deb 34
WIGY deb 29
WEEO on
14WK add
WCIR on
WAAY add

WHHY deb 30
WERC add
WFOX add
WSEZ add
WANS-FM add
FM99 on
KKRC add 23
WRKR deb 37
KKXL add
KBDF deb 25
KBOZ add
KRLC add

PRODUCED BY TED TEMPLEMAN



ON WARNER BROS. RECORDS



Black Radio

Bill Speed

Countdown For The 80's

Welcome back after our holiday break. In the past few weeks before the holidays, I dealt with the topic of the census count coming up this year for the next decade. I want to re-emphasize that we as communicators must relay how important the census is for minorities to be fully represented. Let's all stand up and really be counted.

One of R&R's reporting stations, WTLC/Indianapolis, is planning the "biggest radio public service campaign in Central Indiana history" to help create awareness of the 1980 census, according to Asst. GM Amos Brown.

WTLC "Census Countdown '80," as the station calls it, is designed to reach and motivate the 200,000 minority residents of Central Indiana served by WTLC's 50,000-watt signal. The campaign was developed in part by Brown, who says the plan is to "have a wide spectrum of community and peer group leaders speak directly to our audience, through over 2200 PSA's to be aired, along with numerous news stories and special programs." Brown continues, "Virtually every organization and community leader with impact on the community will be involved in our PSA's."

WTLC GM Al Hobbs says, "Blacks were undercounted in the census ten years ago. We want to insure that doesn't happen again here." The multi-faceted campaign also features call-in shows designed to help make the census procedures "come alive" for WTLC's listeners, Brown adds. "The key to the campaign is community involvement. In other words, have the community sell the community. We'll be promoting a wide variety of events and meetings planned in the community to help increase knowledge of how important to our own well-being the census is, and how it works."

Going Up For The Count

The station staged a mail-out during the Christmas season to emphasize the confidentiality of the census data. The on-air phase of the campaign will begin January 15 (Dr. Martin Luther King's birthday). For the first week a series of basic spots outlining the reasons for the census and its importance to the black community will be aired, with station personnel delivering the messages. On January 22, the second phase begins and runs until March 21. These spots involve a large number of community leaders and opinion-makers, and will be geared toward various economic, labor, and demographic groups within the community. The spots will be educational, informational and motivational, Brown states.

On March 22, the final phase of the campaign begins. A series of spots will emphasize the importance of looking for the census forms in the mail, filling them out, and returning them promptly. The entire WTLC air staff will participate in this phase, which will be followed on April 1 by a station editorial re-emphasizing the importance of listeners getting census forms and returning them. Additional spots will be run after April 1 until the station is assured that the return rate in the black community is sufficient.

This is one station's extensive effort, and it's an example stations in other cities might be advised to follow. For more information on WTLC's census campaign, Amos Brown invites interested parties to contact him at WTLC, P.O. Box 697, Indianapolis, IN 46206, or call (317) 923-1456.

BMA Takes It To The Art Of The Matter

Members of the Black Music Association have been presented with a challenge to their artistic abilities as the organization seeks to present the most representative theme art for the 1980 Black Music Celebration.

Entries must be submitted by Friday, January 18th with the winning entry to be used for all promotional materials, advertising, publicity and editorial purposes for the annual month-long celebration. Winners will be notified on the first of February and will be profiled in the March edition of Innervations, the BMA's official publication.



A JOURNEY TO FANTASY ISLAND — Motown's Stavia Wonder recently performed a three-hour private concert in the Bahamas for winners of a nationwide contest in which 48 radio stations participated. Grand prize winners were selected via random drawings to spend four days in Freeport with host Stavia. Pictured in the winner's circle at WBMX/Chicago are (l-r) Motown's Larry LeVan, WBMX PD James Alexander, WBMX's winner, and Motown's Ben

THE STARBUCK DEFENDER, NOVEMBER 10, 1979, PAGE 16

Fight Morning Mania!

Join The Club



A.C. "Moohah" Williams and the deadly "Doctor" Bobby Brown keep you insane and happy enough to deal with day to day insanity. Join the Morning Maniac Club on WDIA and receive a "Morning Maniac" Button that will instantly make you the envy of your friends and neighbors.

You'll also receive a WDIA "Morning Maniac Pledge" Membership Card to proudly carry in your wallet, plus you will become eligible to win a lot of other goodies. Just send your name, address phone number and where you work or go to school to:

6:00-9:00 AM
WDIA, P.O. Box 12045,
Memphis, TN 38112.

WDIA

1070 Radio/Memphis

P.O. Box 12045/Memphis, TN 38112

WDIA BUTTONS UP — Whoever said maniacs weren't organized? WDIA/Memphis's morning team of A.C. "Moohah" Williams and "Doctor" Bobby Brown have definitely got their act together as this local newspaper ad attests.



PLEASURE, KDIA GET TOGETHER — Fantasy recording group Pleasure visited the studios of KDIA/Oakland recently and a leisurely time was had by all. Pictured at the get-together are, from left: group's manager Chad Dabnam, co-producer Phil Kaffal, KDIA PD Jerry Boulding, Pleasure guitarist and co-producer Marlon McClain, and TAR Productions' promotion man Paul Meck.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- NARADA MICHAEL WALDEN**
"I Shoulda Loved Ya" (Atlantic)
- LENNY WHITE**
"Peanut Butter" (Elektra)
- PATRICE RUSHEN**
"Haven't You Heard" (Elektra)
- GAP BAND**
"Steppin' (Out)" (Mercury)
- RAY, GOODMAN & BROWN**
"Special Lady" (Polydor)
- O'JAYS**
"Forever Mine" (Philadelphia International)
- MICHAEL JACKSON**
"Rock With You" (Epic)
- RUFUS & CHAKA**
"Do You Love What You Feel" (MCA)
- SLAVE**
"Just A Touch Of Love" (Cotillion)
- NATALIE COLE/PEABO BRYSON**
"Gimme Some Time" (Capitol)
- ANGELA BOFILL**
"What I Wouldn't Do" (GRP/Arista)

CLIMBERS

Following are listed in order of their airplay activity.

- STEVIE WONDER** "Send One Your Love" (Tamla) 34% reporting activity. In the East it is hot at WKND and WXYV. The South reflects hot rotation at WLOK, WJJS, WLE, WVEE, WHRK and WPDQ; medium at KMJQ. Hot at KPRS in the Midwest with medium at WKWM, WTLC and KKSS. In the West it is hot at KSOL and medium at KDIA.
- SISTER SLEDGE** "Got To Love Somebody" (Cotillion) 34% reporting activity. Added in the East at WWRL and WKND. New in the West at KSOL and KYAC. The Midwest shows it new at WTLC, KAEZ and WKWM with medium airplay at WDAO and hot at WCIN. The South shows an add at WOIC and WAOK; medium at WLE, KMJQ, WGIV and KOKY.
- SHALAMAR** "Second Time Around" (Solar/RCA) 32% reporting action. Hot in the East at WWIN and WXYV. Hot in the South at WHRK, WVEE, WAOK, KMJQ, WEAS and WLOK; medium at WJJS, WLE and WPDQ. The Midwest reflects hot rotation at KPRS and WJLB; medium at KKSS.
- BAR-KAYS** "Move Your Boogie Body" (Mercury) 32% of our reporters are on it. Hot in the West at KDIA and KSOL. Hot at WJLB, WKWM, and KPRS in the Midwest while medium at WCIN. Hot in the South at WLOK, WEAS, WJJS, WLE, WPDQ and KOKY. Hot in the East at WWIN and WKND.
- CAMEO** "Sparkle" (Chocolate City) 32% reporting activity. In the East it is hot at WWRL and medium at WXYV. Hot in the South at WEAS and WLE; medium at WLOK, WJJS, KMJQ, WHRK and WVEE. Hot also in the Midwest at KPRS, WKWM, WJLB and KKSS. Hot at KSOL in the West.
- TEDDY PENDERGRASS** "Shout And Scream" (Philadelphia International) 32%, reporting activity. Hot at WWRL while climbing at WWIN and WXYV in the East. The South shows it new at WENN, hot at WPDQ, and medium at WLOK, WHRK and WVEE. Hot in the Midwest at WTLC and WDAO; medium at KPRS and WCIN. Added at the West at KSOL; hot at KDIA.
- NORMA JEAN** "High Society" (Bearsville) 32% reporting airplay. In the East it is hot at WWIN; medium at WWRL and WXYV. New at WGIV in the South; otherwise medium at WLE, WHRK, WVEE and KOKY. Added in the Midwest at WMBX, WCIN and WJMO with medium airplay at WDAO, WTLC and WJLB.

Album Airplay

Following are listed in order of their airplay activity.

- PRINCE** "Prince" (WB) "Sexy Dancer" "I Wanna Be Your Lover"
- RUFUS & CHAKA** "Masterjam" (MCA) "Do You Love What You Feel"
- PARLIAMENT** "Gloryhallastoopid" (Casablanca) "Party People" "Theme From The Black Hole" "The Big Bang Theory"
- BAR-KAYS** "Injoy" (Mercury) "Move Your Boogie Body"
- TEDDY PENDERGRASS** "Live" (Philadelphia International) Various Cuts "Shout One Your Love"
- MICHAEL JACKSON** "Off The Wall" (Epic) "Rock With You" "Don't Stop" "Off The Wall" "Working Day & Night"
- STEVIE WONDER** "Journey Through The Secret Life Of Plants" (Tamla) "Send One Your Love"
- NATALIE COLE & PEABO BRYSON** "We're The Best Of Friends" (Capitol) "Gimme Some Time"
- RICK JAMES** "Fire It Up" (Gordy) "Love Gun" "Fire It Up"
- PHYLLIS HYMAN** "You Know How To Love Me" (Arista) Title*
- KOOL & THE GANG** "Ladies' Night" (De-Lite) "Too Hot" "Ladies' Night"

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

COMMODORES "Wonderland" (Motown) 32% reporting action. Hot at WWRL in the East; medium at WKND. Added at WEAS and WPXI in the South; hot at WAOK and WOIC with medium at WLE and WGIV. Medium in the Midwest at WDAO, WTLC, WKWM and WCIN. Added at KSOL in the West and hot at KDIA.

PHYLLIS HYMAN "You Know How To Love Me" (Arista) 30% reporting airplay. Hot in the East at WKND; medium at WXYV. Hot in the South at WPDQ; medium throughout the region at KOKY, WVEE, WHRK, WLE, WJJS and WEAS. Hot in the Midwest at KKSS. Hot in the West at KDAY and KDIA; climbing at KSOL.

SWITCH "I Call Your Name" (Gordy) 23% reporting activity. Hot in the East at WWIN. Added at WENN in the South; medium at WLE and WOIC with hot rotation at WLOK, KMJQ, WEAS and KOKY. Medium at WTLC in the Midwest. Medium in the West at KDIA.

DIANA ROSS "It's My House" (Motown) 23% of our reporters are on it. In the West it is medium at KDIA. Hot at KKSS in the Midwest while medium at WJLB and WTLC. Hot at WOIC in the South as well as at KMJQ and WEAS; medium at WLE and WGIV. Medium in the East at WKND.

TAVARES "Bad Times" (Capitol) 23% of our reporters on it. In the East it is hot at WWRL; medium at WKND. In the South at WEAS and WPDQ; medium at WOIC and KOKY. New in the Midwest at WJMO and WJLB; medium at KAEZ and hot at WDAO.

NEW & ACTIVE

SERGIO MENDES "I'll Tell You" (Elektra) 20% reporting airplay. Added in the Midwest at WBMX and KPRS; medium at WJLB. New in the South at WLE; medium at WHRK and WVEE. Medium at WWIN, WKND and WXYV in the East.

LOU RAWLS "Sit Down And Talk To Me" (Philadelphia International) 20% reporting activity. Added at WWRL in the East; medium at WKND and WWIN. Medium at WLOK and KOKY in the South. Hot at WDAO and WCIN in the Midwest; medium at WJLB and KAEZ.

SPINNERS "Working My Way Back To You" (Atlantic) 20% of our reporters on it. Added at WWRL and WXYV in the East. New at WLE, WHRK and WVEE in the South; medium at WEAS and KMJQ with hot rotation at WGIV and KOKY.

VERNON BURCH "Get Up" (Chocolate City) 20% reporting activity. Added in the East at WKND and WXYV. New at WVEE, WHRK, WOIC and WPXI in the South; hot at WAOK and climbing at WGIV. Medium in the Midwest at WDAO.

WHISPERS "And The Beat Goes On" (Solar/RCA) 20% of our reporters are on it. Added in the East at WWRL and WWIN. In the West it is new at KDAY. Added in the South at WLE and WPDQ; medium rotation at KOKY. The Midwest shows it new at WJLB while in medium airplay at KAEZ and WKWM.

INNER LIFE "I'm Caught Up" (Prelude) 18% reporting airplay. Medium at WKND; hot at WWIN, WXYV and WWRL in the East. New at WLOK in the South with hot rotation at WVEE and WHRK. Added at WJMO in the Midwest.

JEAN CARN "My Love Don't Come Easy" (Philadelphia International) 18% reporting action. New at WWRL; medium at WKND and WWIN in the East. Medium rotation in the Midwest at KAEZ, WKWM and WCIN. South reflects hot airplay at KOKY and climbing at WLOK.

ROY AYERS "Don't Stop The Feeling" (Polydor) 18% reporting activity. The South reflects an add at WPXI and medium airplay at WLE, KOKY and KMJQ. The West shows it new at KSOL and medium at KDIA. Medium at WTLC and WDAO in the Midwest.

PEACHES & HERB "I Pledge My Love" (Polydor) 18% reporting airplay. In the Midwest it is new at KPRS and medium at WDAO. Added at WPXI in the South as well as at WJJS and WLE; medium at WAOK and WGIV. New at WWRL in the East.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES/EARL KLUGH** One On One (Tappan Zeel/Coll) Various Cuts
- JOE FARRELL** Skateboard Park (Xanadu) Various Cuts
- MANHATTAN TRANSFER** Extensions (Atlantic) Various Cuts
- SONNY ROLLINS** Don't Ask (Milestone) Various Cuts
- JEAN-LUC PONTY** Taste Of Passion (Atlantic) Various Cuts
- FRIENDSHIP** Title (Elektra) Various Cuts
- ANGELA BOFILL** Angel Of The Night (GRP/Arista) Various Cuts
- TOM SCOTT** Street Beat (Columbia) Various Cuts
- STANLEY TURRENTINE** Betcha (Elektra) Various Cuts
- CHARLES EARLAND** Big Sur Tapestry (Pacific Arts) Various Cuts
- STEPHANE GRAPPELLI** Uptown Dance (Columbia) Various Cuts

NEW & ACTIVE

- BOB SZAHUNAR** Jazz Opus 20-40 (Seeds & Stems) Various Cuts

EAST: WYVR/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEAA/Baltimore, MD, IChauncey Lewis; WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requesa Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorlan Pastor. WEST: KADZ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riorden; KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms
Hottest
January 11, 1980

EAST	SOUTH	MIDWEST	WEST
Michael Jackson	Prince Rufus & Chaka Bar-Kays Michael Jackson	O'Jays Cameo Rufus & Chaka	Lenny White Bar-Kays

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Don Brooks/Sue Woods

ADDED
Whispers

HOTTEST
Shalamar
Vaughn Mason
Patrice Rushen
Norma Jean
Inner Life
Lenny White
Switch
Bar-Kays
Michael Jackson
O'Jays

WKND
Hartford, CT
Eddie Jordan

ADDED
War
Vernon Burch
Dan Hartman
Bell & James
Sister Sledge
Vaughn Mason

HOTTEST
Rufus & Chaka
Michael Jackson
Bar-Kays
Stevie Wonder
Natalie Cole/Peabo Bryson
Phyllis Hyman
Patrice Rushen
Slave
Lenny White

WXVY
Baltimore, MD
Larry Hall

ADDED
Spinners
Vernon Burch
Parliament "Big"
Rufus & Chaka
"Dancing"
Lenny White
"Beta"

HOTTEST
Michael Jackson
Prince
"Lover/Sexy"
Shalamar
Lenny White
Slave
Stevie Wonder

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Whispers
Kool & The Gang
"Too"
Jean Carn
Harold Melvin
Peaches & Herb
Millie Jackson
"Didn't"
Spinners
Ronnie Laws
Roberta Flack/
Donny Hathaway
Sister Sledge
Lou Rawls

HOTTEST
Commodores
"Wonderland"
Teddy Pendergrass
Tavares
EW&F
Narada Michael Walden
Ray, Goodman & Brown
Cameo
Janice McClain
Patrice Rushen
Inner Life

WILD
Boston, MA
Steve Crumbley

ADDED
Not Available

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Commodores "Still"
Sergio Mendes
Michael Jackson
Shalamar
Phyllis Hyman
Kool & The Gang
Sugar Hill Gang

WDAO
Dayton, OH
Turk Logan

ADDED
None

HOTTEST
Johnnie Taylor
O'Jays
Narada Michael Walden
Teddy Pendergrass
Lou Rawls
Tavares
David Oliver
Ray, Goodman & Brown
Bell & James
Angela Bofill

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
Sister Sledge
Joan Armatrading
Gap Band
Prince "Sexy"
Bill Summers
David Ruffin
Rufus & Chaka
"Heaven"
LTD "Promises"
Ray, Goodman & Brown
Parliament
"Thema"
Teddy Pendergrass
"It's"
Dexter Wansel
Rupert Holmes

HOTTEST
Shadow
Chic
Bell & James
Dionne Warwick
Con Funk Shun
Dabble Jacobs
Bonnie Pointer
O'Jays
Betty Wright
War
T-Connection
Slave
Narada Michael Walden
Kool & The Gang
"Too"

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Marques DeMarco
Brides Of Funkenstein
Sister Sledge
Mike Jamison
Janice McClain
Fatback Band
Sequence

HOTTEST
Prince
Rufus & Chaka
Cameo
Bar-Kays
O'Jays
Lenny White
Natalie Cole/Peabo Bryson
Yellow Magic Orch.
LTD
Patrice Rushen

SOUTH

WEAS
Beverly Hills, CA
Royce Bee

ADDED
Commodores "Wonderland"
Angela Bofill
Michelle Lamb
Tavares
Billy Paul
Ray Wood
Al Hudson

HOTTEST
Rufus & Chaka
Bar-Kays
Michael Jackson
Shalamar
Diana Ross
Ray, Goodman & Brown
Bobby Bland
Switch
Cameo
Patrice Rushen

KMAQ
Houston, TX
Jack Patterson

ADDED
Chapter 8

HOTTEST
Michael Jackson
Rufus & Chaka
Shalamar
Lenny White
Smokey Robinson
Diana Ross
LTD
Switch
Donna Summer
Narada Michael Walden

WAOK
Atlanta, GA
Doug Harris

ADDED
Instant Funk
Sister Sledge
Angela Bofill "Angel"
Jones Girls

WPXI
Charleston, SC
Tony Jamison

ADDED
Yellow Magic Orchestra
Vaughn Mason
Vernon Burch
Peaches & Herb
Brass Construction
Deniece Williams
Commodores "Wonderland"
Roy Ayers
Angela Bofill
Roberta Flack/Donny Hathaway

HOTTEST
Rufus & Chaka
Prince
Gap Band
Spinners
Switch

KOKY
Little Rock, AR
Larry O'Jay/Jimmy Smith

ADDED
Curtis Mayfield
Roberta Flack/Donny Hathaway
Con Funk Shun

HOTTEST
Rufus & Chaka
Bar-Kays
Patrice Rushen
Narada Michael Walden
Jean Carn
O'Jays
Gap Band
Spinners
Switch

KAPE
San Antonio, TX
Rudy Greene

ADDED
Not Available

HOTTEST
Pleasure
Lakeside
Prince
Bar-Kays
Rufus & Chaka
Marvin Gaye
Michael Jackson
Patrice Rushen
Cameo
Phyllis Hyman
Rick James
Switch

KPRS
Kansas City, MO
Dell Rice

ADDED
Cheryl Lynn
Sergio Mendes
Peaches & Herb
Alton McClain &
Johnny Bristol
Ronnie Laws
Creme D'Cocoa

HOTTEST
Prince
Bar-Kays
Sugar Hill Gang
Smokey Robinson
Cameo
Shalamar
Dionne Warwick
Rufus & Chaka
George Duke
Stevie Wonder

WJMO
Cleveland, OH
Bernie Moody

ADDED
EW&F
Inner Life
Norma Jean
Tavares

HOTTEST
Cameo
Bar-Kays
Stevie Wonder
Michael Jackson
Prince
Sugar Hill Gang
Switch
Rufus & Chaka
Rick James
Ashford & Simpson

WLOU
Louisville, KY
Bill Price

ADDED
Not Available

HOTTEST
Pleasure
Stevie Wonder
Cameo
Marvin Gaye
Wilson Pickett
Ashford & Simpson
Lakeside
Parliament
O'Jays
Rufus & Chaka

WVOK
Memphis, TN
Melvin Jones

ADDED
Inner Life
Mighty Fire
Vaughn Mason

HOTTEST
O'Jays
Bar-Kays
Rufus & Chaka
Prince
Shalamar
Michael Jackson
Rick James
Lenny White
Switch
Stevie Wonder

WQIV
Charlotte, NC
Chris Turner

ADDED
Joe Bataan
Norma Jean
Cheryl Lynn
Rufus & Chaka
Stix Hooper
Roberta Flack/Donny Hathaway
Billy Paul
Direct Current

HOTTEST
Harold Melvin
Vernon Burch
Narada Michael Walden
Shalamar
Angela Bofill
Gap Band
Sylvester
Johnny Nash
Stephanie Mills
Ray, Goodman & Brown

WQIC
Columbia, SC
Bob Walters

ADDED
Vernon Burch
Sister Sledge
Alton McClain & Johnny Bristol
Prince
Stephanie Mills
Ray, Goodman & Brown

HOTTEST
Diana Ross
LTD
Michael Jackson
Rufus & Chaka
Smokey Robinson
Commodores "Wonderland"
Dionne Warwick
Bar-Kays
Commodores "Still"
Prince

WQIA
Memphis, TN
Ron King

ADDED
Not Available

HOTTEST
Michael Jackson
Prince "Lover/Sexy"
Shalamar
Lenny White
Inner Life
Slave
Stevie Wonder

WOWI
Norfolk, VA
Chester Benton

ADDED
Not Available

HOTTEST
Stevie Wonder
Natalie Cole/Peabo Bryson
Rick James
Dionne Warwick
Bar-Kays
LTD
Pleasure
Parliament
Diana Ross
Prince

WANT
Richmond, VA
Ben Miles

ADDED
Not Available

HOTTEST
Stevie Wonder
Natalie Cole/Peabo Bryson
Rick James
Dionne Warwick
Bar-Kays
LTD
Pleasure
Parliament
Diana Ross
Prince

WVJL
Raleigh, NC
Paul Ingram

ADDED
Sequence
Peaches & Herb
Spinners
Sergio Mendes
Angela Bofill
Charnisse
Cheryl Lynn
Whispers

HOTTEST
Rufus & Chaka
Michael Jackson
Prince
Stevie Wonder
Bar-Kays
Lenny White
Natalie Cole/Peabo Bryson
Sugar Hill Gang
Smokey Robinson
Cameo

WVJL
Raleigh, NC
Paul Ingram

ADDED
Chic "Fier"
Capt. Sky
Switch
Dorothy Moore
Teddy Pendergrass
Herb Alpert
Slave

HOTTEST
Not Available

WVLE
Raleigh, NC
Paul Ingram

ADDED
Sequence
Peaches & Herb
Spinners
Sergio Mendes
Angela Bofill
Charnisse
Cheryl Lynn
Whispers

HOTTEST
Rufus & Chaka
Michael Jackson
Prince
Stevie Wonder
Bar-Kays
Lenny White
Natalie Cole/Peabo Bryson
Sugar Hill Gang
Smokey Robinson
Cameo

WVPE
Atlanta, GA
Scotty Andrews

ADDED
Spinners
Vernon Burch
Parliament "Big"
Rufus & Chaka "Dancing"
Lenny White "Beta"

HOTTEST
Michael Jackson
Prince "Lover/Sexy"
Shalamar
Lenny White
Inner Life
Slave
Stevie Wonder

WVPI
Jacksonville, FL
Mike Moore/Nat Jackson

ADDED
James Brown
Angela Bofill
Whispers
Tavares
Archie Bell & The Drells
Maze

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Slave
Sugar Hill Gang
Diana Ross
Wilson Pickett
Shalamar
Marvin Gaye
Tyrone Davis

WVWJ
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Sugar Hill Gang
Bobby Bland
Bar-Kays
Diana Ross
Johnnie Taylor
Cameo
Shalamar
Lakeside
Love Unlimited
Lenny White

WVWJ
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Lenny White
Inner Life
Slave
Stevie Wonder

WVWJ
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Lenny White
Inner Life
Slave
Stevie Wonder

WVWJ
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Lenny White
Inner Life
Slave
Stevie Wonder

WVWJ
Jackson, MS
Carl Haynes

ADDED
Not Available

HOTTEST
Rufus & Chaka
Prince
Bar-Kays
Lenny White
Inner Life
Slave
Stevie Wonder

WEST

KDAY
Los Angeles, CA
Steve Woods

ADDED
War
Dynasty
Whispers

HOTTEST
Gap Band
O'Jays
Narada Michael Walden
George Duke
Teddy Pendergrass
Linda Clifford
Phyllis Hyman
Kenny Loggins
Patrice Rushen

KYAC
Seattle, WA
Robert L. Scott

ADDED
Ray, Goodman & Brown
Sister Sledge
Sylvester

HOTTEST
Gap Band
O'Jays
Narada Michael Walden
George Duke
Teddy Pendergrass
Linda Clifford
Phyllis Hyman
Kenny Loggins
Patrice Rushen

KLIP
Fresno, CA
Mike Anthony

ADDED
Not Available

HOTTEST
Shalamar
Phyllis Hyman
Shadow
George Duke
Loose Change
Prince
Spinners
Stevie Wonder
Marvin Gaye
Love Unlimited
Switch
Diana Ross
Angela Bofill

KDIA
Oakland, CA
Jerry Boulding

ADDED
EW&F

HOTTEST
Michael Jackson
Bar-Kays
Phyllis Hyman
Lenny White
Prince
O'Jays
Rufus & Chaka
Commodores
"Wonderland"
LTD
Sugar Hill Gang

KBOL
San Mateo, CA
J.J. Jeffries

ADDED
Gap Band
Narada Michael Walden
Ray, Goodman & Brown
Pockets
Commodores
"Wonderland"
Millie Jackson/Isaac Hayes
Roy Ayers
Teddy Pendergrass
Sister Sledge
Dexter Wansel

HOTTEST
Michael Jackson
Lenny White
O'Jays
Bar-Kays
Cameo
Slave
Patrice Rushen
Natalie Cole/Peabo Bryson
Prince
Stevie Wonder

KDKO
Denver, CO
Ron O'Jay

ADDED
Not Available

HOTTEST
Kool & The Gang
Smokey Robinson
Foxy
Pleasure
Switch
Rufus & Chaka
Bar-Kays
Lakeside
Sugar Hill Gang
Nature's Divine



Jeff Gelb

AOR

AOR Across America

Welcome to 1980. The previous decade established AOR radio's credentials as a viable radio format. In many markets AOR stations became the music-dominant radio form ratings-wise. The next decade should see the further entrenchment of the AOR radio station in every important radio market, and the resultant dominance of our radio form.

It's a decade that will call for new ideas and improved communication between stations so that we can all grow as a whole as well as individually. With this in mind, you'll see some changes in the look of the AOR section of R&R for 1980. We're going to spend even more time talking to programmers for their ideas to make this medium grow for the 80's. You'll see more nuts-and-

bolts articles about the "how-to" aspects of promotions and programming, as well as our continuing series of market summaries and personality profiles.

We start the new year with a reminder of who we are, that is, with a list of our AOR reporting stations (alphabetical by city within region). R&R AOR reporters represent those AOR stations that are both formatically and financially successful, stations that are leading the AOR form into the next decade with exciting new ideas in programming and promotions.

Stations wishing to become R&R AOR reporters should submit pertinent biographical data, along with a telescoped cassette aircheck and sample playlist, to the AOR Department at R&R, 1930 Century Park West, Los Angeles, CA 90067.

East

WQBK/Albany
WZZD/Allentown
WYVY/Baltimore
WVAL/Binghamton
WBCN/Boston
WCOZ/Boston
WEFI/Boston
WRKI/Bridgeport
WGRQ/Buffalo
WLOM/Cape Cod
WCCV/Hartford
WHCN/Hartford
WBLM/Lewiston-Portland
WBAB/Long Island
WLIR/Long Island
WRN/Long Island
WGBR/Manchester
THOM-FM/Montreal
WPLR/New Haven
WNEW-FM/New York
WPLJ/New York
WRVR/New York
WDHA/North Jersey
CHEZ-FM/Ottawa
WIOQ/Philadelphia
WMMR/Philadelphia
WYSP/Philadelphia
WDVE/Pittsburgh
WYDD/Pittsburgh
WBRU/Providence
WCMF/Rochester
WMJQ/Rochester
WAQX/Syracuse
Q107/Toronto
WOLR/Litca
WAVA/Washington, DC
DC101/Washington, DC
WOMP/Wheeling
WAAF/Worcester
WRHY/York

PD: John Cooper, Asst. PD: Dan Boyle
PD: George Hawras, MD: Cinda Holt
PD: Denise Oliver, MD: Alan Courduff
Asst. PD: Dick Bascom
PD: Tony Berardini, MD: Kate Ingram
MD: Bob Slavin
MD: Ken Shelton, PD: Clark Smidt
PD: Tom Zarecki, MD: Brian St. James
MD: Irv Goldfarb
MD: Larry King
PD: Bill Nosal
PD: Daniel F. Hayden, MD: Ed O'Connell
MD: Jose Diaz, PD: Mike Bushey
PD: Marty Curley
PD: Denis McNamara, MD: Larry Kleinman
PD: Don Brink, MD: Paul Harris
MD: Karen Anderson
PD: Rob Braide
MD: Eddie Wazon
Asst. PD: Dick Neer, MD: Maryann McIntyre
PD: Larry Berger
PD: John Platt, MD: Herschel P. Present
GM: Bob Linder, PD: Mark Chernoff
MD: Sheryl Nicolson/Brian Murphy
Asst. PD: Helen Leicht
MD: Jane Norris
PD: Steve Sutton
PD: Dave Lange
PD: Jack Robertson, MD: Jim Kinney
PD: Steve Stockman, MD: Jeremy Schlosberg
MD: Ted Edwards
PD: Bernie Kimble
MD: Ed Levine
PD: Gary Slight, MD: Brian Master
Asst. PD: Robin Sherwin, MD: Dale Edwards
MD: Gary Chase
MD: Michael McKay
PD: Joe Diodato
MD: Paul Lemieux
PD: Jeff Hunt

West

KFMG/Albuquerque
KRST/Albuquerque
KEZY-FM/Anaheim
KGOT/Anchorage
KSPN/Aspen
KMGH/Bakersfield
KBGO/Boulder
KAWY/Casper
KILQ/Colorado Springs
KAZY/Denver
KBPI/Denver
K-97/Edmonton
KZEL/Eugene
KTCL/Fl. Collins
KFIG/Fresno
KQMQ/Honolulu
K-99/Great Falls
KFMS/Las Vegas
KNAC/Long Beach
KLOS/Los Angeles
KMET/Los Angeles
KNX-FM/Los Angeles
KWST/Los Angeles
KBBC/Phoenix
KDKB/Phoenix
KGON/Portland
KINK/Portland
KQFM/Portland
KQZZ/Reno
KXOA-FM/Sacramento
KZAP/Sacramento
KCAL/San Bernardino
KGB-FM/San Diego
KPRI/San Diego
KMEL/San Francisco
KBAN/San Francisco
KOME/San Jose
KSNJ/San Jose
KTM/San Rafael
KTMS/Santa Barbara
KTYD/Santa Barbara
KISW/Seattle
KZAM/Seattle
KZOK/Seattle
KREM-FM/Sprague
KIOK/Tri-Cities
KWFN/Tucson
CFOX/Vancouver

PD: Carey Curelop
PD: Sam Cornish
MD: Larry Reisman
MD: Ken Johnson
PD: Todd Cipolla
PD: Pete Shannon, MD: Mike Bell
PD: Dennis Constantine, MD: Bruce McCalce
PD: John Logan, MD: Craig Martin
PD: Rich Hawk, MD: Art Phillips
MD: Greg Gillispie
PD: Frank Cody
PD: Neil Edwards, MD: Bruce Kenyon
PD: Chris Kovarik, MD: Peyton Mays
PD: Tom Wheeler, MD: Rick Loggren
PD: Art Farkas
PD: Austin Vall, MD: Shawnee Smith
PD: Brock Janoff, MD: Nat Lamp
MD: Keith Stewart
MD: Denise Westwood
MD: Ruth Pinedo
Asst. PD: Jack Snyder
PD: Michael Sheehy, MD: David Hall
MD: Ted Haback
MD: Linda Thompson
MD: Lynda Clayton
MD: Gloria Johnson
MD: Les Sarnoff
PD: Norm Gregory, MD: Jim Robinson
MD: Bruce Van Dyke
PD: Art Schroeder
PD: Chris Miller, MD: Gary Nixon
MD: Ted Ziegenbusch
MD: Val McIntosh
PD: Ern Gladden, MD: Jesse Summers
MD: Paul Vincent
PD: Jackie McCauley, MD: David Perry
MD: Dana Jang
Asst. PD: Paul Wells
MD: Michael Knight
MD: Mark Giles
MD: Laurie Cobb
MD: Steve Slaton
MD: Marlon Neymour
MD: Brad Hoffman
PD: Larry Snider
PD: Michael Taylor, MD: Charlie Rivers
PD: Jim Ray, MD: Jim Brady
PD: Ron Shafer

South

KY99/Amarillo
WKLS/Atlanta
KLBJ/Austin
KZOM/Beaumont
WRKK/Birmingham
WBCY/Charlotte
WROQ/Charlotte
WZLD/Columbia
KNCN/Corpus Christi
KTXQ/Dallas
KZEW/Dallas
KPAS/El Paso
KLAQ/El Paso
KLLO/Houston
WZZQ/Jackson
WJAX/Jacksonville
WQUT/Johnson City
WBIR/Knoxville
KSMB/Lafayette
WKQQ/Lexington
KLPQ/Little Rock
WLRS/Louisville
WZXR/Memphis
ZETA 4/Miami
WSHE/Miami
LOVE4/Miami
WKDF/Nashville
WNOE-FM/New Orleans
WRNO/New Orleans
WMYK/WZAM/Norfolk
WNOR/Norfolk
WKTM/N. Charleston
KATT-FM/Oklahoma City
WDIZ/Orlando
WORJ/Orlando
WQDR/Raleigh
WRXL/Richmond
WXLN/Savannah
WSML/Starkville
WQXM/Tampa
KMOD/Tulsa
WRMF/W. Palm Beach

PD: Don Sitton
MD: Rich Plombino
PD: Glen Dave Mason
MD: Mark McLaren
GM: Dan Brennan
PD: John Lambis
MD: Jackie Forstling
PD: Mike Denene
MD: Charlie Palmer
PD: Tim Spencer
MD: Doris Miller
MD: John Marinakos
PD: Doug Sorensen, MD: Tim Page
PD: Paul Riann, MD: Vanessa Cargo
PD: Michael Adcock
PD: Jamie Brooks, MD: Richard Langlois
MD: Candy Bryant
PD: Roger Hyman
MD: Ray Sutley, PD: Jay Walker
MD: Dave Krusenklau
PD: Stuart McRae
MD: Drake Hall
PD: Tom Owens, MD: Redbeard
PD: Keith Isley, MD: Ron Parker
MD: Michele Robinson
PD: Rick Peters, MD: Ross Block
PD: Alan Sneed
MD: Captain Humble
MD: Rod Glenn
PD: Bill Simmons
PD: Ron Reger
MD: Alicia Mendocino
MD: Clark Ryan, MD: Mark Dempsey
PD: Neal Mirsky
MD: Bill Mims
MD: Ron Phillips
PD: Casey Davis
PD: Bruce Cotton, MD: Seth Gotby
MD: Randy Lancaster
MD: Nick Van Cleve
PD: Bill Bruun, MD: Charlie West
MD: Stephanie Kahn

Midwest

WIQB/Ann Arbor
WAPL/Appleton
WLEP/Chicago
WNET/Chicago
WVRT/Chicago
WEBN/Cincinnati
WSAI-FM/Cincinnati
WMMS/Cleveland
M105/Cleveland
WLVQ/Columbus
WKLP/Davenport
WTUE/Dayton
WVUD/Dayton
KGGO/Des Moines
WABX/Detroit
WRIF/Detroit
WVWW/Detroit
WJKL/Elgin
WKDQ/Evansville
WVCK/Flint
WXXE/Ft. Wayne
KKDQ/Grand Forks
WLAJ/Grand Rapids
WFBQ/Indianapolis
KYYN/Kansas City
WLLS/Lansing
KFMQ/Lincoln
WIBA-FM/Madison
WMAD/Madison
WLPK/Milwaukee
WQFM/Milwaukee
KQRS/Minneapolis
KFMI/Muscatine
KEZO/Omaha
KQ98/Omaha
WWCT/Peoria
Y95/Rockford
WZOK/Rockford
WHNN/Saginaw
KLYX/Sioux Falls
KSHE/St. Louis
WPER/Terre Haute
WLOT/Toledo
KICT/Wichita
CITI-FM/Winnipeg

PD: Mark Owens
MD: Dale Walter
PD: Mitch Michaels, MD: Sky Daniels
PD: Bob Coburn, MD: Dave Brinson
PD: Norm Winer, MD: Bob Gelms
PD: Denton Marr
PD: Corinne Baldassano
PD: John Gorman, MD: Kid Leo
MD: T.R.
MD: Steve Runner
MD: Dave Hanson
MD: Sean Scott
PD: Keith Wright, MD: David Lueczak
MD: Tom Woerner
MD: Eric Goldberg
MD: Tawnya Townsend
MD: Mark McEwen
MD: Wally Lelsering
PD: Gabe Hobbs
MD: Tim Siegrist
PD: Jerry West
PD: Brian Norton, MD: Mike Anderson
MD: Tony Gates
PD: Liz Curtis, MD: Mike Tines
PD: Max Floyd, MD: Joe McCabe
PD: Brad Curtis
PD: Bruce Wheeler
PD: Dave Ervin, MD: Scott Watson
MD: Derek Ryan
MD: Bobbin Beam
PD: Paul Kelly
Asst. PD: Mari Sollom
MD: Lisa Catalona
PD: Bob Linden
MD: Mike Cody
PD: Rich Fruin
PD: Brent Alberts, MD: Les Cook
MD: Tom Hunter
MD: Joe Desantis
MD: Bruce Fischer
PD: H.J. Cortrecht
PD: Pat Still, MD: Lee Randall
PD: Bob Lawrence
MD: Steve Young

Jeff Gelb



Jesse Bullet



Mitch Michaels



Sky Daniels

THROWN FOR A LOOP:

Loop Staffers Comment On ARB Losses

JESSE BULLET, FORMER PD: The station went a bit far, but the numbers should be right back up there.

MITCH MICHAELS, PD: First of all, it was a bad sampling for contemporary formats in general. WLS, WEFM, and WFYR were all down. The only contemporary station to make any gains was WMET. I'm still looking through the numbers trying to figure out where everyone else went.

When you get as much visibility as we had, and knock out WLS to become the number one station as we did this past summer, people are bound to say, "Okay, I know what they do; now I'll check around the rest of the dial!"

Overall, it was good for us to get kicked back a bit; it's a good reality check for us. I've never seen a staff accept a ratings loss like this one so positively, and feel so strongly about the future.

SKY DANIELS, MD: I take a lot of the blame for adding so much new music. I miscalculated the audience's interest in it. Our research shows I tried to break too many new artists at once. From now on I have to be a lot more careful in selecting new artists. If I doubt it'll come home; if I don't hear it; if I don't believe in it up front, it's not going to go in.

As goes the Loop, so goes rock 'n' roll in America. Our ratings can be looked at as a general barometer of what general audiences want. If

EVOLUTION

News of two new AOR stations starts 1980. Welcome KBUZ/Arkansas City, KA, a 100,000 watt AOR with Greg Pulliam as PD; and KZLR/Lawrence, KA with Mike Schmidt as PD... Jerry Gavin has exited as PD at WXKE/Ft. Wayne. Rick West is the new PD and J.B. Smith is the new MD... Mark N Vos has exited as MD at KGGG/Des Moines to put KICG/Iowa City on the air as an AOR. Tom Woerner is his MD successor at KGGG... Trip Reeb has exited WYSP/Philadelphia to become PD at WCMF/Rochester. Former PD Bill Martin has been renamed Assistant PD, and Ted Edwards remains MD... Ken Johnson has been named PD at KGOT/Anchorage... David Hall has exited as PD at 108FM/Ft. Campbell... Carl Scheider has succeeded Jay Pipes as PD at KIDQ/Boise... Alan Young has exited as PD at KDUK/Honolulu... Jim Zale has exited as MD KRST/Abuquerque. PD Sam Cornish has assumed the MD post as well... Bruce Carey has exited KAZY/Denver for overnights at WLUP/Chicago... Tom O'Toole has exited WMET/Chicago... Two new WMMR staffers: John Stevens from neighboring WYSP for overnights, and Lisa Richards from WKQB/Nashville for middays... Tom Sleeker is new to nights at KLPQ/Little Rock... David Dye has replaced departing Jim Harlan for nights at WIOQ/Philadelphia... KZEW/Dallas has hired Margie Poole as Promotions Director.

REPORTERS NOTE: Please take note of our new reporting days and times: We are now taking AOR reports on Thursdays from 7am (West Coast time) to 4pm, and on Fridays from 7am to 2pm.

they say no to new music and the ratings go down, that's an indication of something.

Also, it would have been hard to keep up the pace of the summer book. That book started on the same day as Comiskey Park. Then we broadcast live for nine days from the Chicago-fest, and followed that up with a Day in the Park that attracted 70,000 listeners. In October-November we scaled down our promotions and became more low-key.

PROMOTION OF THE WEEK



Tom Petty models WMMS ski scarf.

WMMS SKI SCARVES: WMMS/Cleveland produced these white, blue and orange scarves to sell at over fifty local retail outlets for \$4.99 each, profits benefitting the Winter Olympics (WMMS is the Official Winter Olympics radio station for Cleveland). 5000 scarves have been sold to date from on-air mentions and through posters on display at the stores selling the scarves.

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

WIOQ Shifts Focus To "Adult Rock"

Responding to a down trend in ratings and to heavy competition for the Philadelphia AOR listener, WIOQ has announced a major shift in programming focus to what PD Alex DeMers called, "Adult Rock."

DeMers explained, "We have been researching the marketplace and have decided to carve a slightly different slice out of the pie instead of fighting fire with fire. We'll be slanting to the 25-35 year-old listener by knocking out a lot of the softer stuff."

Rock Without The Noise

He clarified, "We are not, however, going to be playing John Denver or Barry Manilow, and we will still be playing artists like the Who and Led Zeppelin. We're looking for the artists who appeal to adult AOR listeners; you might call it rock without the noise."

New music will play an altered role in WIOQ's playlist, with DeMers and MD Helen Leicht making final programming choices. DeMers commented, "In our past we have been very liberal with new music, and have taken a lot of chances because we thought the audience was there for experimentation. Now we're going to be a lot slower with new music."

WIOQ's programming shift was announced with a major TV blitz incorporating a lifestyle spot and a specially-recorded musical soundtrack.

UPDATE

Condolences to the family and friends of KNUI/Maui air personality Tom Dillon, who died over the holidays of injuries sustained in a car crash... KSAN/San Francisco's Christmas exchange traded listeners albums and promotional merchandise supplied by the record companies in return for canned goods and toys. Response was excellent... KFMH/Muscataine has received permission to up its power from 50,000 to 100,000 watts... KEZO-FM/Omaha amassed 260 feet's worth of signatures on a holiday greetings card to the Iranian hostages... WAQX/Syracuse turned a concert promotion into a special evening for its listeners by inviting them to a New Year's Eve dinner, champagne, and concert by Chrysalis recording artist Pat Benatar... KOZZ/Reno gathered \$2000 in a benefit racquetball tournament for a local child abuse organization... KFMU/Steamboat Springs needs record service from all labels. Contact Station Manager Mark Wyatt at (303) 879-5368... KSPN/Aspen has moved. Its new address is 400 W. Main, Aspen Colorado 81611.

COMING NEXT WEEK: How do you perform major surgery on an ailing legendary radio station without alienating your listenership and the community you serve? That's the problem faced by Jackie McCauley upon her arrival at KSAN/San Francisco last August. She details the ongoing process of change and growth the station has undergone since then next week.

CONCERTS & CONVERSATIONS

RADIO CONCERTS: Rick Derringer on WCOZ/Boston... Cheap Trick on KLOS/Los Angeles.

GUEST DJ'S: Rick Nielsen on Y-95/Rockford.

CONVERSATIONS: Blue Oyster Cult on KMGH/Bakersfield... Boomtown Rats on WCOZ/Boston... Storm, Norton Buffalo on KOZZ/Reno... Pat Benatar on WAQX/Syracuse... Eagles, John Cougar, Cindy Bullens on KEZY/Anaheim.



'THE ROCKET'S NO BALLADS



**THE TITLE SAYS IT ALL
NO BALLADS...EXPLOSIVE ROCK 'N ROLL**

Produced by Johnny Sandlin



RS-13071

Album Airplay/40

Chart Summary

January 11, 1980

84 REPORTERS

Album cuts are listed in order of airplay preference

Please note that because of the new year's holiday, AOR reports were down by half, as many stations froze lists or were still taking breaks. We will be back up to normal reporter volume next week.

Because the first issue of 1980 follows a two-week publishing hiatus, this week's chart is trendless. We are also showing just this week's rotation breakdowns in the Most Added, Medium and Hottest categories. Next week we will show two week's chart trends and rotation data, the week following three week's worth, and so on.

Debuting this week were the BABYS, IAN McLAGAN, CLIFF RICHARD and UFO. PABLO CRUISE bounced back on the chart.

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.

1/71

1	EAGLES	The Long Run (Asylum)	Title "King" "Cafe" "Shoes"
2	JEFFERSON STARSHIP	Freedom At Point Zero (RCA/Grunt)	Title "Jane" "Music" "Eyes" "Refugee" "Do Me" "My Girl"
3	TOM PETTY & HEARTBREAKERS	Damn The... (Backstreet/MCA)	"Hell" "Numb" "Lust" "Brick 1"
4	PINK FLOYD	The Wall (Columbia)	Title "Face" "Longer" "Gypsy"
5	DAN FOGELBERG	Phoenix (Full Moon/Epic)	"Stay" "Devil" "Streets" "L.A."
6	NO NUKES	Various Artists (Asylum)	"Sara" "Think" "Angel" "Sisters"
7	FLEETWOOD MAC	Tusk (WB)	"Why Me" "Never" "Lights" "Time"
8	STYX	Cornerstone (A&M)	"I'm Bad" "Sunglasses" "Mechanic"
9	ZZ TOP	Deguello (WB)	"Cinnamon" "Dance" "Hey Hey"
10	NEIL YOUNG & CRAZY HORSE	Live Rust (WB/Reprise)	"Remember" "Surprise" "Smile"
11	AEROSMITH	Night In The Ruts (Columbia)	"Heart" Title "Kokomo" "Dreaming"
12	LITTLE FEAT	Down On The Farm (WB)	"Fool" "Evening" "Saurez" "Dog"
13	LED ZEPPELIN	In Through The... (Swan Song)	"Romeo's" "Goodbye"
14	STEVE FORBERT	"Jackrabbit Slim" (Nemperor)	"99" "Boys" "St. George" "Sister"
15	TOTO	Hydra (Columbia)	"Water" "Walk" "Sleep"
16	INMATES	First Offence (Polydor)	Title "Telephone" "Women" "Rev"
17	FOREIGNER	Head Games (Atlantic)	"Heartbreaker" "Need" Title
18	PAT BENATAR	In The Heat Of The... (Chrysalis)	"Different" Title "Radio" "Kute"
19	JOE JACKSON	I'm The Man (A&M)	"Lucky" "Bed" Title
20	FOGHAT	Boogie Motel (Bearsville/WB)	"Hello" "Rock" "Ladies" "Schizoid"
21	APRIL WINE	Harder...Faster (Capitol)	"Over" "Man's" "Boogie" Title
22	MOLLY HATCHET	Flirtin' With Disaster (Epic)	"Bottle" "Moon" "Night" "Alright"
23	POLICE	Reggatta de Blanc (A&M)	"Mondays" "Night" "Today"
24	BOOMTOWN RATS	Fine Art Of Surfacing (Columbia)	"Wanted" "Stand" "Marine" "Love"
25	SANTANA	Marathon (Columbia)	"Voices" "Hell" "Tonight" "Want"
26	CHEAP TRICK	Dream Police (Epic)	"Dreaming" "Union City" "Hardest"
27	BLONDIE	Eat To The Beat (Chrysalis)	"This" Title "Last"
28	KENNY LOGGINS	Keep The Fire (Columbia)	"Feet" "Rendezvous" "Eyes"
→ 29	BABYS	Union Jacks (Chrysalis)	"Rebel" "Games" "Hideaway"
30	BOB WELCH	The Other One (Capitol)	"Wait" "Heaven" "Radio"
→ 31	HALL & OATES	X-Static (RCA)	"Lettin'" "Mystery" Title
→ 32	UFO	No Place To Run (Chrysalis)	"Blueswater" "Gone" "Home"
33	OUTLAWS	In The Eye Of The Storm (Arista)	Title "Money" "Deal"
→ 34	38-SPECIAL	Rockin' Into The... (A&M)	"Trouble" "La De La" "Hold" "Out"
→ 35	IAN McLAGAN	Troublemaker (Mercury)	"Shape" "Kans" "Experiments"
36	HEADBOYS	Headboys (RSO)	Title
→ 37	CLIFF RICHARD	We Don't Talk... (EMI America)	"Tonight"
→ 38	PABLO CRUISE	Part Of The Game (A&M)	"Coming" "Good" "Baby" "Thank"
39	BONNIE RAITT	The Glow (WB)	Title "Heartland"
40	PAT METHENY GROUP	American Garage (ECM)	

New Entry →

MOST ADDED

1	BABYS	1/11	44/39
	Union Jacks (Chrysalis)	M-3	
	"Back On My Feet Again"	H-2	
2	UFO	34/30	
	No Place To Run (Chrysalis)	M-3	
	"Lettin' Go"	H-1	
3	IAN McLAGAN	27/16	
	Troublemaker (Mercury)	M-3	
	"Little Trouble"	H-2	
4	ROMANTICS	16/12	
	The Romantics (Nemperor)	M-2	
	"When I Look..."	H-2	
5	PEARL HARBOR &...	12/11	
	Pearl Harbor &... (WB)	M-0	
	"Drivin'"	H-1	
5	TODD RUNDGREN	11/11	
	Adventures... (Bearsville/WB)	M-0	
	"Rock Love"	H-0	
6	GARRISON & VAN DYKE	16/5	
	Garrison & Van Dyke (Atco)	M-10	
	"Understand It"	H-1	
8	BETTE MIDLER	12/5	
	The Rose (Atlantic)	M-8	
	"When Men Loves A..."	H-1	
7	ROY SUNDHOLM	15/4	
	The Chinese... (Polydor)	M-10	
	Various Cuts	H-1	
7	RICHARD FAGAN	8/4	
	Richard Fagan (Mercury)	M-2	
	"Dream Baby"	H-0	
7	PRETENDERS	4/4	
	Pretenders (Sire)	M-0	
	"Brass In Pocket"	H-0	
8	NO NUKES	75/3	
	Various Artists (Asylum)	M-22	
	"Stay"	H-50	
8	FINGERPRINTZ	16/3	
	The Very Dab (Virgin)	M-12	
	"Close Circuit"	H-1	

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

1	LITTLE FEAT	1/11	68/38
	Down On The Farm (WB)	A-1	
	"Heart"	H-31	
2	STEVE FORBERT	67/33	
	"Jackrabbit..." (Nemperor)	A-1	
	"Romeo's Tune"	H-23	
3	TOTO	56/32	
	Hydra (Columbia)	A-0	
	"99"	H-24	
4	INMATES	49/30	
	First Offence (Polydor)	A-1	
	"Dirty Water"	H-18	
5	APRIL WINE	41/29	
	Harder...Faster (Capitol)	A-0	
	"I Like To Rock"	H-12	
6	NEIL YOUNG & C. HORSE	63/27	
	Live Rust (WB/Reprise)	A-1	
	"Cinnamon Girl"	H-35	
7	AEROSMITH	64/26	
	Night In The Ruts (Col)	A-0	
	"Remember"	H-38	
7	SANTANA	36/26	
	Marathon (Columbia)	A-0	
	"All I Ever Wanted"	H-10	
8	PAT BENATAR	40/26	
	In The Heat Of... (Chrysalis)	A-2	
	"Heartbreaker"	H-13	
9	38-SPECIAL	28/23	
	Rockin' Into The... (A&M)	A-0	
	Title	H-3	
10	NO NUKES	75/22	
	Various Artists (Asylum)	A-3	
	"Stay"	H-50	
10	BOOMTOWN RATS	36/22	
	Fine Art Of Surfacing (Col)	A-0	
	"I Don't Like Mondays"	H-14	
11	DAN FOGELBERG	77/21	
	Phoenix (Full Moon/Epic)	A-1	
	Title	H-55	
12	ZZ TOP	68/20	
	Deguello (WB)	A-2	
	"I'm Bad"	H-46	
12	FOGHAT	37/20	
	Boogie... (Bearsville/WB)	A-0	
	"3rd Time Lucky"	H-17	
12	BOB WELCH	33/20	
	The Other One (Capitol)	A-2	
	"Rebel Rouser"	H-11	

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

1	EAGLES	1/11	77/73
	The Long Run (Asylum)	A-0	
	Title	M-4	
2	TOM PETTY...	76/72	
	Damn... (Backstreet/MCA)	A-0	
	"Refugee"	M-3	
3	JEFFERSON STARSHIP	76/67	
	Freedom At... (RCA/Grunt)	A-0	
	Title	M-8	
4	PINK FLOYD	72/64	
	The Wall (Columbia)	A-0	
	"Run Like Hell"	M-8	
5	FLEETWOOD MAC	70/61	
	Tusk (WB)	A-0	
	"Sara"	M-9	
8	DAN FOGELBERG	77/55	
	Phoenix (Full Moon/Epic)	A-1	
	Title	M-21	
7	STYX	65/52	
	Cornerstone (A&M)	A-1	
	"Why Me"	M-12	
8	NO NUKES	75/50	
	Various Artists (Asylum)	A-3	
	"Stay"	M-22	
9	ZZ TOP	68/46	
	Deguello (WB)	A-2	
	"I'm Bad"	M-20	
10	LED ZEPPELIN	55/44	
	In Through... (Swan Song)	A-0	
	"Fool In The Rain"	M-11	
11	AEROSMITH	64/38	
	Night In The Ruts (Col)	A-0	
	"Remember"	M-26	
12	NEIL YOUNG & C. HORSE	63/35	
	Live Rust (WB/Reprise)	A-1	
	"Cinnamon Girl"	M-27	
13	LITTLE FEAT	68/31	
	Down On The Farm (WB)	A-1	
	"Heart"	M-38	
14	FOREIGNER	43/30	
	Head Games (Atlantic)	A-1	
	Title	M-12	
15	TOTO	56/24	
	Hydra (Columbia)	A-0	
	"99"	M-32	

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.

Cherie and Marie Currie

MESSIN' WITH THE BOYS



**CHERIE & MARIE CURRIE/
MESSIN' WITH THE BOYS**
This is blistering rock 'n' roll with that devastating feminine touch. Cherie (formerly with The Runaways) and her twin sister Marie get their kicks *Messin' With The Boys*.



THE LONELY BOYS
This English quintet are gonna grab a whole lot of friends with their debut album packed with bright, crisp rock 'n' roll tunes played with intense and appealing musicianship.

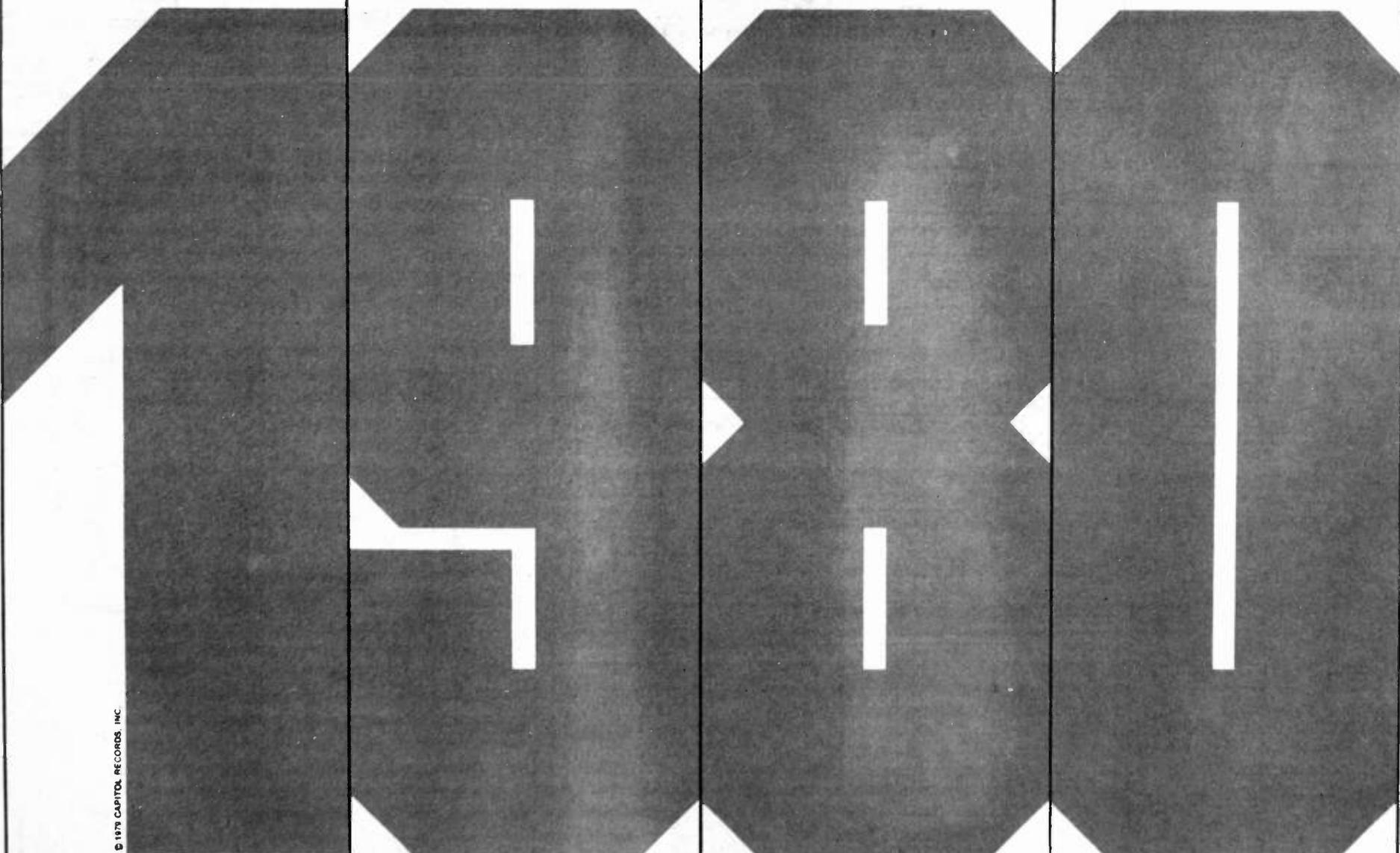


WILLIAM OZ
Born and raised in the South, Oz paid his dues in Southern California before writing and recording his tough-sounding, debut rock album in New York.



LIVE MAGNETIC AIR

**MAX WEBSTER/
LIVE MAGNETIC AIR**
Max Webster, those masters of musical deception (they may look crazy, but they play rock 'n' roll for keeps), are caught flying through *Live Magnetic Air*.



© 1979 CAPITOL RECORDS, INC.

HAPPY NEW YEAR!

AOR BREAKERS

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

No albums qualified for AOR Breaker status this week.

SINGLES

- 1 **QUEEN**
"Crazy Little Thing Called Love" (Elektra)
- 2 **GRAHAM NASH**
"In The Eighties" (Capitol)
- 3 **DWIGHT TWILLEY**
"Somebody To Love" (Arista)
- 4 **JOHN COUGAR**
"I Need A Lover" (Mercury)
- 5 **TANTRUM**
"How Long" (Ovation)
- 6 **TOM JOHNSTON**
"Savannah Nights" (WB)
- 7 **STEVIE WONDER**
"Send One Your Love" (Tamla)
- 8 **JOAN ARMATRADING**
"Rosie" (A&M)
- 9 **AC/DC**
"Touch Too Much" (Atlantic)
- 10 **J.D. SOUTHER**
"You're Only Lonely" (Columbia)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

JAZZ ON AOR

- 1 **JEAN-LUC PONTY** Taste Of Passion (Atlantic)
- 2 **B. JAMES/E. KLUGH** One On... (Tappan Zee/Columbia)
- 3 **TOM SCOTT** Street Beat (Columbia)
- 4 **WEATHER REPORT** 8:30 (ARC/Columbia)
- 5 **NATIVE SON** Native Son (MCA)
- 6 **BRAND X** Product (Passport)
- 7 **DAVE VALENTIN** The Hawk (Arista)
- 8 **GIANTS** Giants (LAX/MCA)
- 9 **SONNY ROLLINS** Don't Ask (Milestone)
- 10 **LARRY CORVELL** Return (Vanguard)

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

REGIONAL AOR ACTIVITY

EAST

104 WQBK FM
Albany 518-462-5555

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WAAL FM stereo 99
The Sound of the 80's
Binghamton 607-772-8850

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WZZO
Allentown 215-694-0511

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WJZ
Boston 617-247-0850

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WJZ
Baltimore 301-889-0098

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WLOM
Cape Cod 617-255-3220

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

MOST ADDED
BABYS
Union Jacks (Chrysalis) 12/12
UFO
No Piece To Run (Chrysalis) 8/8
TODD RUNDGREN
Adventures... (Brsville/WB) 6/6
IAN MCLAGAN
Troublemaker (Mercury) 8/5
ROMANTICS
The Romantics (Nemperor) 6/5
PEARL HARBOR/EXPLOSIONS
Pearl Harbor &... (WB) 5/5

MEDIUM
STEVE FORBERT
"Jeckrabbit..." (Nemperor) 20/9
LITTLE FEAT
Down On The Farm (WB) 19/9
TOTO
Hydra (Columbia) 14/9
INMATES
First Offence (Polydor) 19/8
ZZ TOP
Deguello (WB) 19/8
APRIL WINE
Harder... Faster (Capitol) 12/8

THE HOTTEST
EAGLES
The Long Run (Asylum) 20/20
FLEETWOOD MAC
Tusk (WB) 20/19
T. PETTY & HEARTBREAKERS
Damn... (Backstreet/MCA) 20/19
PINK FLOYD
The Wall (Columbia) 19/19
NO NUKES
Various Artists (Asylum) 22/17

WHEN 104 FM
Hartford 203-247-1060

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

GIR FM
Manchester 803-625-6915

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WPL95.5
New York 212-887-7777

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WLIB FM 92.5
Long Island 516-485-9200

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

WJZY
New York 212-986-8844

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

105.5 WJHA
North Jersey 201-328-1055

Hot 100: JEFFERSON STARSHIP (Arista), RICHARD LOYD (Elektra), SHES (Elektra), N. YOUNG/C. HORSE (Mercury), ZZ TOP (WB), TOM PETTY & THE HEARTBREAKERS (Capitol), POLICE (A&M), BOB MARLEY & THE WAILERS (Island), DAVID BOWEN (Capitol), CLIFF RICHARD (EMI/American), JOAN ARMATRADING (A&M), HURSLIPS (Mercury), FLEETWOOD MAC (WB), BOB WELCH (Capitol), AEROSMITH (Columbia), PETER GREEN (Soul), BETTE MIDLER (Arista), BLONDIE (Chrysalis), GARRISON/VAH (Arista), OUTLAYS (Arista).

EAST

WIOQ Philadelphia
215-667-8100

ADDRESSES: PD: HELEN LEIGHT

HOTTEST:
PINK FLOYD (Columbia)
NO NUKES (Asylum)
DAN FOEGLBERG (Full Moon/Epic)
TOTO (Columbia)
FLEETWOOD MAC (WB)
LED ZEPPELIN (Swan Song)
EAGLES (Asylum)
STEVE FORBERT (Newport)
GARRISON/AN DYKE (Arista)
LITTLE FEAT (WB)
ZZ TOP (WB)
JAZZ NONE

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

WMMR Philadelphia
215-561-0933

ADDRESSES: JANE MORRIS

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)

Singles: None

wyxp Philadelphia
215-839-7625

ADDRESSES: STEVE SUTTON

HOTTEST:
THOMAS FACAN (Mercury)
AN MCLAGAN (Mercury)
WABYS (Chrysalis)
GOOD RUCKERS (Bearsville/WB)
LED ZEPPELIN (Swan Song)
TOTO (Columbia)
FLEETWOOD MAC (WB)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)

Singles: None

102.9 WDVZ Philadelphia
412-562-5900

ADDRESSES: DAVE LANGE

HOTTEST:
EAGLES (Asylum)
LED ZEPPELIN (Swan Song)
JEFFERSON STARSHIP (RCA/Grunt)
TOM PETTY & THE... (Backstreet/WCA)
PIKE FLOYD (Columbia)
STYL (A&M)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)

Singles: None

WMMR Rochester
716-288-3200

ADDRESSES: TED EDWARDS

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

WMMR Rochester
716-232-7550

ADDRESSES: BERNIE HEMBLE

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

95X Syracuse
315-682-9538

ADDRESSES: ED LEVINE

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

WMMR Washington, D.C.
703-534-0320

ADDRESSES: GARY CHASE

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None



WINE CONNOISSEURS — Capitol recording artists April Wine greeted Northeast AOR reps after a recent concert appearance. Pictured (l-r, top row) are WYSP/Philadelphia air personality Denny Somach, Capitol's Michael Lessner, WZZP/Allentown PD George Hawras, WZZO's Debbie; (l-r, bottom row) Leiberman buyer Kenny Abrams, WYSP MD Robin Henkin, group's Brian Greenway, Gary Muffet and Jerry Mercer, road manager Lloyd, (holding cake) group's Miles Goodwyn.

WOCM Wheeling
614-676-5661

ADDRESSES: JOE DIONATO

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

WOCM Worcester
617-752-5611

ADDRESSES: PAUL LEMIEUX

HOTTEST:
EAGLES (Asylum)
N. YOUNG/C. HORSE (WB/Rap/Isle)
JEFFERSON STARSHIP (RCA/Grunt)
PIKE FLOYD (Columbia)
LITTLE FEAT (WB)
AEROSMITH (Polygram)
HOLLY HATCHET (Epic)
DAN FOEGLBERG (Full Moon/Epic)
STEVE FORBERT (Newport)
RICH DERINGER (Blue Sky)
STYL (A&M)
BOB WELCH (Capitol)
JANE (Arista)
TOTO (Columbia)
EAGLES (Asylum)
INMATES (Polygram)
TONY BANKS (Charisma)
JOE JACKSON (A&M)

Medium:
APRIL WINE (Capitol)
SANTANA (Columbia)
TONY BANKS (Charisma)
GAMBIA (Elektra)

Singles: None

Say What You Feel!

CALL THE R&R OPINION LINE

213-552-3525

Your Comments Are Welcome, Signed Or Anonymous.
Selected Comments Will Be Published Each Week.
All Signed Comments Will Be Verified Before Publication.



JEFFRIES GREETED BY WNEW-FM — A&M recording artist Garland Jeffries as greeted backstage by WNEW-FM/New York air staffers after his New York show. Pictured (l-r) are WNEW-FM's Vin Scelsa, Tom Morrera, Jeffries, WNEW-FM Assistant PD Dick Neer (partially obscured), DJ Pete Larkin, and A&M's Rick Stone.

PRETENDERS

PRODUCED BY CHRIS THOMAS

THE UNDERTONES

PRODUCED BY ROGER BECHIRIAN

SIRE RECORDS ARE PROMOTED AND MARKETING BY WARNER BROS SIRE

MIDWEST

493 Rockford 815-877-3075

WOLFE MATCHET (Epic)
JEFFERSON STARSHIP (RCA/Grunt)
DAN FOGELBERG (Polygram)
STEVE FORBERT (Mercury)
APRIL WINE (Capitol)
NORMAN (Columbia)
LED ZEPPELIN (Swan Song)
EAGLES (A&M)
STEVE NASH (Capitol)
N. YOUNG/C. HORSE (Mercury)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

Hot Top:
PINK FLOYD (Columbia)
TOM PETTY & THE HEARTBREAKERS (Mercury)

Winnipeg Saginaw 817-892-9828 817-894-2996

ALVIN HARRISON (Mercury)
FINGERPRINTZ (Mercury)
N. YOUNG/C. HORSE (Mercury)
MELISSA MANLEY (Mercury)

Hot Top:
JEFFERSON STARSHIP (RCA/Grunt)
EAGLES (A&M)
STEVE NASH (Capitol)
N. YOUNG/C. HORSE (Mercury)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

KLXX93 Slouss Falls 808-339-1820

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

PTD Rock 103 Terre Haute 812-238-2857

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

T-95 Wichita 318-722-8123

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

WEST

KRST Albuquerque 505-268-7948

BOONTOWN RATS (Columbia)
HOTELS (Capitol)
EAGLES (A&M)
ZZ TOP (Mercury)
FLEETWOOD MAC (Mercury)
MELISSA MANLEY (Mercury)
STEVE NASH (Capitol)
N. YOUNG/C. HORSE (Mercury)
APRIL WINE (Capitol)
NORMAN (Columbia)
PINK FLOYD (Columbia)
HEAVENS (Polygram)
SANTANA (Columbia)
DAN FOGELBERG (Polygram)
LITTLE FEAT (Mercury)

Hot Top:
TOM PETTY & THE HEARTBREAKERS (Mercury)

KSPN Aspen 303-926-6778

EAGLES (A&M)
"Sad Cafe" (Mercury)
FLEETWOOD MAC (Mercury)
TOM PETTY & THE HEARTBREAKERS (Mercury)
PAT METHENY GROUP (Epic)
DAN FOGELBERG (Polygram)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

MOST ADDED

UFO No Place... (Chrysalis) 11/9
BABYS Live Rust (WB/Reprise) 19/11
Union Jacks (Chrysalis) 10/8
BETTE MIDLER The Rose (Atlantic) 6/4
ROY SUNDHOLM The Chinese... (Polydor) 8/3
IAN MCLAGAN Troublemaker (Mercury) 7/3

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

N. YOUNG & CRAZY HORSE Live Rust (WB/Reprise) 19/11
INMATES First Offense (Polydor) 16/11
STEVE FORBERT "Jackrabbit..." (Mercury) 15/11
SANTANA Merathon (Columbia) 15/11

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

THE HOTTEST

EAGLES The Long Run (Asylum) 26/23
T. PETTY & HEARTBREAKERS Damn... (Backstreet/MCA) 23/23
FLEETWOOD MAC Tusk (WB) 23/22
JEFFERSON STARSHIP Freedom... (RCA/Grunt) 24/21
PINK FLOYD The Wall (Columbia) 22/18

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.

KEZYFM Anahelm 714-776-3696

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

98FM Bakersfield 805-832-1410

GARY NUBIAN (A&M)
CHEAP TRICK (Epic)
MELISSA MANLEY (Mercury)
"Flying Saucers" (Mercury)
GRANHAM NASH (Capitol)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

KBCO Boulder 303-444-5600

97FM DOUGLDER
D. DENNIS CONSTANTINE (Mercury)
D. BRUCE MCCLELL (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

KILO 94 Colorado Springs 303-634-4896

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

Kbpi Denver 303-936-2313

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

kgot Anchorage 907-349-2531

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

98FM Bakersfield 805-832-1410

GARY NUBIAN (A&M)
CHEAP TRICK (Epic)
MELISSA MANLEY (Mercury)
"Flying Saucers" (Mercury)
GRANHAM NASH (Capitol)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

AWJ Casper 307-235-1515

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

KAZY Denver 303-759-5600

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

Kbpi Denver 303-936-2313

ALVIN HARRISON (Mercury)
"Little Trouble" (Mercury)
JAN ANN TRADING (A&M)
"Rocky" (Mercury)
DAVID TALLEY (Arista)
"Amen" (Mercury)

Hot Top:
PINK FLOYD (Columbia)
N. YOUNG/C. HORSE (Mercury)
LED ZEPPELIN (Swan Song)
APRIL WINE (Capitol)
ZZ TOP (Mercury)
N. YOUNG/C. HORSE (Mercury)

FREE SAMPLE BUTTON

WHEN YOU SEND YOUR LOGO

ANOTHER ONE STOP BUTTON HITS THE STREETS



FOR YOUR CUSTOM TAILORED BUTTON CALL ABE SHAPIRO TOLL FREE AT:

(800) 421-6341
(213) 263-7361
CALIFORNIA COLLECT

ONE STOP POSTERS
1001 MONTEREY PASS RD.
MONTEREY PARK, CA. 91754

(COLOR BUTTONS AVAILABLE)
BUMPER STICKERS AVAILABLE
(COLOR OR BLACK AND WHITE)



RESTLESS NIGHTS IN SEATTLE — Columbia recording artist Karla Bonoff was greeted backstage by Seattle AOR radio reps following a concert appearance. Pictured (l-r) are KZAM air personality Bruce Funkhauser and PD Paul Sullivan, Bonoff, MD Marlon Seymour and visiting guest artist Andrew Gold; (kneeling) Columbia's Larry Raymond.

WEST



Edmonton
403-428-8597

PO: NEIL EDWARDS
NO: BRUCE KEATON

Added
NONE

Medium
CHEAP TRICK (Epic)
LED ZEPPELIN (Swan Song)
TROOPER (MCA)
POLICE (A&M)
FOREIGNER (Atlantic)
EAGLES (A&M)
STYX (A&M)
FLEETWOOD MAC (WB)
BLONDIE (Chrysalis)
JOE JACKSON (A&M)
APRIL WINE (Capitol)
HEADBOYS (RSO)
PAT BENTON (Chrysalis)
BLONDIE (Chrysalis)
BOOBTOWN RATS (Columbia)
CITY BOY (Atlantic)
DEAN KAGAN (Mercury)
MOLLY HATCHET (Epic)
DIXIE (EMI)
SANTANA (Columbia)
HEADBOYS (RSO)
H. YOUNG/C. HORSE (WB/Rap/RCA)

Hottest
NEALS APOSTOLICH (Columbia)
PINK FLOYD (Columbia)
JEFFERSON STARSHIP (MCA/Grunt)
CHILLI PEACOCK (Mercury)
RAMBONES (Polygram)

Singles
JOHN COUGAR (Mercury)
HOLERS BAND (Epic)
JENSEN INT. (A&M)
AC/DC (A&M)
STONERHEAD (Polygram)
FLYING LIZARDS (Virgin)

KZEL

Eugene
503-484-4304

PO: CHRIS KOVACH
NO: PEYTON MATS

Added
THE VOR RABIN (Chrysalis)
WRECKLESS ERIC (Chrysalis)
HENRY & HAZARDUS BABYS (Chrysalis)

Medium
OUTLAWS (Arista)
SHDES (Elektra)
BOB WELCH (Capitol)
CHAMPS (Epic Records)
PAT METHENY GROUP (Epic)
FABULOUS FOZZLES (Epic)
JOHN ARMASTRONG (A&M)
ROY SUNDHOLM (Polygram)
JOHN COUGAR (Mercury)
KIM FOWLEY (Arista)
RICHARD FAGAN (Mercury)
DAN FOGELBERG (Full Moon/Epic)

Hottest
TOM PETTY & THE... (Backstreet/MCA)

KKDU

Fresno
209-228-5991

PO: DEAN OPPENHEIM
NO: JEFF RYDALL

Added
BABYS (Chrysalis)
CAMEL (Arista)
BETTE MIDLER (Atlantic)

Medium
HIMMETS (Polygram)
BEAT (Columbia)
AC/DC (Atlantic)
FOREIGNER (Atlantic)
STEVE FORBERT (Mercury)
SHDES (Elektra)
SAD CASE (A&M)
JOHN COUGAR (Mercury)
FOGHAT (Arista)
FABULOUS FOZZLES (Epic)
FINGERPRINTZ (Virgin)
HEAD EAST (Arista)
HENRY LOGGINS (Columbia)
SANTANA (Columbia)
KARLA BONOFF (Columbia)

Hottest
EAGLES (A&M)
"House Shoes"
"Hisco Stronger" Title
TOM PETTY & THE... (Backstreet/MCA)
"Don't Do Me"
"Come By Girl" (Mercury)
PINK FLOYD (Columbia)
"Merry You" (Arista)
BOOBTOWN RATS (Columbia)
"Night Comes" (Like Mondays)
"Diamond Selena"
Jazz
NONE

kink

Portland
503-228-5000

PO: LES SAKOFF

Added
ROD STEWART (EMI)

Medium
KARLA BONOFF (Columbia)
BOBBIE RAYTT (WB)
"Boogie Woogie"
HENRY LOGGINS (Columbia)
STEVE BORDER (Arista)
"Rock On!"
"Send One Love"
"Power Flower"
"Same Old Story"
WIOLETTE LARSON (WB)
"Rio De Janeiro"
"Let Me Go..."
EAGLES (Arista)
"See Cafe" "King, Holly."
"In The City" "Can't Tell..."
DAN FOGELBERG (Full Moon/Epic)
"Long Hair" (Mercury)
"Crazy Black" Title
FLEETWOOD MAC (WB)
"Secret Garden"
"Summer 11..."
"Merry Be There"
STEVE FORBERT (Mercury)
"Merry 11, Rose"
"Merry's Tune"
TOTO (Columbia)
PABLO CRUISE (A&M)
MRS. LIVE (Polygram)
RICHIE FURAY (Arista)
JETHRO TULL (Chrysalis)
HALL & OATES (MCA)
DICKY DICK (Columbia)
BOB DYLAN (Columbia)
PAZES (Epic)
CLIP (Chrysalis)
DUNCAN BRIGGIE (Sire)
DANNY DOLAN (WB)

Hottest
PINK FLOYD (Columbia)
"Pickin' on Me"
DIRE STRAITS (WB)
JIMMY BUFFETT (MCA)
HENRY LOGGINS (Columbia)
STEVE BORDER (Arista)
"Rock On!"
"Send One Love"
"Power Flower"
"Same Old Story"
WIOLETTE LARSON (WB)
"Rio De Janeiro"
"Let Me Go..."
EAGLES (Arista)
"See Cafe" "King, Holly."
"In The City" "Can't Tell..."
DAN FOGELBERG (Full Moon/Epic)
"Long Hair" (Mercury)
"Crazy Black" Title
FLEETWOOD MAC (WB)
"Secret Garden"
"Summer 11..."
"Merry Be There"
STEVE FORBERT (Mercury)
"Merry 11, Rose"
"Merry's Tune"
TOTO (Columbia)
PABLO CRUISE (A&M)
MRS. LIVE (Polygram)
RICHIE FURAY (Arista)
JETHRO TULL (Chrysalis)
HALL & OATES (MCA)
DICKY DICK (Columbia)
BOB DYLAN (Columbia)
PAZES (Epic)
CLIP (Chrysalis)
DUNCAN BRIGGIE (Sire)
DANNY DOLAN (WB)

K99

Great Falls
406-727-7211

PO: BRUCE JANOFF
NO: NAT LAMP

Added
NONE

Medium
JOHN ARMASTRONG (A&M)
PAT BENTON (Chrysalis)
DUNCAN BRIGGIE (Sire)
GARRISON/STAN DYKE (Arista)
N (Sire)
FABULOUS FOZZLES (Epic)
FINGERPRINTZ (Virgin)
FOGHAT (Arista)
DAN FOGELBERG (Full Moon/Epic)
STEVE FORBERT (Mercury)
PETER DINKlage (Sire)
HEADBOYS (RSO)
TOTO (Columbia)
HEAD EAST (A&M)
HEATHER REPORT (MCA/Columbia)
TOM JOHNSTON (WB)
JTC (Virgin)
WIOLETTE LARSON (WB)
LITTLE FEAT (WB)
KENNY LOGGINS (Columbia)
PAT METHENY GROUP (Epic)
SB-SPECIAL (A&M)
20/20 (Portrait)
BOB WELCH (Capitol)
TANTRUM (Ovation)
ROY SUNDHOLM (Polygram)
JOHN COUGAR (Mercury)
QUEEN (Elektra)

Hottest
PINK FLOYD (Columbia)
POLICE (A&M)
"Bring Right" "Mass./Bottle"
SANTANA (Columbia)
"Stand Up" "Aqua Marine"
NO NURSES (A&M)

KFM102

Las Vegas
702-732-7753

PO: KEITH STEWART

Added
PINK FLOYD (Columbia)
EAGLES (Arista)
JEFFERSON STARSHIP (MCA/Grunt)
TOM PETTY & THE... (Backstreet/MCA)
FLEETWOOD MAC (WB)
STYX (A&M)

Medium
DAN FOGELBERG (Full Moon/Epic)
ZZ TOP (Columbia)
TOTO (Columbia)
H. YOUNG/C. HORSE (WB/Rap/RCA)
AEROSMITH (Columbia)
RAHMON (Polygram)
PAT BENTON (Chrysalis)
NO NURSES (A&M)
LITTLE FEAT (WB)

Hottest
PINK FLOYD (Columbia)
POLICE (A&M)
"Bring Right" "Mass./Bottle"
SANTANA (Columbia)
"Stand Up" "Aqua Marine"
NO NURSES (A&M)

RAJ104

Los Angeles
213-464-5638

ASST. PO: JACK SHYDER

Added
AEROSMITH (Columbia)
"Thine About It"
"3 Mile Smile" "Remover"
JEFFERSON STARSHIP (MCA/Grunt)
"Lone" "Rock Music"
"Point Zero"
STYX (A&M)
FLEETWOOD MAC (WB)
TOTO (Columbia)
"Bill Us Boys" (Capitol)
"SP. George..." Title
POLICE (A&M)
"Boys' Night" "Makin' Moon"
"Bright Star"
H. YOUNG/C. HORSE (WB/Rap/RCA)
"Merry Come" "Dickinson Girl"
"New My, Black"
JOE JACKSON (A&M)
Title "Differ Girl"
"On Your Radio"
FABULOUS FOZZLES (Epic)
"Shape Shifting"
"April Wine (Capitol)
"I Like To Rock" "Ladies Man"
"Say Hello"
"Merry Drawing"
"Straight Heat"
"Bright Heat" Title
DAN FOGELBERG (Full Moon/Epic)
"Longer" "Face The Fire"
TOM PETTY & THE... (Backstreet/MCA)
"Don't Do Me..."
"Come By Girl" (Mercury)
PINK FLOYD (Columbia)
"Merry You" (Arista)
BOOBTOWN RATS (Columbia)
"Night Comes" "Like Mondays"
"Diamond Selena"
Jazz
NONE

K108FM

Sacramento
916-446-4965

PO: ART SCHROEDER

Added
NONE

Medium
YOUNG ELLIOTT (RSO)
KARLA BONOFF (Columbia)
LAUREN HODD (WB)
J. O. SOUTHER (Columbia)
HALL & OATES (MCA)
HELI DINKAGE (Mercury)
RICHIE FURAY (Arista)
SMILEY ROBINSON (Mercury)
SUPERTRAMP (A&M)
CLIFF RICHARD (EMI)
TOTO (Columbia)
ALAN PARSONS (Arista)

Hottest
HENRY ROGERS (UA)
STEVE BORDER (Arista)
"Rock On!"

KCAL96.7

San Bernardino
714-825-5020

PO: TED ZIEGENHUSEN

Added
UFO (Chrysalis)
BABYS (Chrysalis)

Medium
BOB WELCH (Capitol)
STEVE FORBERT (Mercury)
APRIL WINE (Capitol)
NO NURSES (A&M)
CLIFF RICHARD (EMI/American)
ROY SUNDHOLM (Polygram)
DAN FOGELBERG (Full Moon/Epic)
PAT BENTON (Chrysalis)

Hottest
FLEETWOOD MAC (WB)



CHICKEN A LA KPRI — Ted Giannoulas, the infamous San Diego chicken, tried his luck as guest DJ recently at KPRI/San Diego. Listeners clucked their approval as Ted played his own brand of chicken rock.

ADL105

Reno
702-329-9261

PO: BRUCE VAN DYKE

Added
PEARL HARBOR (Arista)
H. YOUNG/C. HORSE (WB/Rap/RCA)
MANHATTAN TRANSFER (Atlantic)
BETTE MIDLER (Atlantic)
SPECIALS (Arista)
FAITH BAND (Mercury)
DUES (WB)
JAMIS (A&M)
QUEEN (Elektra)
GRANAH NASH (Capitol)
TODD RUNDGREN (Mercury)
LITTLE FEAT (WB)

Medium
JOHN ARMASTRONG (A&M)
JOHN COUGAR (Mercury)
PABLO CRUISE (A&M)

Hottest
CHEAP TRICK (Epic)
STEVE FORBERT (Mercury)
STYX (A&M)
SANTANA (Columbia)
DAVE VALENTIN (Arista)
PINK FLOYD (Columbia)
FLEETWOOD MAC (WB)
EAGLES (Arista)
JEFFERSON STARSHIP (MCA/Grunt)
TOM PETTY & THE... (Backstreet/MCA)
JOHN COUGAR (Mercury)
JOE JACKSON (A&M)
FOGHAT (Arista)

K108FM

Sacramento
916-446-4965

PO: ART SCHROEDER

Added
NONE

Medium
YOUNG ELLIOTT (RSO)
KARLA BONOFF (Columbia)
LAUREN HODD (WB)
J. O. SOUTHER (Columbia)
HALL & OATES (MCA)
HELI DINKAGE (Mercury)
RICHIE FURAY (Arista)
SMILEY ROBINSON (Mercury)
SUPERTRAMP (A&M)
CLIFF RICHARD (EMI)
TOTO (Columbia)
ALAN PARSONS (Arista)

Hottest
HENRY ROGERS (UA)
STEVE BORDER (Arista)
"Rock On!"

KCAL96.7

San Bernardino
714-825-5020

PO: TED ZIEGENHUSEN

Added
UFO (Chrysalis)
BABYS (Chrysalis)

Medium
BOB WELCH (Capitol)
STEVE FORBERT (Mercury)
APRIL WINE (Capitol)
NO NURSES (A&M)
CLIFF RICHARD (EMI/American)
ROY SUNDHOLM (Polygram)
DAN FOGELBERG (Full Moon/Epic)
PAT BENTON (Chrysalis)

Hottest
FLEETWOOD MAC (WB)

KGB-FM 101.5

San Diego
714-297-2201

PO: VAL KINTOSH

Added
NONE

Medium
LITTLE FEAT (WB)
PAT BENTON (Chrysalis)
H. YOUNG/C. HORSE (WB/Rap/RCA)
STEVE FORBERT (Mercury)
QUEEN (Elektra)
-ONIGHT TWILLEY (Arista)

Hottest
KGB HOME GROWN (Mercury)
SANTANA (Columbia)
EAGLES (Arista)
JEFFERSON STARSHIP (MCA/Grunt)
POLICE (A&M)

FM 106

San Diego
714-565-6006

PO: ERN GLADNER
NO: JESSE SUMMERS

Added
ROY SUNDHOLM (Polygram)
BABYS (Chrysalis)
"Back-Front"
UFO (Chrysalis)
"Mystery Train"

Medium
SANTANA (Columbia)
BOB WELCH (Capitol)
DAN FOGELBERG (Full Moon/Epic)
FOREIGNER (Atlantic)
PINK FLOYD (Columbia)
PAT BENTON (Chrysalis)
H. YOUNG/C. HORSE (WB/Rap/RCA)
STEVE FORBERT (Mercury)
ZZ TOP (WB)

KANSAS

San Francisco
415-986-2825

PO: JACKIE MCDAULEY
NO: DAVID PERRY

Added
NONE

Medium
HIMMETS (Polygram)
LARRY HAGAN (Capitol)
HEADBOYS (RSO)
JOE JACKSON (A&M)
NO NURSES (A&M)
TOTO (Columbia)
SANTANA (Columbia)
HALL & OATES (MCA)
AEROSMITH (Columbia)
STYX (A&M)
GARRA (Elektra)
FOREIGNER (Atlantic)
RICH DERRINGER (Blue Sky)
PINK FLOYD (Columbia)
POLICE (A&M)
-ONIGHT TWILLEY (Arista)

Hottest
TOM PETTY & THE... (Backstreet/MCA)
BEAT (Columbia)
BLONDIE (Chrysalis)
JEFFERSON STARSHIP (MCA/Grunt)
LED ZEPPELIN (Swan Song)
BABYS (Chrysalis)
EAGLES (Arista)
BOB CRUISE (Arista)
PEARL HARBOR (Arista)
UFO (Chrysalis)

Singles
GRANAH NASH (Capitol)
JAGS (Elektra)
QUEEN (Elektra)
SVT

KOME

San Jose
408-246-6811

NO: DANA ANGE

Added
JOHN ARMASTRONG (A&M)
FINGERPRINTZ (Virgin)
IAN McELRAN (Mercury)

Medium
PINK FLOYD (Columbia)
LED ZEPPELIN (Swan Song)
BLONDIE (Chrysalis)
NO NURSES (A&M)
JOHN COUGAR (Mercury)
PAT BENTON (Chrysalis)
BOOBTOWN RATS (Columbia)
POLICE (A&M)
DAN FOGELBERG (Full Moon/Epic)
FLEETWOOD MAC (WB)
FOGHAT (Arista)

Hottest
KGB HOME GROWN (Mercury)
SANTANA (Columbia)
EAGLES (Arista)
JEFFERSON STARSHIP (MCA/Grunt)
POLICE (A&M)

KTMS-FM

Santa Barbara
805-983-1975

PO: MARK GILES

Added
RICHIE FURAY (Arista)
-GRANAH NASH (Capitol)

Medium
BOB DYLAN (Columbia)
TOM JOHNSTON (WB)
KARLA BONOFF (Columbia)
NO NURSES (A&M)

Hottest
DAN FOGELBERG (Full Moon/Epic)
STEVE BORDER (Arista)

OK95

Tri-Cities
509-586-0459

PO: MICHAEL TAYLOR
NO: CHARLE RAYOR

Added
BETTE MIDLER (Atlantic)

Medium
ALDA RESERVE (Sire)
FABULOUS FOZZLES (Epic)
GARY MOORE (Arista)
BOOBTOWN RATS (Columbia)
TAMMY TUCKER (MCA)
MRS. LIVE (Mercury)
JOE JACKSON (A&M)
"Differ Girl" "Rinde Rute"
"On Your Radio"
STYX (A&M)
"Radio" "First Time"
"Borrowed Time" "My He"
WIOLETTE LARSON (WB)
OUTLAWS (Arista)
DIRT BAND (UA)
CLIFF RICHARD (EMI/American)
DANNY DOLAN (WB)
ROY SUNDHOLM (Polygram)
IAN McELRAN (Mercury)
UA (Polygram)

Hottest
TOM PETTY & THE... (Backstreet/MCA)
LITTLE FEAT (WB)
JEFFERSON STARSHIP (MCA/Grunt)
STEVE FORBERT (Mercury)
TOM PETTY & THE... (Backstreet/MCA)
FLEETWOOD MAC (WB)
"Angel" "Sister/Moon"
"Storm" "Sara"
"Merry, Merry"
ZZ TOP (WB)
"Merry/Merry" "Merry"
MRS. LIVE (Polygram)
H. YOUNG/C. HORSE (WB/Rap/RCA)
JUDIE TURKE (Mercury)
ELSP (Arista)
PAT METHENY GROUP (Epic)
HIMMETS (Polygram)
POLICE (A&M)
"Merry/Merry" "Mass./Bottle"
ROY SUNDHOLM (Polygram)
IAN McELRAN (Mercury)
UA (Polygram)

Singles
PEARL HARBOR (Arista)
QUEEN (Elektra)



KEYZ COACHES COUCHOIS — Warner Bros. recording artists Couchois learned a new trade while visiting KEZY-AM/Anahelm recently; guest-jocking. Providing the free lesson was air personality Steve Clark. Pictured (l-r) are group's Chris Couchois, Howard Messer and Mike Couchois, and Clark.



THE NEXT SUPERGROUP? — This unique collection of famous faces gathered for a group shot after a recent Little River Band concert they attended. Pictured (l-r) are Capitol's Stan Foreman, Heart's Anne Wilson, Steve Miller, KISW/Seattle's Gary Crow, Jimmy Messina and Heart's Nancy Wilson.



Jim Duncan

Country

News Notes

Happy New Year & Decade! . . . Thanks for the many cards and letters that came in over the Holidays. Enjoyed a couple of weeks away from the phone and my typing machine . . . During my vacation, Associate Editor, Lee Wade put together an interesting and thought-provoking article I wanted to share as our kicker into the 80's. You may or may not agree with what is said and certainly your comments are welcome: R&R Country, 1930 Century Park West, L.A., CA 90067 . . . You might want to keep that address handy for station news, photos, ideas, etc., to help us fill the pages of R&R with the "best in the country" . . . Ratings are rolling in with very good early reports on Country stations. In most areas the stations remain stable. Best books ever reported at KLAC/Los Angeles, up from 2.9 to 4.3; WCXI/Detroit, 2.0 to 5.6; KSCS-FM/Dallas-Fort Worth (WBAP's sister station) from 6.9 to 8.2; KIKK-FM/Houston, 5.3 to 6.6; and WJEZ-FM/Chicago 1.7 to 2.5. More details starting on Page 1 this issue of R&R . . . Had to miss the first CMA board meeting of the year this week in Jamaica. Scheduling conflicts had me involved in some studio projects here in Los Angeles. The next meeting is in Chicago in the middle of April. I have been asked to serve on the radio committee and to chair the disc jockey committee. Any radio-related suggestions can be sent to me here at R&R or to the CMA in Nashville . . . In other news, Collen Cassidy takes over as PD of WWOK/Miami, being upped from MD. She replaces Dave Donahue who is now available (305) 923-9105 . . . That reported new Country station in Evansville, IN with Jack Reno as the PD and Ron Scott, from WVOV/Huntsville, as MD, never happened. Reno told R&R he had joined the station for a couple of weeks when the owner fired the GM and decided not to make the proposed changes. The unsuspecting Scott came to the station and remained only a couple of days before returning to the PD job at WVOV . . . We'll catch up on more next week . . . let's hear from you . . .

The 80's — A New Beginning?

Ten years ago, a tremor resonated through the ranks of the country music industry. Many thought the 70's were to be *the decade* that country would bloom; closet fans would pop from their closets, the red neck image would be laid to rest, new listeners would flock to the sound. Country would be appealing, appreciated, and very, very popular. With the 20/20 vision that hindsight provides, let's examine the decade . . . were the hopes of the 70's realized — did country hit, or miss, the mark?

Obvious gains: An increase (almost threefold) in Country radio stations; a slow but steady rise in record sales (and a platinum and gold album here and there); an authentic movement dubbed "Outlaw Music;" recognition of locales other than Nashville as legitimate recording spaces; major crossover acts with enhanced image and esteem; Dolly Parton on the cover of "Playboy" plus an interview; country performers on TV talk shows; a successful live, coast-to-coast network radio special highlighting the CMA Awards (the first of what will be an annual event); the formation and (continued) success of the Country Radio Seminar; movies with a Country theme and/or flavor, with resulting soundtrack albums (and many more scheduled for the 80's); even books authored by country superstars. All these and more were definite pluses. But did they in fact, constitute a fulfillment of what could have been *the decade*?

The agenda, 10 years ago, was that this unique form of American music, akin to blues and rock, would reign fixed on its lofty perch, while the general populace gravitated in recognition and adoration to pay homage to the traditional sound. The music would remain the same, it was people who would (finally) accept it. This would happen because the baby boom was entering adulthood and sizable numbers of listeners, rejecting the direction of rock/pop, would in



BILL MACK GETS HOSED — The WBAP/Fort Worth all-night personality is shown being invited to a special listening party for Ray Wylie Hubbard's new album, "Something About The Night." Maybe now we know why Mack has been doing that all-night show for all of these years. (We're sure he didn't need much coffee this night to stay up.)

their search to fill their musical void discover country. It would happen because country had wound up the 60's with a bang, and logic and reason dictated even more growth and popularity for the 70's. Because there were more radio stations pumping out the Nashville sound, because the powers that be saw that dollars could be made, production was better, promotion budgets larger. It would happen because it was country's turn to happen — it was its due. It couldn't miss.

Despite the growth, the gains, and a (relatively) higher profile in the 70's, country missed the mark in that there was potential for more. Country really had a shot at the big time, a chance to establish an immovable musical beachhead, and through misunderstandings, miscommunication, and faulty judgment, the 70's slipped right through country's collective fingers. Yet despite this, the format still grew.

Radio's Role In The 70's

The complexity of the genre precludes easy answers as to what went wrong in the 70's, but without a doubt radio has to face up to its share of (non) responsibility — musically speaking. (Country *radio*, per se, did indeed hold its own as a viable, full-service proposition, and that is a different subject.) Much of radio dragged the industry down with its unwillingness to come to grips with the changes in the music. Radio felt the issue was integrity of product, when, in fact, the issue was reality. Radio refused to recognize that the only constant is change, that there was at this point in time a natural, changing country sound. Much of radio took a stick-in-the-mud approach throughout the 70's, disdaining newcomers, new sounds, and new business approaches. (One would think, after endless hours of talk at endless conventions over what is country and what is not, radio would collectively pass on the question and jog along to the next issue, which was: how to incorporate today's country music into each station's existing sound.) Radio preferred inaction and debate for 10 years . . . and shifted the mantle of responsibility to the record companies, blaming them for the musical woes. Record companies took the brunt of criticism for producing a sound that was too commercial, too calculated to crossover, too pop. The general comment was that record companies were willing to sacrifice musical integrity for the dollar. (One can only wonder why it was ever assumed that record companies are the guardians of a musical format's integrity in the first place.) Independent of radio, record companies had their own issues. They dealt with, but haven't yet solved the circular problem of how to get product to the consumer when the retailers stock a limited catalogue of country artists, which in turn sell less than other formats, which gives reason to retailers to allow minimum space for country.

Perpetuating A Mythical Image

And then there is the issue of image. Country radio, performers, and to some extent record companies, have gripped with a steel fist the myth that Country music is related to religion, Mom, America, sequins 'n' spangles, truckin', trains, Southern accents and cowboy boots. This is a heritage, and may have been an appropriate image in the past, just as rock and roll was at one time identified with juvenile delinquents, motorcycles, and teenagers. But rock had the sensibility to give up an outdated image long, long ago.

Some in our industry preferred to perpetuate a myth. Perhaps it would be wise to explore the inherent value of a tenacious devotion to an outdated, outmoded image — especially those that have the most to gain by shedding this dead skin. The usual outcry is to not alienate devoted fans, but is the loyal mass there for the music — or the myth? With mass communication, widespread travel, and the social structure of the United States today, the fact is all 220 million of us are more similar than different. Clinging to a myth that excludes large groups of people only hurts the potential for a likable, prosperous form of music to reach out and become ingrained.

What emerged from this internal fray is that John Q. Listener didn't tune in (the way he *might* have, back in 1970) and he didn't buy records either. Country was close, very close, but it didn't go the distance, given the potential 10 years ago.

So here we are, at the dawning of yet another decade, and by some quirk, country has a *second* shot to get that chunk of the American listener's ear and consumer's dollars. This *just could* be the decade for country to hit the mark. The reasons are similar to those of the 70's. The baby boom is now even older, ripe for the mature sound that is country's traditional demographic; the format has made great strides in the 70's, and logic and reason dictate more growth for the 80's. Rock and AOR are still fragmenting, thus creating more "lookers" who may likely turn to country for their listening pleasure. In addition, many observers feel AM radio is dying, with country the last musical format on the dial still alive and kicking; the format has broadened to include traditional, modern, and progressive sounds; and in an unstable international political climate, country provides a warm, down home, if you will, "feel" that is to the industry's advantage.

With all these gains, and all this potential sitting and waiting to be tapped, with just a minimum of intelligence, sophistication, sound marketing, and research, and an eye and ear out to what is happening in country and in the country, this could indeed be *the decade* for country to knock 'em dead. Really, it can't miss.

— Lee Wade

Throughout 1980 R&R/Country will examine the best and brightest of our combined radio and record industry, with in depth articles on successful PD's, MD's, managers, producers — all those whose contributions have made country music the success story it is today.

Next week, comments from radio programmers and record representatives with the outlook for the 80's and the continued growth of country music.

Country

Country Radio Continues Reaction To Iran

As the new year begins, the news of the past year is still making news at various Country Radio outlets.

The airing of novelty and/or rush-released patriotic records has been sharply curtailed, but some stations continue to air patriotic records to remind listeners of the hostage situation in Iran. In York, PA, WNOW is playing the American National Anthem each day at noon in honor of the hostages.

KYTE/Portland, OR has distributed more than 10,000 "Let Our People Go" red, white and blue bumperstickers (shown here). KYTE's GM, Verl Wheeler, aired a strongly-worded editorial with the final line being, "Let Our People Go," thus the inspiration for the bumperstickers.



In December, KLAC/Los Angeles collected thousands of letters of support for President Carter. These were delivered to the White House by KLAC's sister-station, WASH/Washington, DC. At KERE/Denver a special 15-minute program was aired that expressed the frustration of Americans over the problem. The station urged listeners to obtain and display an American flag. You may remember it was KERE which, months before most people were aware of Iran or the Ayatollah Khomeini, tried to contact the Iranian embassy over a harsh Khomeini statement about the U.S.A.

WILQ/Williamsport, PA reports it got together with area banks to distribute more than 20,000 American flag lapel pins. WYND/Sarasota, FL invited residents to call the station to record greetings to the hostages during the holidays. The tape was sent to the American Embassy in Tehran.

One of the interesting characteristics we Americans display is our ability to find humor in troubled times. Good examples include the aforementioned novelty records and some of the satirical cartoons found in most newspapers' editorial sections. Keep this in mind as you read this recent tongue-in-cheek letter to R&R:

Dear R&R Country:

We're mad as hell, and we're not going to take it anymore!

This damn Iranian thing has forced us to take drastic measures here in central Florida. Effectively immediately, we at WELE-FM 106 are banning, that's right, banning all records that might be suspected of having been influenced by the Ayatollah Kochomemy!

Effective immediately, the following records are among the banned records on FM 106:

"That's OIL That Matters To Me"
"FUELED By A Feeling"
"GAS It Doesn't Matter Anymore"
"IRANIAN Night In Georgia"
"Sunday Morning KHOMEINI Down"
"OIL I Have To Do Is Dream"
"KHOMEINI Arms Have Held You"
"BUTCHER Clothes Back On"
"Satin SHEIKS"
"AYATOLLAH Every Little Star"
"Just Good OIL Boys"
"GREASY Lovin' "
"Rusty OIL Halo"
"Statue Of A FUEL"
"Whole Lotta SHEIKIN' "
"GAS Things Happen That Way"
"OIL Never Find Another You"
"OIL Most Like A Song"
"OIL Of Me"
"OIL Dogs & Children And Watermelon Wine"

The Ayatollah is already giving religion a bad name . . . but when he starts messing with country music then he's got a handful of trouble!

Sincerely,

Bill Jenkins, Program Director
 WELE-FM 106/South Daytona, FL



PORTLAND PALS — Recently, the 2nd annual WPOR (Portland, ME) "Our Country Music Awards" were held live at the City Hall Auditorium. The show was simulcast on WPOR-AM-FM and seen via a telecast over cable television. The shows were presented to honor Maine's country talent. The awards were based on popular vote determined by ballots distributed throughout the region. Special entertainment was provided by Warner Brothers' John Anderson and Big Al Downing. Anderson and Downing are pictured here with WPOR-AM-FM Operations Manager Tom Hennessey (left) and WPOR's show producer Matt Perry (right).

1980 Country Radio Seminar Gears Up

Speakers, panelists, presentation, and entertainment for the 11th Annual Country Radio Seminar are being confirmed for the two-day workshop conclave set Friday and Saturday, March 14-15 at Nashville's Hyatt Regency.

ABC Radio and Television commentator Paul Harvey has been confirmed as a keynote speaker for this year's event. Other confirmed agenda panelists include Arbitron Advisory Board members Don Nelson of WIRE/Indianapolis and Jim Phillips of KHEY/El Paso. R&R columnist Brad Messer of KTSA/San Antonio will be a part of a "Programming For The 80's" panel. Randy Michaels of WKRC/Cincinnati; Pat Martin, WSPT/Stevens Point, WI; Steve Dickert of WKDA/Nashville, and Dale Weber of WDGY/Minneapolis will speak of ways to find and develop program talent.

Mutual Radio will present a live demonstration of its satellite communications system. Sales motivational speaker Jason Jennings will deal with techniques of motivating a sales staff. Dr. James Farr, a behavioral science consultant, will address the question, "How Do You Manage Mangement?" More speakers and panelists will be announced in the coming weeks.

Besides the annual "New Faces" talent show, a special Friday evening screening of "Coal Miner's Daughter," based on the life of Loretta Lynn, will be shown as part of the entertainment.

As mentioned in R&R last September after the agenda planning meetings, Country radio broadcasters are asked to be involved by submitting interesting promotional and marketing materials. Requested are air checks, promotional aids, television spots, slides of billboards, bumperstickers, T-shirts, belt buckles, balloons, etc. By the deadline date shown, please submit any ideas you might like to share:

Air Check Tapes:	Video Spots & Slides:	Printed Matter & Other Promotional Materials:
Pete Porter WJJD Radio 180 North Michigan Ave. Chicago, IL 60601 Deadline: January 31	Chris Collier KYTE Radio 2040 Southwest 1st Ave. Portland, OR 97201 Deadline: January 31	Frank Mull Mull-Ti-Hit Promotions 50 Music Square West Nashville, TN 37203 Deadline: February 29

Proceeds for the seminar annually go toward scholarships for college students in telecommunications. For more information write to the CRS, P.O. Box 120548, Nashville, TN 37212.

Music Machine Keeps Working

... more or less.

As the R&R music research computer gets cranked up for another year, it is once again time to explain some of the strange things you might notice this first issue on the R&R Country Airplay 40 chart.

Because there was a two-week period since the chart last appeared there is no four-week trend of the charted records.

Many of our key Country reporting stations had their charts frozen this week, so if there are any radical changes next week you will understand some of the big moves, up or down.

When R&R last reported to you, there were a number of records in our "New & Active" that were never listed as "Breakers." Since these records are obviously doing well, judging by their high chart position, and should have qualified, it seems appropriate at least to mention them: Gail Davies "Blue Heartache" (WB) (#13), Barbara Mandrell "Years" (MCA) (#14), Charlie Rich "You're Going To Love Yourself In The Morning" (UA) (#21), Jerry Reed "Sugarfoot Rag" (RCA) (#23), and Johnny Rodriguez "What'll I Tell Virginia" (Epic) (#26).

Beginning next week, everything should start getting back to normal (if there is such a thing). Here's to another great year of country music!

Country

BREAKERS

WAYLON JENNINGS

I Ain't Living Long Like This (RCA)

New adds include WCXI, KSON, WBAP, WBAX, KRMD, KVET, KKYX, WUBE, WHBF, KLZ, KRAM. Charts: Debut 23 WHK, 16-12 KCKC, 44-28 CKLW-FM, 39-30 WNRS, 35-29 WSAI, 27-16 KNIX. R&R Chart: Debut 34.

RAZZY BAILEY

I Can't Get Enough Of You (RCA)

Charts: 19-14 WUNI, 27-22 KMPS, 25-20 KFGO, debut 35 WSLR, 32-28 WUBE, 17-12 KFTN, 39-24 KYNN. Adds: WBAP, WMZQ-FM, WBAX, KSO, KRAM, KCUB, KOKE, WKXA, WADR, WHBF. R&R Chart: Debut 37.

ANNE MURRAY

Daydream Believer (Capitol)

New adds this week: KENR, WSUN, WHK, WSLR, WDGY, WIL, WUBE, WCXI, KYNN, KSON, KCUB, WKMF, WBAP. Charts: 8-5 KCKC, 29-21 WVOJ, 27-23 WEEP, 29-24 KMPS, 59-39 KRAM, 35-29 WXCL. R&R Chart: Debut 38.

GENE WATSON

Nothing Sure Looked Good On You (Capitol)

Added at WIRE, KLAQ, KMAK, KNIX, KWMT, KFEQ, KOKE, WVOJ, WKXA. Charts: 29-20 WLWI-FM, 26-22 KFGO, 24-15 WUNI, 28-20 KXLR, 33-29 KMPS, 36-28 KEEN. R&R Chart: Debut 40.

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.

JOHNNY PAYCHECK "Drinkin' And Drivin'" (Epic) 52/9, KSON, WUBE, WBAX, WHBF, WTHI, KMAK, KIKX, KCEY, KIDN. Charts: 20-13 WIRK-FM, 17-14 WLWI-FM, 8-3 WUNI, debut 33 WSLR, debut 26 KOKE, 36-29 KRMD.

ROY CLARK "Chain Gang Of Love" (MCA) 50/7, WNRS, KWMT, WUBE, KFEQ, KRDR, KLAQ, KOKE. Charts: 23-17 KNIX, 34-29 KCUB, 37-29 WCOS-FM, 39-28 KRAM, 28-24 WWVA, 26-19 WUNI, 19-15 KFGO, 28-23 KRAK.

LARRY GATLIN "Midnight Chole (Mogen David)" (Columbia) 40/9, KRAK, WHBF, KYNN, CKLW-FM, WSLR, WCXI, KRMD, WEEP, WKXA. Charts: 37-29 KSOP, 49-31 KRAM, debut 40 WHK, 34-29 WNRS, 35-27 WTHI, 33-28 KFTN, 33-29 KHAK.

ZELLA LEHR "Love Has Taken Its' Time" (RCA) 40/6, KTOM, KMAK, WAXX, WSLR, WIRE, WADR. Charts: 33-25 KNIX, 43-33 KRAM, 36-30 KRMD, 36-30 WWVA.

BUCK OWENS "Let Jesse Rob The Train" (WB) 39/5, KNEW, WHK, WCXI, KWMT, WTHI. Charts: 31-16 KSO, 26-21 KRMD, 30-24 KUZZ, 30-21 KRAM, 25-16 WWVA, 15-10 WUNI.

SUSIE ALLANSON "I Must Be Crazy" (Elektra) 37/4, WUBE, KSO, WIRK-FM, WBAP, debut 39 WHK, debut 40 WBAM.

TOM T. HALL "The Old Side Of Town/Jesus On The Radio" (RCA) 36/15. "Old" added at KSON, KFTN, KIDN, KCUB, KLAQ, KMAK, WNRS, KWMT, KYNN, WSLR, WNVY, WCOS. "Jesus" added at KUGR, WSUN. Both sides receiving airplay at WTHI. Charts: Debut 30 WIRK-FM, 30-28 KMPS, 33-28 KFGO.

RITA COOLIDGE "I'd Rather Leave While I'm In Love" (A&M) 36/7, WKMF, KSO, WSLR, KXLR, WUNI, KENR, WOKQ. Charts: 20-5 WHN, debut 19 WMUS, 22-16 WBAX, 36-31 WEEP.

RONNIE MILSAP "Why Don't You Spend The Night" (RCA) 35/31. The "Most Added" song this week. New stations include KNEW, KIKX, KSOP, KCKC, KEED, KNIX, KCUB, KEEN, WSAI, WNRS, WUBE, WXCL, WSLR, WIL, KRMD, WBAM, WLWI-FM, WQOT, WCOS-FM, KXLR, WHN, WEEP. Charts: Debut 28 WOKQ, 37-30 WVOJ.

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 32/26. Another of the "Most Added" this week. Adds include KLZ, KNIX, KSOP, KIKX, WKMF, WSLR, KSO, KFGO, WDGY, WMC, KRMD, WBAM, WSUN, KOKE, WWVA, WOKQ, WEEP. Charts: 21-16 WUBE, 23-11 WAXX, 18-14 WKXA, 29-13 KCKC, 39-29 WVOJ, debut 38 KEEN.

JACKY WARD "I'd Do Anything For You" (Mercury) 32/8, CKLW-FM, WSLR, WIRE, KRMD, KXLR, WCOS-FM, WHBF, WIRK-FM.

MEL TILLIS "Lying Time Again" (Elektra) 31/30. One of the "Most Added" of the week. New adds include: KEED, KEEN, WDGY, WUBE, WSLR, WCXI, KRMD, WQOT, WMC, WUNI, WEEP, WOKQ, WWVA, KNIX, KSOP, KIKX, KRAK, KLZ, KKYX, 33-20 KCKC.

STATLER BROTHERS "I'll Even Love You Better Than I Did..." (Mercury) 25/23. One of the "Most Added." New at WMZQ-FM, WMC, WLWI-FM, KRMD, WCXI, WUBE, WSAI, KCKC, KRAK, KIKX, KRDR, WNRS, KFDI, WXCL, WUNI, WOKQ, WWVA, debut 24 WMUS.

CHARLY McCLAIN "Men" (Epic) 23/22. Also one of the week's "Most Added." New stations include KEEN, KNEW, KSOP, KIKX, WKMF, WCXI, KRMD, WXCL, WIRK-FM, WVOJ, WMC, WWVA, WOKQ, 34-28 KCKC.

Radio & Records

NATIONAL AIRPLAY/40

January 11, 1980

- 1 KENNY ROGERS/Coward Of The County (UA)
- 2 OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
- 3 DON WILLIAMS/ Love Me Over Again (MCA)
- 4 T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
- 5 MOE & JOE/Holding The Bag (Columbia)
- 6 WILLIE NELSON/Help Me Make It Through The Night (Columbia)
- 7 CONWAY TWITTY & LORETTA LYNN/You Know Just What I'd Do (MCA)
- 8 KENDALLS/You'd Make An Angel Wanna Cheat (Ovation)
- 9 JIM REEVES w/DEBRA ALLEN/Oh How I Miss You Tonight (RCA)
- 10 EDDIE RABBITT/Pour Me Another Tequila (Elektra)
- 11 JOHNNY CASH & WAYLON JENNINGS/I Wish I Was Crazy Again (Columbia)
- 12 CHARLEY PRIDE/Missin' You (RCA)
- 13 GAIL DAVIES/Blue Heartache (WB)
- 14 BARBARA MANDRELL/Years (MCA)
- 15 CRYSTAL GAYLE/Your Old Cold Shoulder (UA)
- 16 JOHN CONLEE/Baby, You're Something (MCA)
- 17 MICKEY GILLEY/A Little Getting Used To (Epic/Playboy)
- 18 BRENDA LEE/Tell Me What It's Like (MCA)
- 19 CONWAY TWITTY/Happy Birthday Darlin' (MCA)
- 20 JOHN ANDERSON/Your Lying Blue Eyes (WB)
- 21 CHARLIE RICH/You're Gonna Love Yourself In The Morning (UA)
- 22 JOHNNY RODRIGUEZ & CHARLY McCLAIN/I Hate The Way... (Columbia)
- 23 JERRY REED/Sugarfoot Rag (RCA)
- 24 JEANNE PRUETT/Back To Back (IBC)
- 25 RANDY BARLOW/Lay Back In The Arms Of Someone (Republic)
- 26 JOHNNY RODRIGUEZ/What'll I Tell Virginia (Epic)
- 27 BILLIE JO SPEARS/Rainy Days And Stormy Nights (UA)
- 28 DOTTIE WEST/You Pick Me Up (And Put Me Down) (UA)
- 29 BILLY "CRASH" CRADDOCK/Till I Stop Shaking (Capitol)
- 30 CON HUNLEY/I Don't Want To Lose You (WB)
- 31 JANIE FRICKE/But Love Me (Columbia)
- 32 KENNY DALE/Sharing (Capitol)
- 33 MARGO SMITH/The Shuffle Song (WB)
- 34 WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
- 35 DAVE & SUGAR/My World Begins And Ends With You (RCA)
- 36 EDDY ARNOLD/If I Ever Had To Say Goodbye To You (RCA)
- 37 RAZZY BAILEY/I Can't Get Enough Of You (RCA)
- 38 ANNE MURRAY/Daydream Believer (Capitol)
- 39 CRISTY LANE/Come To My Love (UA)
- 40 GENE WATSON/Nothing Sure Looked Good On You (Capitol)

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.

Others Getting Significant Action

LEON EVERETTE "I Love That Woman (Like The Devil Loves...)" (Orlando) 26/7, WSAI, WHK, KRDR, WHBF, KWMT, KKYX, KOKE. Charts: 24-20 KUZZ, 32-25 WCOS-FM, 33-27 KYNN, 26-22 KHAK, debut 39 WTHI, on WIRK-FM.

RONNIE McDOWELL "I've Never Seen A Mountain So High" (Epic) 25/7, KIKX, WIRE, KHAK, KYNN, KWMT, WHBF, KRMD. Charts: 9-8 KCKC, 14-8 WUNI, debut 29 KSO, debut 37 WSLR, 30-25 KFGO, 18-13 WVOJ, debut 39 WCXI.

DEAN DILLON "I'm Into The Bottle" (RCA) 24/3, WIRE, KIKX, WHBF. On KUZZ, KIDN.

BOBBY BARE "Numbers" (Columbia) 22/6, WIL, KMPS, KIKX, KFGO, KVET, WCOS. Charts: debut 29 WUNI, debut 30 WIRK-FM, 36-28 WBAM, debut 33 WCXI, on KUZZ, KCUB.

HOYT AXTON "Wild Bull Rider" (Jeremiah) 20/20. Some new adds include KNEW, WSLR, KFEQ, WMUS, WKMF, KCEY, KNIX, KRDR, KRAK, KRMD, WLWI-FM, WNVY, WCOS-FM, KKYX, WIRK-FM, WMC, WWVA. "Torpedo" added at KEED, KMPS.

JOHNNY DUNCAN "Play Another Slow Song" (Columbia) 20/17, WUNI, KXLR, KFGO, KHAK, WXCL, WTHI, WLWI-FM, KKYX, KRMD, WKMF, WBAM, WWVA, KCEY, KRDR, KCUB, KNIX, KIKX, Debut 36 WVOJ, on WMC, KRAK.

GEORGE BURNS "I Wish I Was Eighteen Again" (Mercury) 17/8, KRMD, KEED, KUZZ, KFTN, KWMT, KMPS, KKAL, KVET. Charts: 30-27 WMZQ-FM, debut 36 KKAL, on KSON.

JACK GREENE "Yours For The Taking" (Frontline) 11/5, KMPS, KHAK, KKYX, KVET, KUZZ, 20-15 KCKC.

PAM ROSE "It's Not Supposed To Be That Way" (Epic) 11/4, KSO, KRMD, WNVY, WMZQ-FM, debut 39 WWVA.

STEPHANIE WINSLOW "Crying" (WB/Curb) 10/7, WIRE, KSO, WIRK-FM, KKYX, WAXX, WBAM, KXLR. Charts: debut 25 WHK, 32-26 WVOJ, 46-30 CKLW-FM.

STREETS "Love In The Mean Time" (Epic) 9/9, KRAK, WAXX, KRDR, KFDI, KEED, KFEQ, KKAL, WCOS-FM, WWVA.

Most Requested

- | TW | Song |
|----|------------------------------|
| 1 | KENNY ROGERS (UA) (5th week) |
| 2 | OAK RIDGE BOYS (MCA) |
| 3 | DON WILLIAMS (MCA) |
| 4 | LARRY GATLIN (Columbia) |
| 5 | WAYLON JENNINGS (RCA) |
| 6 | WILLIE NELSON (Columbia) |
| 7 | JIM REEVES (RCA) |
| 8 | MOE & JOE (Columbia) |
| 9 | CONWAY TWITTY (MCA) |
| 10 | JERRY REED (RCA) |
| 7 | T.G. SHEPPARD (WB/Curb) |

Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- | |
|-------------------------------------|
| HOYT AXTON |
| Rusty Old Halo (Jeremiah) |
| MOE BANDY |
| I Cheated Me... (Columbia) |
| KENNY DALE |
| Sharing (Capitol) |
| DAVE & SUGAR |
| My World Begins & Ends... (RCA) |
| LORETTA LYNN |
| I've Got A Picture Of Us... (MCA) |
| EDDIE RABBITT |
| Pour Me Another Tequila (Elektra) |
| RODRIGUEZ & McCLAIN |
| I Hate The Way... (Columbia) |
| STATLER BROTHERS |
| Nothing As Original... (Mercury) |
| HANK WILLIAMS JR. |
| Whiskey Bent & Hell Bound (Elektra) |



"MY HEROES HAVE ALWAYS BEEN COWBOYS" 1-1186

PERFORMED BY

WILLIE NELSON

Produced by Willie Nelson and Sydney Pollack

MUSIC FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK, "THE ELECTRIC HORSEMAN" IS 36327

 ON COLUMBIA RECORDS

Management/Booking information: Mark Rothbaum • 225 Main Street, Danbury, Connecticut 06810 • 203/792-2400  "Columbia," are trademarks of CBS, Inc. © 1980 CBS, Inc.



Biff Collie Inside Nashville

Country

NEW YEARS NEWS:

Tom T. Hall hosted a "Good Ol' Boys" supper at his house to talk about re-electing Billy Carter's brother, Bobby Bare, Hank Snow, Earl Scruggs, Jim Ed & Helen, Skeeter Davis, Jack Greene, and Teddy Wilburn were there . . . Johnny Cash, Waylon Jennings, and friends will do an "Evening of Stars" benefit concert at the Opry House January 31 to raise money for the recently-formed 100 Club, which hopes to aid families of police and firemen killed in the line of duty here . . . The Ryman Auditorium, the old Grand Ole Opry House, becomes a national historic landmark this month, Polly Matherly, architectural historian for the National Landmarks office, announced. 100,000 tourists visit the facility every year since the Opry moved to Opryland . . . They delayed Loretta Lynn's guest-segment of the "Dukes Of Hazzard" from Jan. 11 to Jan. 25, I understand, to make some changes . . . They recorded a new Lester Flatt album during the holidays. Marty Stuart, who joined the Nashville Grass, Lester Flatt's band, when he was 13, produced the album, with guestings by Johnny Cash and Jack "Cowboy" Clement . . . Tanya Tucker starts filming her first starring role in the movie "Hard Country" this month in Bakersfield . . . Joe Sullivan, President of Sound Seventy Corporation (he used to be PD at Nashville's WMAK), announced that its new company New Vaudeville, Inc. will take over the Tennessee Theater on January 15th under terms of a new 10-year lease from the theater owner, local realtor Michael Tomlin. (That's one of Tammy's ex-husbands.) Sullivan, Steven Greil, and Charlie Daniels recently bought into the Nashville showcase, the Exit/In.

P.I. RE-VISITED: Remember the "old" days, the 50's and the 60's, when Bill "Hoss" Allen, John



Tom T. Hall

R., Gene Nobles, and the late Herman Grizzard made 50,000 watt WLAC/Nashville hum with black, rock and gospel music and mail-order pitches for everything from hair pomade to real-live baby chicks ("If they arrive dead you get your money back.")? They took it off in the early 70's when WLAC's programming became more quick and slick, more contemporary and hip, but *here we go again!* The station has negotiated a new contract with Bill "Hoss" Allen to make WLAC the rhythm & blues and black gospel late-night cooker from Canada to South America again. Whispers say the target date is February 1, midnight to 4am.

FACES-PLACES-RACES:

Mel Tillis guested on the "Johnny Carson" show again. I sure appreciate Mel's public commitment to country. He, with his own group, performed "Coca Cola Cowboy," fiddles, steel and all on that show, as if he was proud of that country record. More country artists are boldly proclaiming their heritage by performing country arrangements on network shows (Roy Clark has always done it) all the time. Salute!

Speaking of Roy Clark, he just finished two weeks as a headliner in Las Vegas at the Frontier Hotel, after which he flew to Richmond, VA to receive the first annual Rural Virginian Award. It was proclaimed "Roy Clark Day" throughout the state . . . The first Nashville-originating album to be certified platinum by the RIAA has just gone double platinum by virtue of sales in excess of two million units. The album? RCA's "Wanted! The Outlaws," a 1976 release featuring Waylon Jennings, Jessi Colter, Willie Nelson, and Tompall Glaser . . . The 1980 Buck Owens Rodeo is scheduled in "Buck"ersfield, CA on March 28-30 . . . Sausage king Jimmy Dean is reactivating his singing career. He just signed with the Jim Halsey management company out of Tulsa . . . Bill Anderson has been inked to emcee a new television game show called "Funzapoppin'." the show is being taped at different amusement parks across the country. The debut show is scheduled this month in the Southwest . . . MCA Records here has announced the beginning of a major country music promotion this month which features 87 albums, including many new releases. New LP product is set from Roy Clark, George Hamilton IV, Mel Tillis, Bill Monroe, Conway Twitty, Brenda Lee, Faron Young, Bill Anderson and The Oak Ridge Boys. The campaign is called "MCA Country Time" . . . Dolly & Crystal Gayle spotlighted on that "Midnight Special" rerun last Friday (4) . . . Carl Wolfsohn left his executive position at Nashville's Holder-Kennedy Co. Advertising agency to move to Hollywood to make it as a stand-up comedian . . . Johnny Cash is shooting at 1980 as his biggest career year. He and June are hibernating more at their new log cabin hideaway near here . . . Game show host Gene Rayburn and game show host Bill Anderson



Mel Tillis

talked about game show hosting when Gene was in town . . . Whispers that Mac Davis will be the new "Miss America" TV host prompted Mac to say "Who, me??" . . . "And now there are three." Patsy Eileen, one of the teenage twin daughters of Mooney & Loretta Lynn, married Marlin Cathey: now there are only Mooney, Loretta and Patsy's sister Peggy at home on the ranch in Hurricane Mills, TN . . . David Allen Coe did his part in his third movie, "Lady Grey," for EO Corporation in North Carolina . . . Larry Gatlin bought a tour plane; CBS Records is mulling a "Name-the-Plane" contest to hype his next high-flyin' hit . . . Tom T. Hall's next book will be about small town life. Doubleday negotiated a contract for the novel . . . Jim Halsey and Festival Productions announced the Kool Country On-Tour 18-city schedule from March 14 to May 11, with various combinations of Freddy Fender, Tammy Wynette, Johnny Rodriguez, Margo Smith, Mel Tillis, Oak Ridge Boys, and Michael Murphey, sponsored by Brown & Williamson Tobacco Co. The Philip Morris Country Music Show in 1956-58 toured 37 states and 479 shows, playing to an estimated 2.3 million people, and was the forerunner to this commercial tour concept. Philip Morris continued for many years after that tour to sponsor an annual Kentucky Derby Festival Country Spectacular in Louisville . . . Paul Richey inviting industry friends to financially sponsor George Jones's alcohol and drug rehabilitation program . . .

AIRLINES: Goldmine magazine estimates a good copy of "When Sin Stops" b/w "Jole Blon," Waylon Jennings's first single record release, has a current market value of over \$65 . . . Hank Snow's eye for talent shows in his beauteous new discovery Kelly Foxton on his new album "Lovingly Yours" . . . They roasted J.D. Sumner at Oklahoma City's Chisolm Trail Inn. J.D.'s big bass voice was legendary in gospel for 30 years before his Stamps Quartet became part of the Elvis Presley entourage . . . Next time you ride a Nashville tour bus, they'll show you where Conway Twitty's \$50 million "Music Valley USA" complex is being built across the street from the showplace of Johnny's House Of Cash in nearby Hendersonville . . . Jeannie C. Riley signed to tour Australia. (Read her story in Saturday Evening Post?) . . . The Osborne Bros., whose giant hit "Rocky Top" is country gold, say their kids, until they were in school, thought "Rocky Top" was the national anthem . . . Michigan's Ken McWilliams, for years an "all-Stater" in most athletic competition, has a manager named Al Sutton who weighs 567 pounds. (Biggest manager in the business?) They come to town for album sessions this month . . . Ronnie Milsap says he can't read a lick of music! . . . Songwriter Ted Barton (he works with MCA Music), a member of that new Atlas Artists Cowboy Rhythm Band, told me he doesn't aspire to be a millionaire; he just wants a million friends . . . so he can borrow a dollar from each one! . . . Moe Lytle, Red Sovine's record boss at Starday-Gusto, just bought the George Jones-Tammy Wynette honeymoon cottage on Franklin Road. Asking price for the 14-bathroom house was \$1.8. Moe says it's not only the largest house he's ever owned: "it's the largest house I've ever seen!" . . . Tommy Overstreet bought a new pad and the price was in the neighborhood of \$400,000. (That's quite a neighborhood!) . . . Leigh Grady, whose 10,000 posters papered Music City last Fan Fair time, says she's got it figured out: "Happiness is being too busy to worry during the day; and too sleepy to worry at night!"



A NEW PAIR FOR DOLLY - RCA Records and Bally Manufacturing teamed up for a cross-merchandising promotion on Dolly Parton. Bally provided machines and RCA records and point-of-sale material for radio and in-store giveaways. The station gave away records to qualifiers who were then eligible for the grand drawing of a Dolly pinball machine at a retail outlet. Shown here are WWVA/Wheeling OD Tom Miller, MD Bud Forte, and Susie Morgan, manager of National Record Mart, making plans for their recent promotion effort.

DANNY DAVIS AND WILLIE NELSON "Night Life"

SHIPPING
NOW

NIPPER NOTES



RCA
RECORDS
NASHVILLE



Country

Most Added
RONNIE MILSAP
 Why Don't You Spend The Night (RCA)
MEL TILLIS
 Lying Time Again (Elektra)
WILLIE NELSON
 My Heroes Have Always Been Cowboys (Capitol)
STATLER BROTHERS
 I'll Even Love You Better Than I... (Mercury)
CHARLY McCLAIN
 Men (Epic)

Hottest
KENNY ROGERS
 Coward Of The County (UA)
OAK RIDGE BOYS
 Leaving Louisiana In The Broad Daylight (MCA)
DON WILLIAMS
 Love Me Over Again (MCA)
T.G. SHEPPARD
 I'll Be Coming Back For More (WB/Curb)
BARBARA MANDELL
 Years (MCA)

REGIONAL ADDS & HOTS

WEST			MIDWEST			
KKAL Arroyo Grande, Ca.	KRAM Las Vegas, Nv.	KSOP Salt Lake City, Ut.	WSLR Akron, Oh.	WCXI Detroit, Mi.	WITL Lansing, Mi.	WIL St. Louis, Mo.
T.G. Sheppard Ronnie Milsap Gene Watson Eddy Arnold Streets Capitol Jeanne Pruett George Burns HOTTEST: Kenny Rogers Eddie Rabbitt	Waylon Jennings Willie Nelson Razzy Bailey HOTTEST: Oak Ridge Boys Larry Gatlin Waylon Jennings Anne Murray KLAC Los Angeles, Ca. No New Adds KCEY Modesto, Ca. Ronnie Milsap Hoyt Axton Cowboy Rhythm Band HOTTEST: Willie Nelson Johnny Duncan HOTTEST: Jerry Reed Ronnie Milsap Hank Williams, Jr. "Conversation" Tom T. Hall Barbara Mandrell KNEW Oakland-S.F., Ca. Buck Owens John Anderson Vern Gosdin Ronnie Milsap Charly McClain Hoyt Axton KNIX Phoenix, Az. Ronnie Milsap Gene Watson Willie Nelson Hoyt Axton Johnny Duncan HOTTEST: Mel Tillis (Both) Jim Reeves Charley Pride Oak Ridge Boys Don Williams Jerry Reed KFTN Provo, Ut. Tom T. Hall Mitchell & Sloan George Burns Mary Lou Turner KIDN Pueblo, Co. Johnny Paycheck Gene Watson Tom T. Hall HOTTEST: Kenny Rogers Kendalls Jim Reeves Charley Pride Oak Ridge Boys KUGR Green River, Wv. Crystal Gayle Razzy Bailey Tom T. Hall "Jesus" Eddy Arnold Mandrell & Bannion HOTTEST: Don Williams Charley Pride Waylon Jennings Freddy Weller KRDR Gresham, Or. Roy Clark Billy Edd Wheeler Johnny Duncan Ronnie Milsap Earl Scruggs Willie Nelson Leon Everette Johnny Rodriguez Mel Tillis Hoyt Axton Streets Statler Bros. HOTTEST: Kenny Rogers Gail Davies	Charly McClain Willie Nelson Ronnie Milsap Mel Tillis (Both) Pat Boone Sheila Andrews HOTTEST: Kenny Rogers T.G. Sheppard Gail Davies Jim Reeves Eddie Rabbitt KCKC San Bernardino, Ca. Statler Bros. Ronnie Milsap HOTTEST: Barbara Mandrell Don Williams John Conlee Willie Nelson KSON San Diego, Ca. Waylon Jennings Johnny Paycheck Anne Murray Tom T. Hall Gene Watson HOTTEST: Jim Reeves Moe & Joe Conway & Loretta Kandalls Oak Ridge Boys KEEN San Jose, Ca. Charly McClain Ronnie Milsap Mel Tillis KMPS Seattle, Wa. Earl Scruggs Bobby Bare Henson Cargill Hoyt Axton George Burns Jack Greene HOTTEST: Jim Reeves Eddie Rabbitt KCUB Tucson, Az. Anne Murray Willie Nelson Johnny Duncan T.G. Sheppard Razzy Bailey Tom T. Hall Ronnie Milsap HOTTEST: Waylon Jennings Oak Ridge Boys Johnny Rodriguez Jerry Reed Crystal Gayle KIKX Tucson, Az. Johnny Paycheck Bobby Bare Willie Nelson Mel Tillis Johnny Duncan Ronnie Milsap Ronnie McDowell Statler Bros. Charly McClain David Rogers Dean Dillon HOTTEST: Kenny Rogers Oak Ridge Boys Jerry Reed Razzy Bailey Anne Murray	Charly McClain Hoyt Axton Willie Nelson Buck Owens Laurie Jacobs Margo Smith Statler Bros. Johnny Rodriguez Tommy Overstreet Larry Lee Adkins Charlie Rich Waylon Jennings Anne Murray Larry Gatlin HOTTEST: Crystal Gayle Barbara Mandrell David Rogers Anne Murray Mel Tillis Willie Nelson HOTTEST: Charly McClain Willie Nelson Mel Tillis Zella Lehr Stephanie Winslow Streets HOTTEST: Jerry Reed Rodriguez & McClain Ronnie McDowell Porter Wagoner Johnny Duncan Jack Greene Max O. Barnes HOTTEST: Waylon Jennings Mel Tillis Randy Barlow T.G. Sheppard Johnny Rodriguez WMAQ Chicago, Il. No New Adds WSAI Cincinnati, Oh. Leon Everette Ronnie Milsap Statler Bros. HOTTEST: Anne Murray Gene Watson John Conlee Don Williams Moe & Joe WKMF Flint, Mi. Charly McClain Willie Nelson Hoyt Axton Rita Coolidge Earl Scruggs Johnny Duncan Sheila Andrews Sonny Curtis Gene Watson HOTTEST: Barbara Mandrell Gail Davies John Anderson Hank Williams-Jr. Waylon Jennings KWMT Ft. Dodge, Ia. Leon Everette David Rogers Roy Clark Buck Owens Bill Anderson George Burns Tom T. Hall Gene Watson Ronnie McDowell Razzy Bailey HOTTEST: Eddie Rabbitt Willie Nelson Conway & Loretta Don Williams WIRE Indianapolis, In. Stephanie Winslow Dean Dillon Zella Lehr Ronnie McDowell Eddy Raven Jacky Ward Jacky Ward HOTTEST: Kenny Rogers Willie Nelson Crystal Gayle T.G. Sheppard WDAF Kansas City, Mo. No New Adds WJAX Eau Claire, Wi. Charly McClain Willie Nelson Mel Tillis HOTTEST: Kenny Rogers Conway Twitty Dottie West T.G. Sheppard WMOG Muskegon, Mi. Charly McClain Waylon Jennings Hoyt Axton Ronnie Milsap Razzy Bailey HOTTEST: Kenny Rogers Charley Pride Brenda Lee Rupert Holmes KYNN Omaha, Ne. Anne Murray Gene Watson Larry Gatlin Ronnie McDowell Tom T. Hall HOTTEST: David Rogers Razzy Bailey John Conlee Conway & Loretta Crystal Gayle WXCL Peoria, Il. Johnny Duncan Eddy Raven Statler Bros. Ronnie Milsap Charly McClain HOTTEST: Kenny Rogers Don Williams Barbara Mandrell Razzy Bailey WMBF Rock Island, Il. Barbara Mandrell Larry Gatlin Johnny Paycheck Razzy Bailey Cates Dean Dillon Waylon Jennings Leon Everette Anne Murray Jacky Ward Gene Watson Reba McEntire Ronnie McDowell HOTTEST: Conway & Loretta Don Williams Crystal Gayle Bill Anderson KFEQ St. Joseph, Mo. Roy Clark Mel Tillis Hoyt Axton Streets Razzy Bailey Statler Bros. Charly McClain Willie Nelson Anne Murray Gene Watson Waylon Jennings HOTTEST: Kenny Rogers Kendalls J.D. Souther	Buck Owens Charly McClain Hoyt Axton Bobby Bare Anne Murray David Rogers Ronnie Milsap Tom T. Hall (Both) Stephanie Winslow HOTTEST: Larry Gatlin Max D. Barnes Kenny Rogers Conway Twitty WDTI Terre Haute, In. Buck Owens Tom T. Hall (Both) Johnny Duncan Ronnie Milsap HOTTEST: Kenny Rogers Moe & Joe Kendalls Oak Ridge Boys KFDI Wichita, Ks. Jerry Neill Streets Mel Tillis Ronnie Milsap Statler Bros. HOTTEST: Max D. Barnes Charley Pride Kenny Rogers CKLW-FM Windsor, Ontario Jeanne Pruett David Rogers John Anderson Cash & Jennings Bill Anderson Larry Gatlin Jacky Ward HOTTEST: Kenny Rogers Eddie Rabbitt Willie Nelson Oak Ridge Boys Kendalls		

EAST				
WSEN Baldwinsville, N.Y.	WJMN New York, N.Y.	WADR Rensselaer, N.Y.	WWVA Wheeling, W.Va.	WNOV York, Pa.
No New Adds WKXA Brunswick, Me. Rupert Holmes Larry Gatlin Anne Murray Gene Watson Freddy Weller Razzy Bailey HOTTEST: Don Williams Kenny Rogers Oak Ridge Boys Brenda Lee WOKO Dover, N.M. Earl Scruggs Willie Nelson Charly McClain Rita Coolidge Statler Bros. HOTTEST: Barbara Mandrell Anne Murray WEEP Pittsburgh, Pa. Larry Gatlin Ronnie Milsap Mel Tillis Willie Nelson HOTTEST: Kenny Rogers Oak Ridge Boys Don Williams	Ronnie Milsap Gail Davies John Conlee Barbara Mandrell HOTTEST: Kenny Rogers Conway Twitty Rita Coolidge WCMS Norfolk, Va. Crystal Gayle Margo Smith Cristy Lane Susie Allanson Joe Sun Roy Clark Bobby Bare HOTTEST: Conway Twitty Kenny Rogers Jim Reeves J.D. Souther John Conlee WMZO-FM Washington, D.C. Statler Bros. Pam Rose Razzy Bailey Cristy Lane HOTTEST: Waylon Jennings Jack Greene Joe Sun Ronnie Milsap Anne Murray WBAX Wilkes Barre, Pa. Dottie West Johnny Paycheck Gail Davies Waylon Jennings Jack Greene Razzy Bailey HOTTEST: Kenny Rogers Max D. Barnes Jim Reeves Bobby Vinton Rita Coolidge	Johnny Rodriguez Zella Lehr Anne Murray David Rogers Razzy Bailey Waylon Jennings HOTTEST: Barbara Mandrell Jerry Reed Crystal Gayle Joe Sun Con Hunley WMZO-FM Washington, D.C. Statler Bros. Pam Rose Razzy Bailey Cristy Lane HOTTEST: Waylon Jennings Jack Greene Joe Sun Ronnie Milsap Anne Murray WBP Ft. Worth, Tx. Razzy Bailey Susie Allanson Joe Sun Anne Murray Waylon Jennings HOTTEST: John Conlee KENR Houston, Tx. J.D. Souther Dr. Hook Rita Coolidge Dann Rogers Dave & Sugar (RA) Anne Murray Frank Mills Jim Weatherly WVOJ Jacksonville, Fl. Charly McClain Gene Watson HOTTEST: Kenny Rogers Anne Murray Willie Nelson Razzy Bailey John Conlee KXLR Little Rock, Ark. Stephanie Winslow Earl Scruggs Johnny Duncan Rita Coolidge Willie Nelson Jacky Ward Ronnie Milsap HOTTEST: Willie Nelson Don Williams Gene Watson John Conlee WRAM Montgomery, Al. Mel Tillis Ronnie Milsap Johnny Duncan Charly McClain Willie Nelson Stephanie Winslow Statler Bros. HOTTEST: Kenny Rogers Steve Wariner T.G. Sheppard Conway Twitty Con Hunley	Charly McClain Ronnie Milsap Willie Nelson Dann Rogers Statler Bros. Mary Lou Turner Johnny Duncan Streets Earl Scruggs Jerry Reed HOTTEST: T.G. Sheppard Wilton Pugh Don Williams WBAK Wilkes Barre, Pa. Dottie West Johnny Paycheck Gail Davies Waylon Jennings Jack Greene Razzy Bailey HOTTEST: Kenny Rogers Max D. Barnes Jim Reeves Bobby Vinton Rita Coolidge	John Conlee John Anderson "Crash" Craddock HOTTEST: Kenny Rogers Kendalls Oak Ridge Boys Don Williams
WBAP Ft. Worth, Tx. Razzy Bailey Susie Allanson Joe Sun Anne Murray Waylon Jennings HOTTEST: John Conlee KENR Houston, Tx. J.D. Souther Dr. Hook Rita Coolidge Dann Rogers Dave & Sugar (RA) Anne Murray Frank Mills Jim Weatherly WVOJ Jacksonville, Fl. Charly McClain Gene Watson HOTTEST: Kenny Rogers Anne Murray Willie Nelson Razzy Bailey John Conlee KXLR Little Rock, Ark. Stephanie Winslow Earl Scruggs Johnny Duncan Rita Coolidge Willie Nelson Jacky Ward Ronnie Milsap HOTTEST: Willie Nelson Don Williams Gene Watson John Conlee WRAM Montgomery, Al. Mel Tillis Ronnie Milsap Johnny Duncan Charly McClain Willie Nelson Stephanie Winslow Statler Bros. HOTTEST: Kenny Rogers Steve Wariner T.G. Sheppard Conway Twitty Con Hunley	WDEN Macon, Ga. John Conlee Becky Hobbs George Burns Bobby Bare Anne Murray Gene Watson Rita Coolidge HOTTEST: Kenny Rogers George Burns Bobby Bare Razzy Bailey WMC Memphis, Tn. Mel Tillis Hoyt Axton Statler Bros. Willie Nelson Charly McClain WUNI Mobile, Al. Charly McClain Rita Coolidge Johnny Duncan Statler Bros. Sonny Curtis Mel Tillis HOTTEST: Johnny Paycheck Buck Owens Razzy Bailey Ronnie McDowell WWSN St. Petersburg, Fl. Gene Watson Willie Nelson Tom T. Hall "Jesus" Anne Murray KKYX San Antonio, Tx. Johnny Duncan Jack Greene Waylon Jennings Joe Douglas Stephanie Winslow Leon Everette Mel Tillis Hoyt Axton Willie Nelson	WQOT Savannah, Ga. Ronnie Milsap Mel Tillis Statler Bros. HOTTEST: T.G. Sheppard Cash & Jennings Jeanne Pruett Willie Nelson Roy Clark KRMD Shreveport, La. Jacky Ward Pam Rose Johnny McDowell Johnny Duncan Mel Tillis (Both) Ronnie Milsap Charly McClain Willie Nelson Waylon Jennings (Both) Hoyt Axton Statler Bros. Larry Gatlin George Burns Freddy Fender WIRK-FM W. Palm Beach, Fl. Susie Allanson Charly McClain Statler Bros. Stephanie Winslow Jacky Ward Mel Tillis Willie Nelson Hoyt Axton HOTTEST: Roger Hallmark Susan Striker Kenny Rogers Steve Wariner Randy Barlow		

SOUTH

Country ALBUMS

HOTTEST TRACKS:
 "The Conversation"
 Hank Williams Jr.
 "Walk On By"
 Donna Fargo

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

MOE BANDY - One Of A Kind - (Columbia) "Man Of Means"
"Sweet Kentucky Women"
JOHN CONLEE - Forever - (MCA) "The In Crowd"
JOHNNY DUNCAN - Straight From Texas - (Columbia) "Run-away Housewife"
ELECTRIC HORSEMAN - Soundtrack - (Columbia) "Midnight Rider"
DONNA FARGO - Just For You - (WB) "Walk On By"
LARRY GATLIN - Straight Ahead - (Columbia) "Taking Somebody With Me"

WAYLON JENNINGS - What Goes Around Comes Around - (RCA) "Out Among The Stars"
GEORGE JONES - My Very Special Guests - (Epic) "It Sure Was Good" "I Turned You To Stone" "Night Life"
KENDALLS - Heart Of The Matter - (Ovation) "Gone Away"
MOE & JOE - Just Good Ole Boys - (Columbia) "Honky Tonk Man" "When It Comes To Cowgirls"
ANNE MURRAY - I'll Always Love You - (Capitol) "Wintery Feeling"
KENNY ROGERS - Kenny - (UA) "Goodbye Marie" "You Turn The Light On"
MEL TILLIS - Me And Pepper - (Elektra) "This Is Me"
DON WILLIAMS - Portrait - (MCA) "Circle Driveway" "It Only Rains On Me" "We've Never Tried It With Each Other"
HANK WILLIAMS JR. - Whiskey Bent & Hell Bound - (Elektra) "The Conversation" "Women I've Never Had"



Mike Kasabo

How WELI Got Younger And Still Stayed Adult

Several months ago we profiled KSTP/Minneapolis, specifically dealing with its transition from a longtime rocker to a full-service Pop/Adult. PD Denny Carpenter discussed the inherent problems of developing and cultivating higher demographics, while still trying to maintain as much of the station's younger base as possible. In other words, taking the station from a younger to an older appeal.

Well, now I'd like to look at how you can accomplish the reverse — taking an old-line "MOR" image and contemporizing it into mainstream Pop/Adult.

Bill Rock (pictured) landed at WELI/New Haven three years ago from WNBC/New York and shared an objective with management; skew them ratings down! Originally the station's Operations Manager, Rock is now the Director of Program Development for the Insilco Broadcasting Group and oversees the programming of its eight properties. The following is a condensed version of our phone conversation.



R&R: You took a double digit old-line station and in three years not only maintained the overall strength, but managed to groom a younger and more preferable audience. How?

BR: The first, foremost and most obvious way to do that kind of thing is with music. Somewhere in the 1960's programmers discovered there was no longer any MOR music being made for them to play. Frank Sinatra was in his waning years, Steve & Eydie couldn't come up with a hit, Tony Bennett and any other big name you want to throw in there were starting to fall out. The programmer all of a sudden realized "Hey, I've got (musically) nowhere to go." They couldn't integrate the truly popular music of the day starting in the mid-sixties, because it was pure rock 'n' roll. There was a definite division between the music they'd been playing and what was now popular. And that quite frankly was due to the division in the demographic makeup of the country. There was a heavy youth emphasis in the 1960's as a result of the baby boom. As the 70's kicked off, these stations realized that they had to do some other things musically.

R&R: You're saying that music and other surrounding elements were progressing, but not these radio stations in the way they approached things . . .

BR: Yes. Many of these radio stations sustain themselves with non-music elements — I mean over the years, they had not really evolved all that much. They carry live sporting events and all the other types of elements, but still in the old forms as opposed to finding new, exciting and contemporary forms of presentation. So, naturally they held on to the older demographics out of habit. That's what happened here and I was standing at the crossroads. Music had evolved quite naturally just as we in the baby boom had grown up. There was no more a division, no more MOR per se: just popular music with us, the "new" adults.

R&R: What did you attack next?

BR: The next dilemma came at the same time. We didn't want to go out and say, "Hey, we're changing, we're different," because that would scare off a certain amount of our older people. So we had to evolve within; my feeling was it would take a 3-4 year plan before the station would eventually come to the demographic breakdown that would be comfortable with sales.

R&R: Please explain your plan as it relates to sales . . .

BR: Well, the primary demographic for sales has been increasing along with the bulge in the population, which is not too difficult to understand. The more people, the more buying power is the philosophy. So stations like WELI are beginning to skew down while the most salable demographics are skewing upwards, and suddenly the twain meets at the 25-54 group, which is primarily a sales demo more than a programming demo.

R&R: What was your next move?

BR: The next area was simply a matter of presentation. I had ended up changing, over a three-year period, the entire staff except the morning personality, who's been here more than 20 years, and the late night telephone talk show host. The personalities here now are intelligent, adult, and entertaining in a very contemporary manner.

R&R: What other elements did you change?

BR: Next step for me was to eliminate the clutter. I did this by applying, quite frankly, principles of Top 40 radio. Then we went to work completely contemporizing the news department. We had plenty of news, but it was kind of sluggish. There wasn't a news vehicle, so I put a two-way in my personal car, and as it happened that year we had the worst snow storm in 50 years. Well, you wouldn't believe the listener reaction we got from filing reports from all over the city on a first-hand basis. Every time there's a storm, or any kind of emergency, they immediately tune to us.

R&R: How's your afternoon magazine format working out?

BR: That's another thing. I put a magazine show in place of a two-hour news block that I felt was just too much for the demos we were trying to lock up. Especially when you're overshadowed by WCBS from New York and other network O & O signals booming in here that can, quite honestly, do a better job of national and international news coverage. However, and this is part of maintain a proper demo spread, we can give them something the big guns can't, and that's in-depth local news. But since there's only so much of that, we came up with a soft approach contrasting to the 5-6pm news block, where we concentrate on hard news.

R&R: What are some of the elements that make up that magazine hour?

BR: Astrology reports, night life, concert and theatre reviews, a health report, traffic, a wine expert, ski reports, and other news and features of local interest.

R&R: We've just opened a new decade. Is WELI, demographically and otherwise, where you envisioned it to be?

BR: I think in terms of the station's positioning in the community, yes! And I would say that at this point we're going in the right direction. And I'd like to say to others, that above all else — should you try what we've accomplished here — have patience and be open-minded to what the next thing coming down the road might be.

KMPC Signs Dr. Laura Schlessinger

KMPC/Los Angeles, after months of reviewing applicants, has announced the appointment of Dr. Laura Schlessinger to the 10am-2pm air shift effective January 17. Dr. Schlessinger has a PhD in physiology at Columbia University Medical School, among other honors. Currently she is an assistant professor in the biological sciences at USC. She is also a certified sex educator, counselor and therapist. Her radio career includes time with KABC/Los Angeles and KWIZ in neighboring Santa Ana, and she is currently working on a pilot for NBC's channel 4 titled "Closer Encounters."

When contacted by R&R, Dr. Schlessinger stated cheerfully, "When you love radio, to be on a major station in a major market — well, it's a life's dream. All the people I've met at the station are great, and that makes it a happy place to go to and work."

INFORMATION EVOLUTION — You'll notice the absence of a longtime feature of the section this week — the P/A singles graphs are gone and will no longer be appearing. Our research indicated that R&R readers seldom found them useful any more. When they were devised over five years ago, the graphs were a convenient way of picturing a record's progress, but since the evolution of our Breaker/New & Active/Others Getting Significant Action system, that information is more easily picked up in those sections. So, to standardize the P/A section's music methodology and to present our information more efficiently, we've eliminated the graphs. In their place, we'll be expanding the Others listings and making the Adds & Hots easier to read. We're sure you'll be able to make even better use of the P/A music information from now on.

Transition

KHOW/Denver General Manager Sam Sherwood has announced the appointment of Brian Scott as the station's Operations Manager, replacing John Lund, who moved to WNBC/New York. Scott (pictured) was most recently the station's Music and Research Director and is replaced in those positions by Leigh Starnes, who moves up from Librarian . . . Bill Dodd has resigned his Program Directorship of WEBC/Duluth effective January 19th. Dodd cited "differences of programming philosophy" as the reason for his departure. He can be reached at (218) 727-6119 . . . Jon R.W. Wailin leaves the PD slot of WYBR/Rockford, IL to take over the 10am-2pm shift at KZLA/Los Angeles . . . KMPC/Los Angeles has signed Bob Starr as the new play-by-play announcer for the baseball Angels and football Rams. Starr comes to the station after many years calling action for the St. Louis baseball and football Cardinal teams . . . Dan Gordon joins KBLF/Red Bluff in the 6-10pm slot from KCHO/Chino, also in California, and replaces Dick Bryan, who goes into sales . . . Steve Woodburn has stepped down as Music Director of KMED/Medford, OR to take the News Directorship, and is replaced by Charlie Kirk, who comes from KPCC/Quincy, CA, where he served as PD and MD . . .



Update

THE HOLIDAY RAP: WHDH/Boston Music Director Donna Halper masterminded a coup for the station's Christmas party by landing Dr. Hook to perform for staff and management. Halper and the station would like to thank the Dr.'s manager, Bobby Heller, and Capitol promotion whiz Bruce Wendell for providing the group's services . . . WGAR/Cleveland's 5th annual Share-A-Christmas got a big boost from the students of fifteen elementary schools as they contributed over 2400 toys that were distributed to needy kids in the area . . . WOR/New York staged an enormously successful special called the "WOR Family Christmas." Every on-air member contributed personal and very moving segments to the special . . . KVI/Seattle delivered over 5000 seasonal cards from listeners to the hostages in Iran . . . A final leftover item comes from WHLS/Port Huron, MI, as Music Director David Kredell sends out a special thank you to all the record companies who came through with holiday giveaway product — "Proving," he emphasized, "that a small market radio station can make things work with record people — our service has never been better." . . . WBZ/Boston has become affiliated with ABC Radio's Entertainment Network January 1. General Manager Bill Hartman said, "The addition of ABC's worldwide news-gathering facilities will strengthen our award-winning news coverage and provide expanded service in the important areas of national and international news." . . . At WOR, New York City Mayor Ed Koch coshosted a recent morning with John Gambling and took calls from Big Applites . . . WCCO/Minneapolis's popular mid-morning team of Boone & Erickson has been a little panicky at the lack of snowfall so far this winter (last year more than 25 inches had fallen for the holiday), so they recently took drastic action by having a local priest perform a tongue-in-cheek prayer for snow. That would run into a lot of money here in California . . . During the new year, WSB/Atlanta will continue to provide up-to-the-minute reports on the Olympic Games by using its NBC affiliation to provide the coverage . . . WFYR/Chicago, in its continuing commitment to being a full-service P/A outlet, has added additional live local newscasts to its schedule, making it the only FM station to carry live overnight local newscasts in the Windy City. The casts will be anchored by Michelle Damico . . . Hats off to KFMB/San Diego news reporter Diana Enright, who is credited with being the first person to report on the discovery of a nuclear test off the city's coast in 1955, which has now captured the attention of many state officials, including Governor Brown, who has ordered a full investigation of the secret testing activity . . . KLYD-FM/Bakersfield, a recent addition to the P/A reporting section, would like to be placed on record companies' "prime" list — mailing address: P.O. Box 1499, 93302 . . .

P/A

POP/ADULT

BREAKERS®

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

No Records Qualify

For Breaker Status This Week.

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.

DAN FOGELBERG "Longer" (Full Moon/Epic) 43/16 add WIS, WFTL, WORG, KGNR, WHAM, WELI, WGIR, WGR, WBAL, KWOS, WSB, WTVN, WBEN, KDKA, KVI, WOWO. Key moves: 23-17 WRIE, 22-13 KOLO, 29-26 KSTP, 25-18 WCHV, 26-21 WISN, 26-18 WBT, debut 18 WVMT, debut 28 WJBO, debut 25 WBOW. Heavy rotation: WEBC, WSLI, WHIO, KFMB, WJON. Starts 1980 at No. 24 on P/A chart.

DIRT BAND "American Dream" (UA) 30/6 add WLW, WIS, KBLF, WBT, KDWN, KWOS. Key moves: 24-17 WBEN, 29-26 WVMT, 28-26 WPRO, 25-17 WJBO, debut 28 WORG, debut 29 KOLO. Heavy rotation: WGR, WTMJ. Starts 1980 at No. 26 on P/A chart.

EAGLES "The Long Run" (Asylum) 33/4 add WCFR, WCBM, WHEN, KRKK. Key moves: 28-16 WHIZ, 5-3 KRMG, 17-13 WOWO, 7-3 WBEN, 22-16 WCHV. Heavy rotation: WTAE, WHAS. Starts 1980 at No. 27 on P/A chart.

BARBRA STREISAND "Kiss Me In The Rain" (Columbia) 38/21. Has more total stations than the above, but more than half are brand new adds — and they include WELI, WFD, WVMT, WIS, WTAE, WRIE, WHAM, KFMB, WATR, WJON, KDWN, WLW, WTVN, WNEW, WHAS, KRKK, KOLO. Early moves: debut 29 WJBO, debut 30 WPRO. Heavy rotation: WISN, WHIO. Starts 1980 at No. 28 on P/A chart.

STEVE FORBERT "Romeo's Tune" (Nemperor) 24/6 add WSB, KWOS, WOWO, WORG, WIS, KFOR. Heavy rotation: WCFR, WHIO, WGR, WSLI, WTMJ. 21-13 WCHV. Starts 1980 at No. 30 on P/A chart.

JOHN STEWART "Lost Her In The Sun" (RSO) 39/11. Should pick up points with full complement of reporters next week. Latest adds are WELI, KOLO, KSTP, WHAM, KFMB, KDKA, WBT, KSL, WORG, WHOK, WFTL. Key moves: 24-16 KBLF, 20-17 WBOW. Heavy rotation: WCFR, KMBZ. Hot at WTAE. Starts 1980 at No. 31 on P/A chart.

JENNIFER WARNES "Don't Make Me Over" (Arista) 35/4 add KLTE, WSLI, WBOW, WBEN. Key moves: 27-22 WJBO, 28-24 WORG. Starts 1980 at No. 34 on P/A chart.

JIMMY BUFFETT "Volcano" (MCA) 30/4 add WHIZ, WORG, KWOS, KBLF. Key moves: 20-16 WVMT, 24-20 WCHV, debut 30 WJBO. Starts 1980 at No. 37 on P/A chart.

BOBBY VINTON "Make Believe It's Your First..." (Tapestry) 34/2 add WSLI, KVI. Heavy rotation: KSL. Starts 1980 at No. 38 on P/A chart.

ROGER WHITTAKER "You Are My Miracle" (RCA) 24/1 add KGNR. Starts 1980 at No. 40 on P/A chart.

NOTE: Due to the holidays, total station count was down compared to a normal week, which will again be the case in our next issue.

Others Getting Significant Action

DANA VALERY "I Don't Want To Be Lonely" (Scotti Bros.) 27/2 add WYNE, WHAM. Moves 28-26 WBT, 23-20 WJBO.

SPINNERS "Working My Way Back To You" (Atlantic) 25/11 add KVI, WGR, WLW, KOLO, WLOW, WCHV, KBLF, WYNE, WIS, KFOR, WHIZ. Moves 29-27 WPRO, debut 27 WORG.

JIM WEATHERLY "Smooth Sailin'" (Elektra) 25/1 add WFTL.
JACK JONES "Theme From Love Boat" (MGM) 23/8 add WJBO, WELI, WNEW, WATR, KDWN, WFD (dp), WISN, WORG. Moves 26-22 WBEN, debut 29 WRIE.

JIMMY MESSINA "New And Different" (Columbia) 23/1 add KVI.

NICOLETTE LARSON "Let Me Go, Love" (WB) 21/11 add WBOW, WTMJ, WGIR, WLOW, WJBO, WFD, WBT, WYNE, WIS, KFOR, WHIZ.

RICHIE FURAY "I Still Have Dreams" (Asylum) 20/1 add WIS. Moves 29-22 WJBO.

ROD STEWART "I Don't Want To Talk About It" (WB) 19/6 add WVMT, WORG, WJON, KBLF, KRKK, WSLI. Moves 36-27 WCHV, 26-24 KOLO, debut 33 WBOW.

Radio & Records

POP/ADULT AIRPLAY / 40

January 11, 1980

- 1 CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
- 2 KENNY ROGERS/Coward Of The County (UA)
- 3 DIONNE WARWICK/Deja Vu (Arista)
- 4 STEVIE WONDER/Send One Your Love (Tamla)
- 5 BARRY MANILOW/When I Wanted You (Arista)
- 6 LITTLE RIVER BAND/Cool Change (Capitol)
- 7 RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
- 8 CLIFF RICHARD/We Don't Talk Anymore (EMI America)
- 9 TERI DeSARIO/Yes, I'm Ready (Casablanca)
- 10 NEIL DIAMOND/September Morn (Columbia)
- 11 RUPERT HOLMES/Escapes (The Pina Colada Song) (MCA)
- 12 FLEETWOOD MAC/Sara (WB)
- 13 DANN ROGERS/Looks Like Love Again (International Artists)
- 14 MICHAEL JACKSON/Rock With You (Epic)
- 15 DR. HOOK/Better Love Next Time (Capitol)
- 16 LOBO/Holdin' On For Dear Love (MCA/Curb)
- 17 ANNE MURRAY/Daydream Believer (Capitol)
- 18 ABBA/Chiquitita (Atlantic)
- 19 KENNY LOGGINS/This Is It (Columbia)
- 20 STYX/Babe (A&M)
- 21 SMOKEY ROBINSON/Cruisin' (Tamla)
- 22 HERB ALPERT/Rotation (A&M)
- 23 MAUREEN McGOVERN/Can't Take My Eyes Off You (WB/Curb)
- 24 DAN FOGELBERG/Longer (Full Moon/Epic)
- 25 COMMODORES/Still (Motown)
- 26 DIRT BAND/American Dream (UA)
- 27 EAGLES/The Long Run (Asylum)
- 28 BARBRA STREISAND/Kiss Me In The Rain (Columbia)
- 29 J.D. SOUTHER/You're Only Lonely (Columbia)
- 30 STEVE FORBERT/Romeo's Tune (Nemperor)
- 31 JOHN STEWART/Lost Her In The Sun (RSO)
- 32 CRYSTAL GAYLE/Half The Way (Columbia)
- 33 BARBARA STREISAND & DONNA SUMMER/No More Tears (Enough...) (Col/Cas)
- 34 JENNIFER WARNES/Don't Make Me Over (Arista)
- 35 MOON MARTIN/No Chance (Capitol)
- 36 FRANK MILLS/Peter Piper (Polydor)
- 37 JIMMY BUFFETT/Volcano (MCA)
- 38 BOBBY VINTON/Make Believe It's Your First Time (Tapestry)
- 39 BARRY MANILOW/Ships (Arista)
- 40 ROGER WHITTAKER/You Are My Miracle (RCA)

This chart is based solely on statistics compiled weekly from our reporting stations.

TOM JOHNSTON "Savannah Nights" (WB) 19/2 add WGY, WGR. Debuts 30 at KOLO.

ELO "Last Train To London" (Jet) 16/2 add KFOR, WBT. Moves 16-8 KOLO, 24-17 WOWO, 22-20 WBEN, 25-17 KBLF.

ROBERT JOHN "Lonely Eyes" (EMI America) 16/2 add WBT, KWOS. Moves 28-19 WCHV, 39-28 WHIZ.

ISAAC HAYES "Don't Let Go" (Polydor) 15/3 add WGY, WBZ, KWOS.

BILLY PRESTON & SYREETA "With You I'm..." (Motown) 14/1 add WSB. Moves 29-26 WBT.

JEREMY SPENCER BAND "Travellin'" (Atlantic) 14/1 add WHIZ.

CHARLIE DANIELS BAND "Behind Your Eyes" (Epic) 13/1 add WSB. Heavy rotation: KRKK.

QUEEN "Crazy Little Thing Called Love" (Elektra) 12/8 add WGY, WHIZ, WLOW, WGR, WORG (dp), WBT, WBEN, WOWO. Moves 26-23 KOLO, debut 23 WVMT.

FOGHAT "Third Time Lucky" (Bearsville/WB) 12/1 add KRKK. Moves 27-20 WOWO, 25-22 WVMT.

ROBERT PALMER "Can We Still Be Friends" (Island) 11/4 add WCFR, WHIZ, WHIO, WSLI.

DONNA SUMMER "On The Radio" (Casablanca) 11/1 add WBZ. Moves 18-9 KOLO.

TOTO "99" (Columbia) 10/3 add WTMJ, KOLO, WELI.

COMMODORES "Wonderland" (Motown) 10/1 add WHIZ.

O'JAYS "Forever Mine" (Philadelphia International) 9/3 add WGY, WCHV, WHOK. Moves 30-25 WHIZ.

Most Added:

- BARBRA STREISAND**
Kiss Me In The Rain (Columbia)
Added at 34% of our reporting stations.
- ANNE MURRAY**
Daydream Believer (Capitol)
Added at 29% of our reporting stations.
- DAN FOGELBERG**
Longer (Full Moon/Epic)
Added at 26% of our reporting stations.
- NICOLETTE LARSON**
Let Me Go, Love (WB)
Added at 18% of our reporting stations.
- SPINNERS**
Working My Way Back To You (Atlantic)
Added at 18% of our reporting stations.
- JOHN STEWART**
Lost Her In The Sun (RSO)
Added at 16% of our reporting stations.

Hottest:

- KENNY ROGERS**
Coward Of The County (UA)
Reported hot at 42% of our stations.
- CAPTAIN & TENNILLE**
Do That To Me One More Time (Casablanca)
Reported hot at 40% of our stations.
- DIONNE WARWICK**
Deja Vu (Arista)
Reported hot at 37% of our stations.
- MICHAEL JACKSON**
Rock With You (Epic)
Reported hot at 31% of our stations.
- STEVIE WONDER**
Send One Your Love (Tamla)
Reported hot at 27% of our stations.
- RITA COOLIDGE**
I'd Rather Leave While I'm In Love (A&M)
Reported hot at 24% of our stations.
- TERI DeSARIO**
Yes, I'm Ready (Casablanca)
Reported hot at 24% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore
Jack Lary
D. Fogelberg
Starland Vocal Band
WCBM/Baltimore
Deater Beane
Eagles
A. Murray (Daydream)
HOTTEST
S. Wonder
M. Jackson
K. Loggins
LRB
Capt. & Tennille
S. Robinson
WBZ/Boston
Wendy Furze
A. Murray (Daydream)
D. Summer
I. Hayes
HOTTEST
Dr. Hook
F. Joli
R. Holmes
C. Richard
K. Rogers
J.D. Souther
S. Robinson
WBEN/Buffalo
Roger Christian
J-L Ponty
D. Fogelberg
Queen
J. Warnes
HOTTEST
M. Jackson
Eagles
F. Mac
N. Diamond
T. DeSario/KC
Dirt Band
B. Manilow
A. Murray (Daydream)
WGR/Buffalo
Jerry Reo
D. Fogelberg
Spinners
T. DeSario/KC
Queen
T. Johnston
HOTTEST
M. Diamond
Dirt Band
A. Murray (Daydream)
S. Forbert
WVMT/Burlington
Gary Wheelock
B. Streisand
Abba
R. Stewart
B. James
HOTTEST
K. Rogers
S. Forbert
Eagles
H. Alpert
M. Jackson
Lobo
WRIE/Erie
Smokey Burns
D. Rogers
B. Streisand
M. Transfer
C. Mangione
HOTTEST
R. Holmes
M. Jackson
S. Robinson
Capt. & Tennille
Kool & The Gang
B. Manilow (Wanted)
D. Fogelberg
N. Diamond

WGIR/Manchester
Karen Andersen
F. Mac
B. James
Starland Vocal Band
D. Fogelberg
N. Larson
HOTTEST
LRB
K. Rogers
T. DeSario/KC
WELI/New Haven
Wait Pinto
M. Jackson
B. Streisand
D. Fogelberg
B. Manilow (Wanted)
A. Murray (Daydream)
J. Jones
J. Stewart
HOTTEST
Styx (Babe)
H. Alpert
S. Wonder
N. Diamond
Lobo
K. Rogers
WNEW/New York
Jeff Mazza
J. Jones
B. Streisand
J. Trudell
HOTTEST
S. Wonder
B. Manilow (Wanted)
Capt. & Tennille
A. Murray (Daydream)
KDKA/Pittsburgh
Randy Flick
D. Fogelberg
A. Murray (Daydream)
J. Stewart
HOTTEST
Capt. & Tennille
S. Wonder
K. Rogers
Dr. Hook
R. Coolidge
Hall & Oates
WTAE/Pittsburgh
Lion oems
Lobo
B. Manilow (Wanted)
B. Streisand
T. DeSario/KC
Peaches & Herb
HOTTEST
Dr. Hook
Eagles
K. Loggins
F. Mac
J. Stewart
A. Murray (Daydream)
M. Jackson
WPRO/Providence
Dave McNamee
None
HOTTEST
C. Richard
M. Jackson
B. Manilow (Wanted)
N. Diamond
F. Mac

WHAM/Rochester
Mike Harvey
B. Streisand
D. Valery
M. McGovern
J. Stewart
D. Fogelberg
HOTTEST
N. Diamond
D. Warwick
D. Rogers
K. Loggins
Abba
F. Mac
WGY/Schenectady
Paul Cassidy
I. Hayes
D'Jays
N. Diamond
T. Johnston
Queen
A. Murray (Daydream)
HOTTEST
R. Holmes
C. Richard
Capt. & Tennille
S. Wonder
Styx (Babe)
S. Robinson
WCFR/Springfield
Ken Gilbert
R. Palmer
Eagles
HOTTEST
Dr. Hook
J. Stewart
B. Manilow (Wanted)
S. Forbert
M. Jackson
D. Rogers
S. Robinson
WHEN/Syracuse
Bob Carolin
Eagles
T. DeSario/KC
HOTTEST
Capt. & Tennille
M. Jackson
S. Robinson
D. Warwick
WATR/Waterbury
Chris Evans
J. Jones
N. Diamond
B. Streisand
J. Tzuke

SOUTH

WLOW/Aiken
Owen Holmes
Lobo
D. Peek
C. Trick
Spinners
B. Midler
Queen
N. Larson
A. Murray (Daydream)
WSB/Atlanta
George Fisher
CDB
D. Fogelberg
S. Forbert
Oak Ridge Boys
M. Jackson
Cher
B. Preston & Syreeta
HOTTEST
Capt. & Tennille
Dr. Hook
R. Holmes
D. Warwick
F. Mills
WJBO/Baton Rouge
Susan Flanagin
N. Larson
J. Jones (Daydream)
HOTTEST
D. Warwick (Wanted)
D. Rogers
HOTTEST
D. Warwick
F. Mac
K. Rogers
Eagles
WBT/Charlotte
Andy Bickel
J. Stewart
Dirt Band
N. Larson
Queen
ELO
R. James
R. John
(Lonely)
HOTTEST
D. Warwick
Capt. & Tennille
M. Jackson
WCHV/Charlottesville
Thomas H. Twine
D'Jays
Spinners
HOTTEST
K. Rogers
D. Warwick
T. DeSario/KC
Lobo
M. Martin
M. Jackson
F. Mac
S. Forbert
WIS/Columbia
Lynn McIntosh
B. Streisand
N. Larson
D. Fogelberg
Spinners
R. Furay
S. Forbert
Dirt Band
HOTTEST
Capt. & Tennille
C. Richard
K. Coolidge
K. Loggins
KROO/El Paso
Lacy/Murray
S. Robinson
HOTTEST
C. Richard
Abba
C. Carter
K. Rogers

WFTL/Ft. Lauderdale
Tom Daren
J. Weatherly
J. Stewart
A. Murray
D. Fogelberg
HOTTEST
D. Warwick
Capt. & Tennille
C. Richard
WSLI/Jackson
Walt Grayson
A. Parsons
R. Palmer
B. Vinton
J. Warnes
R. Stewart
M. McGovern
HOTTEST
F. Mac
D. Fogelberg
S. Forbert
Eagles (Tell) (lp)
WHAS/Louisville
Jerry Melloy
B. Streisand
N. Diamond
A. Murray (Daydream)
HOTTEST
D. Warwick (Wanted)
D. Rogers
HOTTEST
D. Warwick
F. Mac
K. Rogers
Eagles
WIOD/Miami
Yolanda Parapar
None
HOTTEST
Capt. & Tennille
D. Warwick
K. Rogers
S. Wonder
D. Rogers
WTAR/Norfolk
Oale Parsons
None
HOTTEST
Capt. & Tennille
R. Coolidge
R. Holmes
D. Warwick
K. Rogers
D. Rogers
WORG/Orangeburg
Siu Wright
D. Fogelberg
R. Stewart
J. Jones
Queen (dp)
J. Buffett
J. Stewart
B. Streisand
S. Forbert
Peaches & Herb
HOTTEST
D. Warwick
C. Richard
Dr. Hook
M. Jackson
T. DeSario/KC
S. Wonder
R. Coolidge
S. Robinson
Lobo
WPTF/Raleigh
Jimmy Dean
None
HOTTEST
K. Rogers
R. Coolidge
B. Manilow (Wanted)
Capt. & Tennille
WNEU/Wheeling
Chase/Amos
None
HOTTEST
R. Holmes
K. Rogers
LRB
M. Jackson

MIDWEST

WYNE/Appleton
Jay Edwards
D. Valery
M. Travers
B. Manilow (Wanted)
M. Diamond
B. Streisand
Abba
J. DeShannon
Starland Vocal Band
Spinners
C. Thompson
G. Burns
N. Larson
HOTTEST
England Dan
C. Gayle (Half)
D. Warwick
J. Mathis
F. Mac
WLW/Cincinnati
Karen Bernham
F. Mac
T. DeSario/KC
Dirt Band
B. Streisand
Spinners
A. Murray
N. Diamond
HOTTEST
C. Richard
M. Jackson
K. Rogers
D. Warwick
Dirt Band
WTVN/Columbus
Danny Nugent
F. Mac
A. Murray (Daydream)
D. Fogelberg
B. Manilow (Wanted)
B. Streisand
HOTTEST
Capt. & Tennille
LRB
K. Loggins
WHIO/Oakton
Kris Rankin
A. Murray (Daydream)
T. Richards
R. Palmer
HOTTEST
S. Forbert
N. Diamond
B. Streisand
D. Fogelberg
M. McGovern

WEHC/Duluth
Bill Dudd
None
HOTTEST
Capt. & Tennille
D. Warwick
S. Wonder
K. Rogers
D. Fogelberg
T. DeSario/KC
K. Loggins
WFD/Flint
Paul Lardino
B. Streisand
J. Jones (dp)
A. Murray (Daydream) (dp)
N. Larson
HOTTEST
Capt. & Tennille
D. Fogelberg
K. Rogers
Styx (Babe)
S. Wonder
R. Holmes
LRB
Dr. Hook
WOWO/Ft. Wayne
Sam DeVincent
Queen
D. Fogelberg
Styx (Why)
S. Forbert
B. Manilow (Wanted)
N. Diamond
HOTTEST
Kool & The Gang
S. Robinson
Eagles
K. Loggins
D. Warwick
T. DeSario/KC
WOOD/Grand Rapids
Bill Striker
(Lonely)
R. Coniff
A. Murray (Daydream)
HOTTEST
K. Rogers
S. Wonder
LRB
WYNE/Ann Arbor
None
HOTTEST
Capt. & Tennille
D. Warwick
S. Wonder
K. Rogers
D. Fogelberg
T. DeSario/KC
K. Loggins
WYNE/Ann Arbor
None
HOTTEST
Capt. & Tennille
D. Warwick
S. Wonder
K. Rogers
D. Fogelberg
T. DeSario/KC
K. Loggins
WYNE/Ann Arbor
None
HOTTEST
Capt. & Tennille
D. Warwick
S. Wonder
K. Rogers
D. Fogelberg
T. DeSario/KC
K. Loggins

KWOS/Jefferson City
Steve Morse
I. Hayes
Lobo
R. John (Lonely)
EMF
D. Fogelberg
J. Buffett
Dirt Band
HOTTEST
R. Holmes
KC & Sunshine
C. Richard
M. Jackson
S. Robinson
Capt. & Tennille
KMBZ/Kansas City
Steve Bill
W. Nelson (Heroes)
C. Lane
Starland Vocal Band
HOTTEST
K. Rogers
R. Coolidge
T. DeSario/KC
N. Diamond
M. Manilow (Wanted)
J. Stewart
WHOK/Lancaster
Greg Eyerman
Queen
D'Jays
J. Stewart
B. Streisand
M. Holden
HOTTEST
Hall & Oates
M. Jackson
K. Loggins
KFOR/Lincoln
Cathy Blythe
ELO
Spinners
S. Forbert
N. Larson
HOTTEST
C. Richard
D. Rogers
S. Wonder
R. Coolidge
T. DeSario/KC
WISN/Milwaukee
Vikki Charwood
J. Jones
HOTTEST
D. Warwick
S. Wonder
R. Coolidge
Lobo
T. DeSario/KC
B. Streisand
N. Diamond

WTMJ/Milwaukee
Sam Armato
G. Burns
T. Richards
Toto
N. Larson
HOTTEST
D. Warwick
K. Rogers
C. Richard
S. Wonder
R. Coolidge
K. Loggins
T. DeSario/KC
KSTP/Minneapolis
Carpenter/Michaels
B. Manilow (Wanted)
A. Murray (Daydream)
J. Stewart
HOTTEST
Capt. & Tennille
K. Rogers
S. Wonder
F. Mac
M. Jackson
KLTE/Oklahoma City
Scott Wilson
D. Warwick
M. Jackson
N. Diamond
B. Lee
D. Williams
J. Warnes
B. James
HOTTEST
Capt. & Tennille
LRB
K. Rogers
Lobo
B. Manilow (Wanted)
M. Jackson
K. Loggins
WJON/St. Cloud
Tom Scott
R. Stewart
B. Mandrell (Darlin') (flp)
W. Newton
HOTTEST
P. Hyman
J. Cobb
B. Streisand
HOTTEST
D. Fogelberg
F. Mac
T. DeSario/KC
K. Rogers
F. Mills
KC & Sunshine

WHOW/Terre Haute
Larry Joseph
B. Streisand
N. Larson
J. Warnes
HOTTEST
D. Warwick
K. Rogers
C. Richard
S. Wonder
R. Coolidge
K. Loggins
T. DeSario/KC
WIHW/Topeka
John Katz
K. Kristofferson
HOTTEST
Lobo
D. Rogers
Capt. & Tennille
KRMG/Tulsa
Oon Bishop
B. Manilow (Wanted)
HOTTEST
K. Rogers
Eagles
M. Jackson
S. Robinson
WHIZ/Zanesville
Dave Crist
Spinners
Queen
N. Larson
B. Midler
W. Murphy
R. Palmer
J. Spencer
Commodores (Wonderland)
M. Diamond
A. Murray (Daydream)
J. Buffett
HOTTEST
R. Holmes
Capt. & Tennille
M. Jackson
S. Wonder
LRB
Hall & Oates
D. Warwick
Eagles

WEST

K59/Honolulu
John Wright
B. Manilow (Wanted)
F. Mac
S. Robinson
M. McGovern
HOTTEST
Capt. & Tennille
K. Rogers
D. Rogers
Abba
M. McGovern
H. Alpert
KDWN/Las Vegas
Jack London
A. Murray (Daydream)
B. Manilow (Wanted)
F. Mac
J. Jones
B. Streisand
Dirt Band
HOTTEST
Capt. & Tennille
K. Rogers
R. Holmes
Dr. Hook
D. Rogers
LRB

KBLF/Red Bluff
Tom Plant
J. Buffett
R. Stewart
Spinners
Dave & Sugar
Dirt Band
A. Murray (Daydream)
HOTTEST
K. Rogers
D. Warwick
S. Wonder
Abba
R. Coolidge
Lobo
J. Stewart
KOLO/Reno
Mike Hagerty
Spinners
J. Stewart
Toto
B. Streisand
HOTTEST
D. Warwick
M. Jackson
T. DeSario
R. Coolidge
F. Mac
Cheap Trick
ELD
D. Summer
B. Manilow (Wanted)
S. Robinson
D. Fogelberg
N. Diamond

KRKK/Rock Springs
Rori Tucker
Eagles
M. Jackson
B. Streisand
R. Stewart
C. Carter
HOTTEST
Foghat
F. Mac
B. Vinton
M. Martin
R. Coolidge
Abba
B. Manilow (Wanted)
KGNR/Sacramento
Dave Oarin
D. Fogelberg
R. Whittaker
HOTTEST
Capt. & Tennille
D. Warwick
K. Rogers
R. Coolidge
B. Manilow (Wanted)

KSL/Salt Lake City
George Lemich
G. Burns
J. Stewart
HOTTEST
Capt. & Tennille
F. Mac
B. Vinton
M. Martin
R. Coolidge
S. Wonder
KVI/Seattle
Carol Strippling
D. Fogelberg
A. Murray (Daydream)
Spinners
B. Vinton
Cher
J. Messina

KFMB/San Diego
Clark Anthony
B. Streisand
J. Stewart
HOTTEST
D. Warwick
D. Fogelberg
T. DeSario
N. Diamond
M. Jackson
R. Coolidge
B. Manilow (Wanted)

KFMB/San Diego
Clark Anthony
B. Streisand
J. Stewart
HOTTEST
D. Warwick
D. Fogelberg
T. DeSario
N. Diamond
M. Jackson
R. Coolidge
B. Manilow (Wanted)

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"
- HERB ALPERT (A&M) "1980"
- JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants" "Survive"
- CAPTAIN & TENNILLE (Casablanca) "Love On A Shoestring"
- CHICAGO (Columbia) "Life Is What It Is" "Runaway" "Loser With A Broken Heart"
- RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
- BOB DYLAN (Columbia) "I Believe In You" "Do Right To Me Baby (Do Unto Others)"
- EAGLES (Asylum) "I Can't Tell You Why" "Sad Cafe"
- FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms" "Think About Me"
- RUPERT HOLMES (MCA) "Answering Machine"
- JACK JONES (MGM) "Quiet Please, There's A Lady On Stage"
- NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My Arms Again"

- KENNY LOGGINS (Columbia) "Keep The Fire"
- MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
- MANHATTAN TRANSFER (Atlantic) "Wacky Dust" "Trickle Trickle"
- 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"
- JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"
- ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
- EDDIE RABBITT (Elektra) "Loveline"
- CLIFF RICHARD (EMI America) "Fallin' In Love"
- KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"
- CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do" "Love You By Heart"
- J.D. SOUTHER (Columbia) "White Rhythm And Blues"
- BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
- RANDY VANWARMER (Bearsville) "Losing Out On Love"
- JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
- STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

Introducing Beautiful Music Listings

This week R&R debuts the first Beautiful Music lists, covering current crossover material, format hits, and crossover gold. The lists were compiled with the help of several top radio stations in the format. The lists will run periodically in R&R, as will Beautiful Music news columns like the one below. Remember, your news and photos are eagerly sought.

The Music: Music for the Beautiful Music format, as R&R has documented in previous interviews with independent Beautiful Music stations and syndicators, is extremely difficult to obtain in any variety.

One of the sources for station and syndicators (admittedly a minor percentage of the total library) is current hit material by original artists. As the Beautiful Music format matured, several Pop/Adult hits crossed over and found their way onto beautiful music playlists across the country. Songs such as Frank Mills's "Music Box Dancer," Crystal Gayle's "Don't It Make Your Brown Eyes Blue," and Anne Murray's "You Needed Me" are being aired on Beautiful Music stations throughout America.

Record people, by and large, ignore or give less than adequate service to Beautiful Music stations and syndicators. What they should realize is that if a syndicator adds a record to the playlist, it immediately could show up on a hundred or more stations.

While syndicators and independents will continue to produce custom music, exclusively for their clients' use, R&R will publish a list of current songs, by original artist, presently being aired on Beautiful Music stations. The frequency of play of these records varies from station to station.

Also included this week is a list of 30 crossover Pop/Adult oldies that are receiving airplay. Again the frequency of play varies. The Beautiful Music format also has "hit" music peculiar only to this format. These are the songs that when aired "light up the phones" like a Top 40 hit-line. We have included five of these Beautiful Music "hits" for your information.



WJIB TAKES RELAXATION BREAK — WJIB-FM/Boston launched its recent "Place To Relax" advertising drive with billboards around the Boston metro area.

The Ratings: Congratulations to KJQY/San Diego (FM 100). In the O/N '79 Arbitron figures, KJQY is rated No. 1 (12+ Mon.-Sun. 6am-midnight) with a 7.7 share. That's up from a 6.0 share in the A/M book. KJQY changed its call letters from KOZN to KJQY prior to the Fall sweep . . . In New York, gains for WPAT-AM-FM, while WRFM at 4.7 remains the fifth best-rated station in the market. WWBA-FM/Tampa-St. Petersburg shot up over three points (9.3 to 12.6) to increase its market lead, while WFLA-FM was up 6.9 to 7.3 to tie WJYW.

KBIG triumphs! The station is now L.A.'s leading radio outlet, edging KABC 6.1 to 6.0 as both KABC and KMET dropped while KBIG gained just over a point. KJOI held at 4.9 for fourth place in the market . . . WLOO took a nice jump 7.4 to 8.2 for second place in Chicago. WLAK also up nicely 4.3 to 5.6 . . . WWSH now second in Philly thanks to 6.1 to 7.1 jump . . . WEZR almost doubles its share in Washington; WGAY down but still third in market with 7.2 . . . Great jump for WLIF/Baltimore 7.3 to 10.1 just behind WBAL in second place . . . WJIB down a hair but still strong second in Boston with 9.5 . . . KEWT/Sacramento hits double figures 9.5 to 10.8 for solid lead in market. Congratulations to these stations; more news as the ratings come in.

The People: Loring Fisher, for years the man who helped build Bonneville's list of Beautiful Music stations, has resigned his position. He will open his own business . . . Shawn Mulhern, Operations Manager at WNJY/West Palm Beach (FM-100), has left to return to 12noon-6pm announcer at KYND/Houston. He had been there in that same position earlier this year. Bud Davies has been appointed Operations Manager at WNJY. Gene Chrusciel has been named Operations Manager of KYND/Houston (SRP). Chrusciel had been morning man at KYND for the past two years, and previously programmed WKSS/Hartford and was morning man at KEZK/St. Louis . . . Paul Crowder, Operations Manager of WMT/Cedar Rapids (SRP), has resigned his position there. Crowder has accepted the morning on-air slot at WCZY-AM/Detroit (Master).

Looking: KHOW-FM (Churchill) is looking for an outstanding audio chief engineer . . . good bucks for the right person . . . KISN/Salt Lake City needs an announcer with the potential of becoming Operations Manager.



Beautiful Music Currents

- 1 Daydream Believer — ANNE MURRAY (Capitol)
- 2 September Morn — NEIL DIAMOND (Columbia)
- 3 Ships — BARRY MANILOW (Arista)
- 4 Peter Piper — FRANK MILLS (Polydor)
- 5 Broken Hearted Me — ANNE MURRAY (Capitol)
- 6 Music Box Dancer (Vocal Version) — RAY CONNIFF (Columbia)
- 7 Reunited — RAY CONNIFF SINGERS (Columbia)
- 8 Dream — CAPTAIN & TENNILLE (A&M)

Beautiful Music Oldies

- 1 Close To You — CARPENTERS (A&M)
- 2 I Honestly Love You — OLIVIA NEWTON-JOHN (MCA)
- 3 Annie's Song — JOHN DENVER (RCA)
- 4 Song Sung Blue — NEIL DIAMOND (MCA)
- 5 Weekend In New England — BARRY MANILOW (Arista)
- 6 Sam — OLIVIA NEWTON-JOHN (MCA)
- 7 Ooh Baby Baby — LINDA RONSTADT (Arylum)
- 8 Play Me — NEIL DIAMOND (MCA)
- 9 You Needed Me — ANNE MURRAY (Capitol)
- 10 You Don't Send Me... — N. DIAMOND & B. STREISAND (Columbia)
- 11 Don't It Make Your Brown Eyes Blue — CRYSTAL GAYLE (UA)
- 12 Music Box Dancer — FRANK MILLS (Polydor)
- 13 The Last Farewell — ROGER WHITTAKER (RCA)
- 14 Love's Theme — VARIOUS ARTISTS
- 15 Love Is Blue — PAUL MAURIAT (Mercury)
- 16 Homecoming — HAGOOD HARDY (Capitol)
- 17 Send In The Clowns — JUDY COLLINS (Elektra)
- 18 Chances Are — JOHNNY MATHIS (Columbia)
- 19 Can't Smile Without You — CARPENTERS (A&M)
- 20 People — BARBRA STREISAND (Columbia)
- 21 Killing Me Softly — ROBERTA FLACK (Atlantic)
- 22 And I Love You So — PERRY COMO (RCA)
- 23 Something Stupid — FRANK & NANCY SINATRA (WB/Reprise)
- 24 Red Roses For A Blue Lady — BERT KAEMPFFERT (MCA)
- 25 Strangers In The Night — FRANK SINATRA (WB/Reprise)
- 26 Feelings — MORRIS ALBERT (RCA)
- 27 At Seventeen — JANIS IAN (Columbia)
- 28 Here, There, Everywhere — EMMYLOU HARRIS (WB)
- 29 Alone At Last — NEIL SEDAKA (Elektra)
- 30 I Left My Heart In San Francisco — TONY BENNETT (Columbia)

Beautiful Music Hits

- 1 Music From Across The Way — JAMES LAST (Polydor-imp.)
- 2 Wigwam — CARAVELLI (CBS-imp.)
- 3 Sleepy Shores — JOHNNY PEARSON (imp.)
- 4 Eye Level — HARALD WINKLER/MANTOVANI (Telefunken-imp.)
- 5 Verdi — GUIDO & MARCIZO (imp.)

OPPORTUNITIES

Openings

WAZY AM&FM/Lafayette, IN seeks tapes and resumes for possible News Director opening. AM is Pop/Adult, heavy on local news. FM is No. 1 rated, 50,000 watts. Top 40. We're part of a growing chain, looking for someone with strong delivery and news writing talent to grow with us. If you are looking for the challenge of building a strong news dept. send materials to Jeffrey Jay Weber, Operations Manager, WAZY AM & FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to apply. (1-11)

KSPN/97 Aspen needs creative/production director. Some on-air, but thrust of job is developing radio campaigns that work for clients. New plant, album format year round resort. Production samples, resume to Todd Cipolla, PD, KSPN, 400 W. Maine, Aspen, CO 81611. EOE M/F (1-11)

Can you move people with your production voice? How many different production announcer styles can you perform? How many characterizations? Top paying Southeastern radio corporation is looking for a performer. Short airshift required. Send short aircheck/production presentation/photo/resume to Recruitment Service, Box 11727, Winston-Salem, NC 27106. (1-11)

Western Cities Broadcasting accepting tapes for future openings in several large Western markets. Hard working, dedicated professionals with a proven track record only. Tapes and resumes to John Stevens, KMGX/KRQ, Box 3068, Tucson, AZ 85702. EOE M/F (1-11)

Magic 97 is looking for bright young stars for immediate opening. Tapes and resumes to Steve Christian, WMEE, Box 6000, Ft. Wayne, IN 46896. EOE (1-11)

Midland Broadcasters, Inc. has an excellent opportunity for a Chief Engineer at KEWI/KSWT/Topeka. KEWI is a 5,000 watt day/1,000 watt night directional AM facility at 1440 kilohertz. KSWT is a Class C FM at 107.7 Megahertz, 100,000 watts dual polarization with a SMC DP2 automation system. Send credentials with salary requirements and long term goals to Robert F. Russell, Midland Broadcasters, Inc. 5315 W. 7th, Topeka, KS 66604. EOE (1-11)

Very strong personality wanted for morning drive Country slot. Ability to present music, news, sports and information in an entertaining way. Salary open. Tapes and resumes to Mark Robertson, WBEU, 3040 Boundary St., Beaufort, NC 29902. EOE (1-11)

Production Director wanted for country top rocker KAZY/Superstars. Station sold out, need someone who can handle heavy loads under pressure. Must have experience with multi-track recording, handling people and paper work. Great gig for the right rocker. Tapes and resumes to KAZY, 2149 South Holly, Denver, CO 80222. No calls please. EOE (1-11)

Openings

KAYC/KAYO/Beaumont, TX has opening for combination engineer/jock to handle AM/FM. Good medium market. Salary negotiable. Call Kenny Hinzlett, Operations Manager (713) 833-9421, Box 870, Beaumont, TX 77701. (1-11)

WGH-13/Norfolk is looking for an on-air personality with outstanding production capabilities. Send tape and resume to WGH, 2302 W. Mercury Blvd., Hampton, VA 23666. EOE M/F (1-11)

KENR/Houston is looking for a production wiz. Must be capable of recording spots and a good voice. Send production tape and resume to Joe Wade Formicola, PD, KENR, 2 Greenway Plaza East, Houston, TX 77046. No calls please. EOE (1-11)

Southern California morning person, immediate opening. KWIZ, Orange County, Disneyland Newport Beach area. Send tape to Bill Weaver, KLOK, Box 21248, San Jose, CA 95151. EOE (1-11)

Wanted: Full time broadcasting instructor/studio maintenance engineer. Minimum 5 yrs experience, good salary, tapes and resumes (no phone calls) to Tommy Goodwin, Director, KHS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038. (1-11)

WLAN/Lancaster, PA has two openings. One is for an experienced sounding pro with a big voice. Should be witty, creative and good on production and music. Also need an experienced female announcer. Should also be witty, creative and good on production and music. Send tapes and resumes to Program Director, WLAN, 252 North Queen St., Lancaster, PA 17604. (1-11)

WHYY AM & FM are now accepting applications for future sales openings. Anyone with sales experience (any type) should apply now for any future openings on either station. Contact Cathy O'Connor, 3435 Normanbridge Rd., Montgomery, AL 36105. (1-11)

Opening for afternoon drive, 50,000 watt FM in Ft. Wayne at a brand new radio station. Looking for young, experienced communicator. Tapes to Magic 97, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE M/F (1-11)

Husband and wife announcer team for Southeast radio powerhouse. Solid situation for a couple willing to make a lifestyle around station and market. Send aircheck/production/photo/resume to Recruitment Service, Box 11727, Winston-Salem, NC 27106. (1-11)

Openings

Wanted: Full and part-time broadcasting instructors, must have minimum 6 yrs experience in all phases of broadcasting. Major market talent preferred, good pay, prestige facilities. Tapes and resumes (no phone calls please) to Tommy Goodwin director, KHS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038. (1-11)

KJMO/Jefferson City, MO is now accepting applications for announcers at this top-rated Adult Contemporary station in mid-Missouri. If you possess a clear speaking voice, this may be your station. Production background helpful. Benefits include paid medical insurance. Send tapes and resumes to George Gutjahr, GM, KJMO, 3103 S. Ten Mile Drive, Jefferson City, MO 65101. EOE (1-11)

KRGI/Odessa, TX, Top 40 number 1 station, medium market needs part-time weekend jock, overnight jock and part-time news. Send tapes and resumes to John Clay, Box 4312, Odessa, TX 79760. EOE M/F (1-11)

KKMA, 100,000 watts FM near lakes, looking for night announcer with first phone. Tapes, resume, picture and salary requirements to Bred Oleson, Box 66, Pryor, Oklahoma 74361 or call (918) 825-0070. (1-11)

WWOD, central Virginia's No. 1 Country station is looking for experienced pros for full and part time. The sleeping giant is awakening. Tapes and resumes to Matt McCall, PD, Box 1390, Lynchburg, VA 24505 or call (804) 384-1211. EOE M/F (1-11)

We are looking for a newperson for one of the most highly rated AM contemporary stations in Michigan. You must be able to take charge with dedication and insight. Rapport and good pipes a must also. Send resume and aircheck to Fred Brian, PD, WTAC, Box 600, Flint, MI 48501. EOE (1-11)

WFNC-WQSM/Fayetteville, NC needs news anchor/reporter. Some experience preferred. All applications considered. Tapes and resumes to Doug Fellows, ND, Box 35297, Fayetteville, NC 28303. Minorities and women encouraged. Call (919) 864-0094. (1-11)

Program Director: Modern Country and/or Adult Contemporary experience required. Applicants must have the ability to execute an already successful format, and make a generous promotion budget sound bigger. Send tapes and resume to Bob Maley, GM, WBAX, One Broadcast Plaza, Wilkes-Barre, PA 18703. (1-21)

Area No. 1 and 2 stations need newperson immediately for AM/FM newsroom. Rush tape, resume and writing samples to Ron Russell, WHYN, Springfield, MA 01101. (1-11)

Openings

WQIQ-AM/Chester-Aston (Philadelphia), PA has opening for experienced Production Director/driver time jock. Must be creative and have good pipes. Openings also for Adult Contemporary jocks who understand how to relate to an 18-39 yr old audience. Send tapes and resumes to C.R. Gilreath, WQIQ, Box 2070, Aston, PA 19014 or call (215) 469-1602. EOE (1-11)

WTIC-FM/Hartford, CT now has its first opening in 2 yrs. Our morning man went to WABC so we're looking for a top notch replacement. If you're a proven winner wishing to relocate to a stable well run operation, send a current tape and full resume to Arnold Chase, PD, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103. No calls please. EOE (1-11)

Flexible, experienced part-timer wanted. Will get permanent weekend shift, plus must be able to fill in weeknights 12-6am for vacations and sick time. If you want it, it's here. Call Teddy at WHUM/Redding, PA (215) 376-3987. EOE M/F (1-11)

WAZY-FM (Z96)/Lafayette, one of the most respected secondaries in the Midwest seeks jock for 7-12midnight or overnight. Strong production a must. Our 50,000 watt Top 40 facility is No. 1 in this highly competitive market and we're part of a growing chain. Tapes, resumes and references to Jeffrey Jay Weber, OM WAZY-FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to apply. EOE (1-11)

Northern California news leader KBRO/Santa Rosa adding 4th newperson. Some anchor work, mainly street and beat reporter. Experience and journalism degree helpful. Tapes and resumes to John Burgess, Box 1598, Santa Rosa, CA 95404 or call (707) 545-3313. EOE M/F (1-11)

News person needed for future opening. Experience, excellent voice, delivery and proven news gathering ability required. State-of-the-art equipment, good staff, salary and benefits. For Country AM/FM Rocker. Tapes and resumes to Phil Cook, ND, KYTE/KB101, 2040 S.W. 1st, Portland, OR 97201. No calls please. EOE (1-11)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

C.R. (SCOTT) GILREATH, II, formerly with Jennings, McGlothlin & Co. in San Francisco, a broadcast consulting firm, was named General Manager of WQIQ-AM/Chester-Aston, PA.

LYNN SULLIVAN named Promotion Assistant at KYA-AM-FM/San Francisco, CA.

GARY SHANNON joins KBOS-FM/Tulare, CA from KKYS/Hanford, CA.

BILL LOWE, formerly with WFBL/Syracuse, NY, joins morning news at WHAM/Rochester, NY.

DAVE STEVENS, formerly with KPOD/Crescent City, joins WLOI-WCOE/LaPorte, IN middays.

JOSEPH B. KOETTER named Local Sales Manager for WAKY/Louisville, KY.

ARNOLD J. LEVIN appointed Regional Sales Manager for WAKY/Louisville, KY.

DAVID ERVIN has been appointed PD for WIBA-FM/Madison, WI.

BILL McQUAGE joins WAKY/Louisville, KY as an investigative news reporter.

LARRY MANVEL promoted to MD at WADR/Utica, NY.

RICK STEVENS joins KEYY/Provo, UT from WBCN/Boston, MA.

JOHN EVANS, formerly from KNX-FM/Los Angeles, CA, joins morning news at KYA-AM-FM/San Francisco, CA.

WENDY MILLER, formerly with WJTH/Calhoun, GA, joins WYXI/Athens, TN as General Manager.

JOHN P. WINSTON, formerly with WGAF, WVLD, WGOV-FM/Valdosta, GA, joins the staff at WYXI/Athens, GA.

CARL JONES named Assistant Program Director/Music Director for KLAZ-FM/Little Rock, AR.

TODD MICHAELS appointed Assistant Music Director for KLAZ-FM/Little Rock, AR.

RICK ROMAN named PD at WGFT/Youngstown, OH.

SCOTT ROBBINS, formerly PD of WFEC/Harrisburg, PA, joins WOKF/Tampa, FL as PD/MD.

RICK O'NEIL (Board Engineer) now doing 12mid-6am shift at WKZL-FM/Winston-Salem, NC.

Industry Changes

DALE TUCKER named Director of Marketing for Concept Productions.

JACK HOPKE appointed New York Local Promotion Manager for RCA Records.

STEVE STERLING has joined Public Relations Associates as an Account Executive.

PETER SCHWARTZ has joined RSO Records as Promotion Man based in Los Angeles.

DEBORAH WEINSCHENK appointed Manager, Reports and Consolidations for CBS Records.

JIMMY GIELBERT appointed Comptroller for Radio Records.

DEBBIE SIEVERT appointed Atlantic Promotion person.

DARRELL POWE appointed Elektra/Asylum Promotion Representative in Charlotte.

CHARLIE HAILEY has been appointed Vice President of the Jim Halsey Company, Inc.

JEFF BRODY has been named Northeast Regional Marketing Manager for Polydor Records.

ROBERT OLIVE appointed Public Relations and Publicity Director for Wolfman Jack Inc. and Audio Stimulation.

Station Line-Ups

KEND/Lubbock, TX LINE-UP: 7am-9am Lew Dee & Diana, 9am-12noon Bobby Pickitt, 12noon-4pm Woody Wood (MD), 4pm-7pm Mel Turner, 7pm-12mid Toby Hendricks, 12mid-7am Jim Norris. Weekends: Bob Benson, Rick Richards, Joe More.

92Q-FM(WBYQ)/Nashville, TN LINE-UP: 5:30am-9am Steve McCoy (Asst. PD), 9am-12noon "Doc" Damon (PD), 12noon-3pm "Big John" (Nick) Bazoo (MD), 3pm-6pm Scooter Davis, 6pm-10pm The "Real" Rick James, 10pm-2am "Skinny" Bobby Cook, 2am-5:30am Ken Bass.

WLUP/Chicago, IL LINE-UP: 6am-10am Steve Dahl & Gary Meier, 10am-2pm Les Tracy, 2pm-6pm Mitch Michaels (PD), 6pm-10pm Sky Daniels (MD), 10pm-2am Bruce Carey, 2am-6am Laura Wilkerson.

KTAC/Tacoma, WA LINE-UP: 6am-10am J.J. Reagan, 10am-2pm Greg Cook, 2pm-6pm Sean Carter (MD), 6pm-10pm Bob Case, 10pm-2am Ron Ericson, 2am-6am Jaynic Dillon. Weekends: Peter McClellan.

KCMJ/Palm Springs, CA LINE-UP: 6am-10am Steve Clark (PD), 10am-2pm J. Michaels, 2pm-6pm Steve Karwan (MD), 6pm-12mid Bill Stiver.

WOW/Omaha, NE LINE-UP: 6am-10am Dave Winger, 10am-3pm Larry Moffit, 3pm-7pm Jeff McKee, 7pm-12mid Rod Meyer, 12mid-6am Jeff Spencer.

KUPD/Phoenix, AZ LINE-UP: 6am-10am Hank Cookenboo, 10am-2pm Don Christi, 2pm-6pm Tony Evans, 6pm-10pm Blake Williams, 10pm-2am Mike Graves, 2am-6am Michael Duffy. Weekends: Doug St. John.

WIRE/Indianapolis, IN LINE-UP: 9:30am-12noon Jim Craig, 12noon-3:30pm Lee Shannon (MD), 3:30pm-7pm Ken Speck, 7pm-12mid Karey Key, 12mid-5:30am Russ Carter, 5:30am-9:30am Bill Robinson.

WGFT/Youngstown, OH LINE-UP: 7am-10am Boots Bell, 10am-12noon Rick Allen (MD), 12noon-3pm Johnny Kay, 3pm-7pm Steve Miller.

WKZL-FM-107/Winston-Salem-Greensboro, NC LINE-UP: 6am-9am Doug Paul, 9am-12noon Rod Davis, 12noon-3pm Mike Anderson, 3pm-7pm Chuck Holloway, 7pm-12mid Kitty, 12mid-6am Rick O'Neil. Weekends: Cindy Taylor.

WOMP-FM/Wheeling, WV LINE-UP: 6am-10am Joe DiDonato (PD), 10am-2pm Paula Ginther, 2pm-4pm Rich Lawrence, 4pm-8pm John Kincaid, 8pm-12mid Brian Smith, 12mid-6am Cindy Powell. Weekends: Rich Seavers.

WAMS/Wilmington, DE LINE-UP: 6am-10am Ken Brown (PD), 10am-2pm Brad Morgan, 2pm-6pm John Mac, 6pm-10pm Tim St. George, 10pm-2am Leigh Elliott, 2am-6am Chris Michaels (PD). Part-time and weekends: Jay Patrick and Fern.

KFMU/Steamboat Springs, CO LINE-UP: 6am-10am Jim Douglas, 10am-2pm Connie Bauer, 2pm-7pm Theresa Dennis, 7pm-1am Anna Dennis. News: Mark Wyatt. Weekends: R.C. Walker and Toby Steele.

Y-103/Jacksonville, FL LINE-UP: 6am-10am Chuck Britton, 10am-12noon Tommy Charles, 12noon-2pm Scott Sherwood (PD), 2pm-6pm "Smokin' Joe" Hagger, 6pm-10pm Bobby Mitchell, 10pm-2am Jeff Ryan, 2am-6am Jay Roberts. Weekends: Dave Scott, Jeff Holden.

KONG-FM/Visalia, CA LINE-UP: 6am-10am Tanya Campos, 10am-2pm Keith Stanley, 2pm-6pm Greg Crawford, 6pm-12mid A.J. Morgan, 12mid-6am Charlie Brown. Weekends: Dave Atherton.

KICG/Iowa City, IA LINE-UP: 6am-10am Mark N Vos (PD), 10am-3pm Greg Magnuson, 3pm-8pm Brad Beebien, 8pm-1am Karen Breiner, 1am-6am Ted Jacobson.

KBER/Abilene, TX LINE-UP: 6am-10am Stan Summers (PD), 10am-2pm John Hollinger, 2pm-6pm Bruce Barlowe (MD). Part-time and weekends: Randy Jones, Janyln Marie, Jim Martin.

OPPORTUNITIES

Openings

Operations Mgr for competitive Class C in Beaumont, TX (98th market) with Adult Contemporary format has career opportunity and creative, no-hassle environment for versatile production ace who knows and can program automation. \$15,000 to start and good increases. Call (713) 755-6155 between 8-10am. EOE M/F (1-11)

Looking for 12mid-6am (all night) air personality. Tapes and resumes to Paul O'Brien, WUBE-FM, 5 E. 8th St., Cincinnati, OH 45202. EOE M/F (1-11)

El/Pocastello, ID Adult Contemporary has openings for experienced announcers in afternoon, evening and night shifts. Contact Steve Sage at (208) 233-2121. EOE M/F (1-11)

Opening for news person for top contemporary stations in Ohio Valley. Send resumes to Bill Musser, GM, KWK-AM/FM, 1201 Main St., Wheeling, WV 26003. EOE M/F (1-11)

News Director needed. Person who is dedicated, creative, determined and willing to work hard gathering and delivering news. Send tape, resume and salary requirements to Betty Mastick, GM, WDXI, 1310 Radio, Jackson, TN 38301. EOE M/F (1-11)

DMS/El Dorado, AR, No. 1 rated Country station in South Arkansas looking for experienced licensed operators for immediate and future openings. Send tape and resume to Mitch Reynolds, Box 1565, El Dorado, AR, 71730 or call (501) 863-5121. EOE (1-11)

93/Kokomo, IN is accepting tapes and resumes for future openings. Looking for a young, hard working person with good pipes, strong speech ability and good production. Amount of bucks depends upon amount of talent. Send info to Pat Moore, Box 2208, Kokomo, IN 46901. EOE M/F (1-11)

News/Anchor Coordinator responsible for piloting morning news block at Pop/Adult station. Four-person team. Tapes and resumes to Dick Springfield, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (1-11)

WWTR-FM/Bethany Beach, DE needs replacement for female announcer for 7-12midnight shift. Tapes and resumes to J. Parker Connor, GM, WWTR-FM, Box 366, Bethany Beach, DE 19930. EOE M/F (1-11)

New York state medium market looking for a real personality communicator for Top 40 Contemporary. Good benefits. Send tape and resume to Radio & Records, 1930 Century Park West, No. 171, Los Angeles, CA 90067.

WAZY-Z-98/Lafayette, AM and FM seeks News Director to help build current News Department. WAZY is Pop/Adult day-timer with strong emphasis on local news. WAZY-FM is full-time 50,000 watt Top 40 and No. 1 in market. Indiana News Network backs you up. Excellent facilities, part of a growing chain. If you're strong on organization, writing talent, delivery, and are willing to hustle send tapes, resumes and references to Jeffrey Jay Weber, OM, WAZY, Box 1410 Lafayette, IN 47902. Women and minorities encouraged to apply. EOE (1-11)

We're building for the 80's and need two more people to round our staff. We seek a highly innovated individual for morning drive who is community-oriented and strong on production. Personality a must. Also looking for a creative copywriter. Both positions include paid life, health and dental, profit sharing and other fringe benefits. A knowledge of Country music preferred. Tapes and resumes to John Ramsey, KWY, Box 928, Cheyenne, WY 82001 or call (307) 632-0551. EOE M/F (1-11)

KORJ is looking for an Operations Director. Experience required. Tapes and resumes to Bill Martinez, KORJ, One City Blvd. West, Orange, CA 92668. No calls please. (1-11)

The ocean, redwoods, and skiing. Experienced air talent needed now at Northern California universal leader. Tapes and resumes to Mark Hill, KATA, Drawer I, Arcata, CA 95521 or call (707) 822-4812. EOE M/F (1-11)

WYND/Sarasota, FL looking for friendly, warm, mid-day personality who loves very contemporary Country music. Production skills and news experience helpful. Also need human sounding News Director with minimum 3 yrs experience with a desire to develop expanding news department. Tapes and resumes to Dave Kay, PD, Box 3618, Sarasota, FL 33578. EOE M/F (1-11)

Due to in-house company promotion, Holiday Radio is seeking qualified copywriter/continuity person with experience. Job includes writing copy and continuity for AM/FM combo. You'll be part of a two-member team. Creative ideas, organizational skills a must. Send examples of copy and/or other written work plus tape if you do voice work, along with resume and picture to Wally Sale, PD, KSLM, Box 631, Salem, OR 97308. EOE M/F (1-11)

WHYY-AM has opening for 6pm-10pm announcer. Applicants must have 3rd class or restricted radio-telephone permit. Must also have several years experience or adequate skill level. We need someone well versed in production. If you can interact personality and communicate one to one with the listeners this is the job for you. Tapes and resumes to AM Programming, WHYY, Box 2744, Montgomery, AL 36105. (1-11)

Q-100 needs immediately conversational, culturally hip AOR jock for mass appeal Portland, OR FM. Call Norm Gregory, KQFM, (503) 228-0100. (1-11)

Goods & Services

Radio Job Listings

Hundreds now agree! JOBSHEET has the most complete listing of radio jobs. Current sample: \$1,001 13 week subscription: \$12,001 One year: \$35.00. MEDIA CONSULTANTS 2504 Regent Court, Lafayette, IN 47905.

"Phantastic Phunnies"

Highly respected... proven worldwide audience builder! Hilarious... original... "quick-quip"... topical humor!! Introductory month's 400 topical one-liners and "Bonus"... just \$2,001!! PHANTASTIC PHUNNIES, 1343-A Stratford Dr., Kent, OH 44240.

Broadcaster's Action Line

Job Referral Service — \$40.00 for 12 months. R 2 Box 25-A Lexington, IN 47138 (812) 889-2907. Free to employers.

Comedy Material

Comedy bits for all formats. Gary Owens KMPC loves it. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069.

World's Largest

WHY IS FRUITBOWL the world's largest weekly humor and information service?

Topical jokes, humorous vignettes, artist bios, record tie-ins, "JOCK TIPS," exclusive small-market record charts, and far more! Four week trial, \$10, refundable with yearly subscription. FRUITBOWL, Box 9787, Fresno, CA 93794.

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

Northern California AM/FM needs production pro with experience. Air shift included. Automation a plus but not necessary. Tapes, resumes and salary requirements to Greg Panattoni, KVON/KVYN, Box 2250, Napa, CA 94558. (1-11)

We want a creative News Director who will combine sound with creative writing and not bore our young-adult listeners. Opening, first quarter of 1980. You'll be a one-person news department in an expanding, fun community of 20,000. You'll be expected to interact on an interpersonal basis with our crazy jocks. Inquiries writing samples, tapes, expectations, etc. to Bob Kirby, GM, KGNO, Box 1398, Dodge City, KS 67801. (1-11)

E. Alvin Davis & Associates looking for a small market AOR PD and air talent. Please rush cassette air check, production samples, desired salary range and information on what you have to offer. E. Alvin Davis & Assoc., 3515 Bookmark Place, Landon Farms, OH 45039. EOE M/F (1-11)

The No. 1 station in Southeastern New Mexico is looking for a morning man with good ratings to hold that slot. If you think you can handle it, send tapes and resumes to KBCQ, Box 670, Roswell, NM 88201. (1-11)

Program Director: Talented, energetic person wanted for AM Contemporary in Sacramento, CA that's part of a four-station group. Mature leader who believes in AM radio and has ability to win. Contact Phil Melrose, GM, KXOA, Box 1677, Sacramento, CA 95808 or call (916) 446-4965. EOE M/F. All replies confidential. (1-11)

KLIX/Twin Falls, ID looking for 1am-5am personality. Applicants should have something to offer to grab and build a night time audience. Decent voice and good production abilities. Good chance to join a growing station. Still No. 1 in the market. Tapes and resumes to Carl R. Raida, MD, KLIX, Box 1259, Twin Falls, ID 83301. (1-11)

Announcer needed for Traffic Line radio network, New Orleans division. Must have ability to react quickly but calmly in high stress environment. Potential management position. Tapes and resumes to Paul Bottoms, Traffic Line, Inc., 1001 Howard, Suite 4304, New Orleans, LA 70113. EOE (1-11)

Looking for hard working pro with strong news background to assume duties of News Director. Send tapes and resumes to KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (1-11)

Friendly, warm personality that knows and likes Country music. Also production skills. Good opportunity in growing Las Vegas market. Send tape of show and production to KRAM Radio 92.3 E. Desert Inn Road, Las Vegas, NV 89109. Attn: Chuck Manning. (12-21)

1270/WTSN/Dover, NH has an immediate opening for an air talent to work part time 39 hours a week. WTSN is an adult Top 40 station. 5 kw fulltime. Shift: Sunday thru Thursday 6pm-12:15am, Fridays 6-9pm. Female applicants are encouraged to apply. Send tape and current resume to Jim Sebastian, Radio Station WTSN, Box 400, Dover, NH 03820. No calls please. EOE (12-21)

WBBF/Rochester, NY wants energetic, night time personality. If you can communicate and entertain, and want to do your part in taking us to the top, send tapes and resumes today. Dave Mason, WBBF, 650 Midtown Tower, Rochester, NY 14604. EOE (12-21)

Positions Sought

Experienced hard driving newsmen with management experience wants to return to Southern California. Contact MARK WYATT at (303) 879-0989. (1-11)

Morning man. TED JAMES WPEZ. Major markets only. Call (412) 831-1855. (1-11)

I have done sports, play-by-play, interviews and highlight shows. Looking for full time opportunity to combine sports with news, production and/or sales. Call DICK DORFMAN at (404) 973-8929 anytime. (1-11)

Looking for AOR position in the West. Formerly with KZOZ/San Luis Obispo. 2 yrs experience. Tapes and resumes available. Call (805) 544-7219 or (714) 761-4409 anytime. (1-11)

Top 40, Pop/Adult, AOR, Disco AM/FM likable personality with PD, MD, PSA Director promotion, remote and production experience. As usual, runs a tight board. Desire full time opening as a DJ at your station. For air-check or interview please call LARRY D anytime at (216) 478-1206 or (216) 478-0440. Available right now. (1-11)

Peter Lorre Lives! through my impersonation. Just one of my believable collection of voices. 6 yrs experience adds up to natural quality, voice, good production, news and personal reliability. MD experience backed by microprocessor mind with high capacity memory bank of music facts, figures and trivia brings results in high listener interest. AOR, Pop/Adult. Also do a great MARC ANTONY whom you can contact at (404) 252-7079. (1-11)

In search of position as programming assistant. Have experience in on-air work in MOR, AOR, Country, Top 40, Research and promotion oriented. Ask for GARY at (201) 343-3711. (1-11)

Air personality with 4 yrs experience seeks medium to major move. Top 40, Pop/Adult, modern Country or Oldies. For tape and resume call TOM at (412) 486-8744 anytime. (1-11)

COYOTE formerly of KIKI/Honolulu and Magic 107/Ft. Lauderdale seeks medium to major market Top 40-Pop/Adult. Call TERRY O'SHEA at (305) 561-1096 anytime. (1-11)

Young energetic jock willing to take direction looking for position in Honolulu or Hawaiian Islands. Currently in New Orleans market. Call (504) 865-9289 and ask for LEE. (1-11)

8 yrs experience. Looking for programming challenge in small or medium market. Can supply excellent references and proposal to serious minded stations. Will also consider airshift in medium market. Call (803) 225-4457 after 6pm. (1-11)

13 yrs in radio, 1st phone, started and programmed 1st progressive station in New Orleans in the 60's. Also produced and syndicated own radio shows. 3 yrs Pop/Adult, 1 yr of talk. Looking for all Talk or to develop and program an Adult AOR format (not the mellow sound) in medium or major market. Available now. Call RICHARD SHANKS at (518) 695-6406. (1-11)

Experienced announcer looking for that elusive AOR gig. Not a star, just a pro willing to bust his ass and work overtime for a good AOR or Superstar formatted station. One to one delivery with good production. Formerly of KISR, KTOW, KGOW, KLCO, KOLS, KKMA and presently at KKEG. Served as MD for AOR station and knows AOR radio. Prefer Arizona or New Mexico but will relocate anywhere in West. Also interested in weekend slots. If you're looking for someone that eats, sleeps, and breathes AOR radio, contact LEWAYNE ROBERTS (918) 939-0728 anytime for tape and resume. (1-11)

10 yrs experience, 1st phone looking for good situation in Rocky Mountain area. Background in music programming, sports and production looking for Top 40, AOR, or Pop/Adult format that allows personality. Tapes and resumes available. Call (702) 733-7612. (1-11)

If you're looking for a wildman for mornings or afternoons... look no more. The animal is waiting to hear from you. 9 1/2 yrs, 3rd phone and funny. Ex-WFHG, 70, also ex-Charlotte market. Call (704) 596-0485. You could have your own "greaseman" type entertainer. (1-11)

GARY LASATER, production is my forte. 9 yrs in positions such as station manager, PD, production manager, MD — from Country to Contemporary, automated to live in small and medium markets. Currently production manager at Radio 94 and Rock 95 in the West. Looking to move to small or medium market, preferable in West. Call Tues-Sat, 9-5 MST (801) 586-9428. (1-11)

Family man, 35, 18 yrs experience. Heavy on production. Prefer Oldies, Pop/Adult or Country in medium or medium/major market. Call RON anytime at (216) 837-1991. (1-11)

Have programmed 2 successful small markets. No rules and regulations. State of the arts production techniques and automation. Creative air personality. Promotion minded. Want opportunity to expand air talents and production under good PD. Call GREG at (707) 255-7863 after 6pm PST. (1-11)

Your play-by-play search is over. Commercial experience, sports director skilled in air shift, production, sales and news. Will relocate. Looking to advance. Call MITCH (318) 992-8594. (1-11)

Blonde is dreamin', Willie needs help getting through the night, and I'm lookin'. KEN CASE, 1308 Taylor Dr., Roswell, NM 88201; (505) 623-2810. (1-11)

Positions Sought

RUDY FERNANDEZ, 7 yrs experience, 3 1/2 yrs at KRBC. Have worked as MD, Public Affairs Director, PD, and currently Production Mgr. Seeking position as MD or PD. Production wizard. Call RUDY at (915) 677-5383. (1-11)

Medium market 2 yr pro looking for a move up. Prefer Pop/Adult but will consider others. Good production and enjoy working with good people. Call BOB in evenings at (308) 534-4561. (1-11)

Jock wants job at medium market contemporary station. Great voice and excellent production. Have references. Can relocate anywhere yesterday. Call MARK DONALDSON (714) 222-2071 anytime. (1-11)

Top 5 market 2-man show looking. Our sound emphasizes comedy and comedy voices, and a solid approach to communication. Adult contemporary, soft rock, AOR. Call (313) 836-1680 for our demo. (1-11)

Award winning man with 4 yrs experience looking for music shift. Will relocate. Call (613) 631-4657 nights.

KEN E. MARKS is looking for a Top 40 or Pop/Adult or Disco gig. Just back from Reno. Super production — will travel. Write or call (213) 838-5364, 9315 Cattaraugus Blvd., Los Angeles, CA 90034. (1-11)

CARLIE FOXX with 14 yrs experience including major markets. AOR or Top 40 preferred. Formerly WIVY, WPFM, currently WQLK. Call after 3. (317) 935-2536. (1-11)

Young announcer looking for any market — Disco, Top 40 and Jazz preferred. Experience in music dept. of KIIS-FM, commercial copywriting for Q102 and 2 yrs radio announcer at KSUL/Long Beach. Call MARK WARD (213) 433-7295. (1-11)

Commercial jock seeks larger market and more responsibility. Single, ambitious and creative. Skilled in production, news and sports announcing. Will relocate. Call TOM (318) 992-8594. (1-11)

Versatile, mature Pop/Adult veteran with PD/MD experience looking in major market for airshift. Call KURT at (312) 357-0983 anytime. (1-11)

Experienced jock looking for a challenge in the Chicago area. Call (312) 631-1843 anytime. (1-11)

Sports Director, college grad., commercial experience in writing, interviewing and play-by-play. Also experienced in news and air shift. Willing to relocate. Call DAN at (612) 252-2779. (1-11)

Small market PD looking. 6 1/2 yrs experience. Call MIKE (904) 732-3368 or (904) 732-3502 days. (1-11)

BILL HILTON, warm, personable communicator who can bring in the numbers (38.6 women 18-34 last book), also versatile, polished production pro with programming experience. Medium to major market only. Available now. (501) 224-1267. (1-11)

Hot female communicator. Ex Y103. Contact Sabrina (904) 725-4890. (1-11)

Minority person with major market experience as jock looking for programming opportunity in medium market. For information contact JIM DAVIS, 1767 Orchid St., No. 207, Hollywood, CA 90028. Call (213) 874-4587 or (213) 576-2827. (1-11)

News Director of upstate New York AM & FM looking for job as reporter or anchor in medium or major market. Willing to relocate. Call after 7pm. (914) 794-5092. (1-11)

Miscellaneous

We have changed format from Country to Pop/Adult and need product from all labels. Send to Doug Griffin, MD, KWRM, Box 100, Corona, CA 91720. (1-11)

KCMJ/Palm Springs, AOR, 24-45 demographics. needs music for a sophisticated market. Send to Steve Karwan, Music Director, KCMJ, Box 1626, Palm Springs, CA 92263. (1-11)

KODY a mellow Pop/Adult station looking for record service including instrumentals from all companies. Contact Steve King, MD, KODY, 308 W. 4th, North Platte, NE 69101 or call (308) 532-3344. (1-11)

WGOS/High Point, NC, new AOR station needs service from all major labels. Contact Moby Dick, (919) 888-1466. Send to 660-C North Main, High Point, NC 27260. (1-11)

KFMU radio serving Steamboat Springs, CO needs all soft AOR record service. Contact Jim Douglas, MD at Box 66, Oak Creek, CO 80467. (1-11)

50,000 watt KFQD needs Pop/Adult end Top 40 album service from all labels. Please send appropriate albums and singles to Tom Rivers, PD, KFQD, 9200 Lake Otis Pkwy, Anchorage, AK 99507. (1-11)

Z93 needs jingle samples as soon as possible. Send to Pat Moore, Box 2208, Kokomo, IN 46901. (1-11)

WGFT/Youngstown, OH, Pop/Adult format needs service from all labels. Please send to Nick Roman, WGFT, 1 Federal Plaza West, Youngstown, OH 44503. (1-11)

THE BACK PAGE BREAKERS

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

EDITOR'S NOTE: Due to the holidays, the following songs were never listed as "Breakers" but have achieved "Breaker" status during the last three weeks. These six songs have debuted on the National Airplay/30 in this first issue of 1980 and are listed below for your reference.

DAN FOGELBERG "Longer" (Full Moon/Epic)
 PRINCE "I Wanna Be Your Lover" (WB)
 ISAAC HAYES "Don't Let Go" (Polydor)
 DARYL HALL & JOHN OATES "Wait For Me" (RCA)
 DIRT BAND "An American Dream" (UA)
 ANNE MURRAY "Daydream Believer" (Capitol)

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.

NEIL DIAMOND "September Morn" (Columbia) 95/39

Moves: Up 38, Same 18, Down 0, Adds 39, including WCAO, WRKO, KRBE, KRLA, KOPA, WBBF, 14Q, WTX, WSGA, WHBQ, KOFM, WZZP, KJRB, CKLW 29-18, WZUU 25-17, KJR d-18, KIMN 15-11.

SPINNERS "Workin' My Way Back To You" (Atlantic) 89/21

Moves: Up 56, Same 12, Down 0, Adds 21, including WRKO 293, CKLW, KIMN, WFBR, WICC, WKBO, WFMF, WJDX, WAPE, WRJZ, WISM, KROY, KORL, WJBO, WTSN, KWIC, KYSN.

LED ZEPPELIN "Fool In The Rain" (Swan Song) 86/25

Moves: Up 43, Same 17, Down 1, Adds 25, including F105, KSLQ, WICC, WFMF, WSGN, 95SGF, WLAC, WAYS, KOFM, KLEO, WNCI, KING, WGUY, WFBG, WCIR, KSEL, KKLS, KOOK.

SANTANA "You Know That I Love You" (Columbia) 86/12

Moves: Up 54, Same 19, Down 1, Adds 12, WFIL WRKO, B100, WAEB, WFMF, WJDX, KWEN, WISM, WNCI, KROY, KGW, WRBR.

ELECTRIC LIGHT ORCHESTRA "Last Train To London" (Jet) 85/16

Moves: Up 58, Same 10, Down 1, Adds 16, including WFBR, Q106, WNOE, KXX106, KOFM, KROY, KTAC, KRKE-FM, 13FEA, WHHY, WKXY, KDZA.

TOTO "99" (Columbia) 84/50

Moves: Up 25, Same 9, Down 0, Adds 50, including WRKO, KRBE, Z93, 94Q, KJR, WTIC-FM, KC101, PRO-FM, KLIF, WTX, WHBQ, 92Q, WGH, KZ93, WISM, KING, KLUC, KORL, WEE, WAAY, WRBR, KQDI.

BARRY MANILOW "When I Wanted You" (Arista) 64/27

Moves: Up 27, Same 9, Down 1, Adds 27, including WCAO, CKLW, KIMN, WFBR, 14Q, WNOE, WAPE, WLAC, KOFM, WZZP, KHJ, WRKO 25-22, KRLA 28-24, KFI 10-9.

JOHN STEWART "Lost Her In The Sun" (RSO) 63/3

Moves: Up 38, Same 22, Down 0, Adds 3, WAEB, KORL, WKXY, Z93 d-30, WPST 27-24, Y103 36-31, WAPE 23-19, WAYS 30-25, KWEN 36-31, WTSN 21-9.

ROD STEWART "I Don't Want To Talk About It" (WB) 61/12

Moves: Up 32, Same 16, Down 1, Adds 12, including, WRKO, JB105, WNOE, WSGN, WSGA, WRJZ, KRUX, WXIL, G100, KRBE 25-22, WZUU 22-18.

ROBERT JOHN "Lonely Eyes" (EMI/America) 56/5

Moves: Up 34, Same 16, Down 1, Adds 5, WOLF, WTIC-FM, WKBO, KERN, KBOZ, KRBE 30-27, WLCY 27-19, WFBR 20-13, WRJZ 35-16, KOFM 23-12.

PAT BENATAR "Heartbreaker" (Chrysalis) 55/16

Moves: Up 30, Same 9, Down 0, Adds 16, including WKBW, WPEZ, KDWB, KSLQ, WOKY, WOLF, KXX106, WRVQ, WOHO, KWK 7-1, KOPA 29-24, KUPD 2-1.

DONNA SUMMER "On The Radio" (Casablanca) 54/23

Moves: Up 25, Same 5, Down 1, Adds 23, including WABC, F105, KRBE, Z93, CKLW, WGCL, WOKY, B100, WTRY, WHBQ, KHJ, KING.

Others Getting Significant Action

O'JAYS "Forever Mine" (Philadelphia International) 47/9

Moves: Up 30, Same 6, Down 2, Adds 9, KSLQ, WOKY, KFRC, KLIF, KTS, KXX106, 14WK, WKXY, KFXD, KSLQ, WOKY, KFRC, WXLO 11-6, KRLA 7-6.

RITA COOLIDGE "I'd Rather Leave While I'm In Love" (A&M) 40/0

Moves: Up 22, Same 14, Down 4, Adds 0, WZUU 7-3, KXX106 11-7, WKIX 27-20, KWEN 31-27, WXIL 29-25, WCGQ 10-5, KSLY 16-14.

NICOLETTE LARSON "Let Me Go, Love" (WB) 34/17

Moves: Up 10, Same 7, Down 0, Adds 17, including WGCL, WHYN, WTX, WSKZ, WKIX, KJRB, 14WK, WAAY, WSEZ, KRLC.

INMATES "Dirty Water" (Polydor) 34/7

Moves: Up 10, Same 17, Down 0, Adds 7, WGCL, WTX, WNOE, KEEL, KJRB, KPUR, KSLY, WPEZ 30-27, KJR d-12, KNOW 20-14.

RUFUS & CHAKA "Do You Love What You Feel" (MCA) 33/8

Moves: Up 21, Same 4, Down 2, Adds 6, KRBE, Q106, KEEL, CK101, KPUR, KDZA, WCAO 18-10, Y100 22-17, PRO-FM 25-18, WTX 39-30, WSGA 29-19.

MOLLY HATCHET "Flirtin' With Disaster" (Epic) 31/16

Moves: Up 7, Same 6, Down 2, Adds 16, including 96KX, KJR, WPST, WHYN, BJ105, 92X, KRSP, WFBG, WISE, KQDI.

TOM PETTY "Refugee" (Backstreet/MCA) 29/20

Moves: Up 4, Same 5, Down 0, Adds 20, including Z93, 94Q, KSLQ, WOKY, KFRC, B100, KJR, WPST, WSKZ, KJRB.

Radio & Records

NATIONAL AIRPLAY/30

January 11, 1980

- 1 EAGLES/The Long Run (Asylum)
- 2 MICHAEL JACKSON/Rock With You (Epic)
- 3 FLEETWOOD MAC/Sara (WB)
- 4 JEFFERSON STARSHIP/Jane (RCA/Grunt)
- 5 CAPTAIN & TENNILLE/Do That To Me One... (Casablanca)
- 6 KENNY ROGERS/Coward Of The County (UA)
- 7 TOM PETTY/Don't Do Me Like That (Backstreet/MCA)
- 8 CLIFF RICHARD/We Don't Talk Anymore (EMI/America)
- 9 KENNY LOGGINS/This Is It (Columbia)
- 10 RUPERT HOLMES/Escape (MCA)
- 11 SMOKEY ROBINSON/Cruisin' (Tamla)
- 12 TERI DeSARIO w/KC/Yes I'm Ready (Casablanca)
- 13 DIONNE WARWICK/Deja Vu (Arista)
- 14 FOGHAT/Third Time Lucky (Bearsville/WB)
- 15 STEVE FORBERT/Romeo's Tune (Nemperor)
- 16 FOREIGNER/Head Games (Atlantic)
- 17 QUEEN/Crazy Little Thing Called Love (Elektra)
- 18 LITTLE RIVER BAND/Cool Change (Capitol)
- 19 DAN FOGELBERG/Longer (Full Moon/Epic)
- 20 KOOL & THE GANG/Ladies' Night (De-Lite)
- 21 STYX/Babe (A&M)
- 22 PRINCE/I Wanna Be Your Lover (WB)
- 23 STYX/Why Me (A&M)
- 24 CHEAP TRICK/Voices (Epic)
- 25 ISAAC HAYES/Don't Let Go (Polydor)
- 26 DARYL HALL & JOHN OATES/Wait For Me (RCA)
- 27 DIRT BAND/An American Dream (UA)
- 28 DR. HOOK/Better Love Next Time (Capitol)
- 29 TOM JOHNSTON/Savannah Nights (WB)
- 30 ANNE MURRAY/Daydream Believer (Capitol)

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

TOTO "99" (Columbia)
 ANNE MURRAY "Daydream Believer" (Capitol)
 NEIL DIAMOND "September Morn" (Columbia)
 DAN FOGELBERG "Longer" (Full Moon/Epic)
 BARRY MANILOW "When I Wanted You" (Arista)
 Complete Regionalized Listings on Pages 26 and 27.

HOTTEST

EAGLES "The Long Run" (Asylum)
 MICHAEL JACKSON "Rock With You" (Epic)
 KENNY ROGERS "Coward Of The County" (UA)
 FLEETWOOD MAC "Sara" (WB)
 CAPTAIN & TENNILLE "Do That To..." (Casablanca)

ABBA "Chiquitita" (Atlantic) 28/0

Moves: Up 14, Same 9, Down 5, Adds 0, WCAO d-27, KVIL d-27, WKBO 30-21, KELP 18-13, WOHO 15-12, KRUX 26-20, WSEZ 25-18.

RUPERT HOLMES "Him" (MCA) 26/25

Moves: Up 1, Same 0, Down 0, Adds 25, including WXLO, WFIL, WPEZ, WCAO, 94Q, CKLW, KFRC, KIMN, WICC, Y103, WRJZ, WISM, KJRB, WCIR, WXIL.

PINK FLOYD "Another Brick In The Wall" (Columbia) 26/21

Moves: Up 2, Same 3, Down 0, Adds 21, including WPEZ, Z97, KRBE, WLCY, WOKY, KFRC, KJR, WBBQ, WISM, KJRB, KX104, WAKX.

SUZI QUATRO "She's In Love With You" (RSO) 26/7

Moves: Up 8, Same 10, Down 1, Adds 7, 95SGF, WNOX, Y94, 14WK, WXIL, WANS-FM, KDZA, Y100 19-16, WTX 40-34, WBBQ 14-10.

GAMMA "I'm Alive" (Elektra) 25/9

Moves: Up 8, Same 7, Down 1, Adds 9, KDWB, WTIC-FM, 95SGF, KZ93, WLBZ, WSEZ, CK101, WKXY, KQWB-FM, KWK 25-20, KUPD 30-25, KLUC 27-22.

BABYS "Back On My Feet Again" (Chrysalis) 22/16

Moves: Up 1, Same 5, Down 0, Adds 16, including Y100, JB105, KNOW, Y103, WAPE, WBBQ, KOFM, WISM, WEEQ, CK101, KKRC, KWK 20-11.

RICHIE FURAY "I Still Have Dreams" (Elektra) 22/1

Moves: Up 15, Same 2, Down 4, Adds 1, KBDF, KWK 23-21, KSLQ 24-21, WZZP 29-24, KLUC 30-27, WJBQ 24-17, WHHY 15-12.

SUGAR HILL GANG "Rapper's Delight" (Sugar Hill) 22/0

Moves: Up 10, Same 7, Down 5, Adds 0, Y100 3-3, WHYN 16-13, KEEL 17-10, BJ105 1-1, WSGA 1-1, WKIX 6-3, KERN 7-4, WANS-FM 4-2, WRBR d-1.

ROBERT PALMER "Can We Still Be Friends" (Island) 21/5

Moves: Up 12, Same 4, Down 0, Adds 5, WIFI, KWK, WSKZ, WRJZ, KZ93, 96KX 17-15, KSLQ 20-18, BJ105 28-25, WNOX 30-26.

DANN ROGERS "Looks Like Love Again" (International Artists) 21/4

Moves: Up 11, Same 4, Down 2, Adds 4, WHYN, Y103, WKIX, WHHY, WZUU d-19, WOKY 31-27, KNOW 30-25, KENO 23-19, WHEB 14-8.

AEROSMITH "Remember (Walking In The Sand)" (Columbia) 20/5

Moves: Up 6, Same 9, Down 0, Adds 5, WIFI, KRBE, 14Q, WKEE, KLUC, CHUM 29-22, KJR on, KUPD on, WIGY 17-11.

DOLLAR "Shooting Star" (Carrere/Atco) 19/2

Moves: Up 10, Same 6, Down 1, Adds 2, WGUY, WIGY, K104 19-5, WFBG 33-25, WHHY 21-17, WSEZ 28-24, WRKR 32-25, KFXD 13-10.

JIMMY BUFFETT "Volcano" (MCA) 18/4

Moves: Up 9, Same 4, Down 1, Adds 4, WTX, WKIX, G100, WANS-FM, 94Q 20-17, WLCY 20-15, KXX106 19-12.

BARBRA STREISAND "Kiss Me In The Rain" (Columbia) 17/9

Moves: Up 6, Same 3, Down 0, Adds 9, WCAO, 14Q, WJDX, WJBO, WTSN, 13FEA, WCIR, FM99, KOOK.

Continued on Page 34