

# Radio & Records

ISSUE NUMBER 319

THE INDUSTRY'S NEWSPAPER

FEBRUARY 15, 1980

BIRD NAMED PRESIDENT, WOODWARD EXEC. VP

## Bogart Resigns Casablanca Presidency

Neil Bogart announced his resignation this week as President of Casablanca Record and FilmWorks, the company he founded in 1974 and developed into an internationally prominent entertainment complex.

Bogart stated, "This really is the beginning of a new chapter for Casablanca as well as for me. . . Like any proud parent, I hope Casablanca's success will continue. But for me, the philosophical gap between myself and a multinational corporation like Polygram was simply too wide. I knew that an important chapter in my life needed to end, and a new one to begin."

Commenting on future plans, Bogart said, "My good wishes for Casablanca are matched only by my excitement over the challenges that lie ahead. I'm remembering how good it feels to begin something brand new, when you dare to attempt the 'impossible' dreams. If my new chapter were to have a heading, it would simply say, 'Bogarts . . . An Entertainment Company,' and I guarantee you it will make interesting reading."

### Polygram Buys Control; Bird, Woodward Appointed

Polygram President Coen Solleveld announced that "the majority" of the remaining 50% of Casablanca's shares (Bogart sold slightly less than a half interest to Polygram in October, 1977) would be purchased from Bogart and Casablanca Chairman Peter Guber, head of the FilmWorks division. No price for the purchase was mentioned, although early industry reports placed it around \$15 million. Solleveld added that Bogart will continue as a minority shareholder and in an "advisory capacity" to Casablanca, while Guber would remain on the Casablanca Records Board of Directors and as head of all motion pic-



Neil Bogart

ture and non-music activities. A "major announcement" on Guber's relationship with Polygram was forthcoming, it was added. "We are pleased to be able to continue



Bruce Bird

to call on Neil's world-recognized creative abilities," Solleveld said. "He and Peter Guber have built Casablanca into a preeminent en-

BOGART/ See Page 24

### STEINBERG HEADS NEW "UMBRELLA ORGANIZATION"

## Polygram Restructures Record Operations



Irwin Steinberg

The Polygram Group has formed a new "umbrella organization" for its record label groups, coinciding with its purchase of a controlling interest in Casablanca Record and FilmWorks from resigning President Neil Bogart (see separate story). The new Polygram unit, Polygram Record Operation (PRO) USA, will be headed

by Polygram Executive VP Irwin Steinberg, who will continue in that position as well as taking on the new title of Chairman/Chief Executive Officer of PRO-USA.

According to a Polygram spokesman, the new operation is part of a "continuing effort by Polygram around the world to both consolidate and make more efficient its noncompetitive, administration-limited functions, to permit the labels to concentrate on the creative aspects of the record industry." Finance, data-processing, and royalty matters are among its concerns.

The administrative consolidation approach has been in effect for Polygram's European operations since 1978. Casablanca, Phonogram/Mercury, Polydor, and Polydor Classics will work within the new structure, but according to Polygram, no mergers are planned and all chief executives will retain their positions. "It's Polygram's philosophy to maintain separate and competitive labels and labels groups," the spokesman told R&R, RSO continues as a 50% partnership between the Robert Stigwood Organization and Polygram, and is not part of the PRO-USA structure.

Steinberg commented to R&R, "The function of PRO-USA uniquely fits these times. It is a very good balance between assuring that our record companies remain very strong creatively and at the same time that administration and support services are supplied in the proper manner in the midst of the cost explosion we're experiencing in the industry."

### The Casablanca/Polygram Scorecard

Below is a brief summary of the developments revolving around Neil Bogart's resignation at Casablanca and Polygram's new umbrella organization:

- Neil Bogart resigns as Casablanca President, forming new entertainment company.
- Polygram forms Polygram Record Operation (PRO) USA to handle financial, administrative functions. Irwin Steinberg heads.
- Casablanca, Phonogram/Mercury, Polydor, Polydor Classics come under new unit. No chief exec changes or mergers planned. RSO not included in organization.
- Bruce Bird appointed President at Casablanca. Peter Woodward takes Exec. VP position.

## Top Black FCC Attorneys Form Broadcast Company

Three high-ranking black FCC attorneys are exiting their posts Friday (2-15) to set up their own broadcasting company, R&R has learned exclusively.

Jim Winston, 31, Assistant to Commissioner Bob Lee; Booker Wade, 35, Assistant to Commissioner Tyrone Brown; and Sam Cooper, 32, Assistant General Counsel for Legislative Liaison, had been with the FCC approximately two years each.

Winston told R&R that the trio have talked to financial sources, and they've got lawyers spotting potential properties. According to Winston, other minority staffers appear to be inspired by their action. Tyrone Brown described the attorneys as "role minorities," and said their expertise would be

missed. There are legal restrictions involving "revolving door" situations, when government officials leave to enter the private sector, which are especially applicable to attorneys representing clients who have had actions pending before the FCC; but there are no such legal restrictions applying to the three lawyers going into business for themselves.

### RKO — A Target?

One Washington communications attorney said he'd seriously wonder about the threesome's involvement in the Commission's decision to take away three RKO TV licenses, should they apply for them.

"It has nothing to do with RKO,"

FCC/ See Page 24

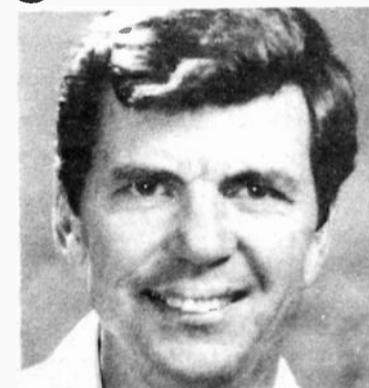


WCXI'S BANNER DAY FOR CANADA — Following the Canadian-planned escape from Iren of six Americans, WCXI/Detroit saluted its neighbor nation across the river with a thank-you banner towed aloft by a helicopter. The station reported a deluge of calls from both sides of the border expressing gratitude for the gesture.

## KSON's McKinnon Plans Race For Congress Seat

Broadcasters have become increasingly concerned of late with national political issues, and one leading California station owner has decided upon the direct approach — he's running for Congress. Dan McKinnon, President of KSON-AM-FM/San Diego, has declared his candidacy for a San Diego Congressional seat being vacated by 28-year officeholder Rep. Bob Wilson.

McKinnon, a broadcaster for 18 years, will run as a Republican. He commented, "We need an innovative government, one that can stimulate the creative talents of Americans to solve our problems . . . I believe I can contribute in



Dan McKinnon these respects when elected to Congress." McKinnon's father, Clinton D. McKinnon, is a former U.S. Representative.



# 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.



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

94Q  
Z-93  
WSGA  
WBBQ  
WAUG  
WFOM  
WRFC  
98Q  
WPPI  
WERC  
WHHY  
WRKO

WVBF  
WBZ-FM  
WPRO  
JB105  
WJBQ  
WYSL  
WBBF  
WRIE  
WAYS  
WBT  
WKIX  
WANS

WFLB  
WSEZ  
WTMA  
WORD  
WIMN  
KCPX  
KRSP  
KDZA  
Z-96  
KYSN  
KYGO  
KOMA

KOFM  
WPEZ  
WCUE  
96KX  
KLIF  
WFYR  
WAQY  
Y-94  
KHFI  
KNOW  
KRLY  
FM100

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KULF  
KMJC  
KSly  
KERN  
WHBQ  
92Q  
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Z-98  
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KSTP  
KQWB  
KTOQ  
WAKX  
WXLO  
KING  
KYYX

KJRB  
KREM  
KPUG  
KFRC  
KROY  
KJOY  
KSTN  
KFYE  
KFIV  
WINX  
KSLQ  
KBEQ

KEWI  
WFBR  
WLEE  
WROV  
WCIR  
WLL  
WEEO  
KENI  
KC101  
KX106  
KLUC

## Bayliss Exits Combined

John Bayliss, who resigned as President of Combined Communications' Radio Division in January and was scheduled to step down this summer, reached an agreement last week with parent company Gannett which allows him to exit the position this week. Gannett Broadcast Group President Al Flanagan told R&R that a replacement for Bayliss will be named shortly.

Bayliss's new plans call for him to consult a number of broadcast companies in markets not competitive with Combined. He will also

become a stockholder in KGU/Honolulu, as well as supervising transfer details of his pending purchase of KSMA-AM-FM/Santa Maria, CA.

Commenting on the search for a new Combined radio chief, Flanagan said, "We've been considering several candidates, and I'm just delighted with the high caliber response that your announcement (of Bayliss's resignation, R&R 1-18) brought. The search has narrowed to two, and the new appointment should be announced in a week or ten days."

## McCauley Departs KSAN PD Post

Jackie McCauley has resigned as Program Director for KSAN/San Francisco, effective March 7. McCauley, who told R&R she would be taking some time off to concentrate on her syndicated radio show, "Shooting The Breeze," had been PD at the Metromedia-owned AOR station since July last year.

"Working at KSAN has been an enormous learning experience for me on many levels," McCauley said. She added, "The station is staffed with wonderful people who were very helpful to me. If allowed to program the way they know best,

the station should be able to continue to grow."

Metromedia VP David Moorhead commented upon McCauley's departure, saying, "We are indebted to her. She did yeoman work in turning the station around. The strain is understandable, and her total dedication to KSAN has been greatly appreciated." Moorhead noted that there was "no replacement in mind at the moment" and that future programming would be performed as a "group function," with several people aiding in musical decisions.



## Johnson Crosses Street To WCAU

Dr. Perri Johnson, one of Philadelphia's most prominent air personalities, has left WDAS-FM/Philadelphia, where he held the 6-10pm airstrip for the past 9½ years, to join crosstown rival WCAU-FM. Johnson, whose shift has consistently maintained double-digit numbers, including a 12.0 in the most recent Arbitron, told R&R that he left WDAS because "after almost 10 years at one place, I felt I had to reach out for new avenues of expression."

Along with Johnson, whom WCAU PD Roy Laurence described as the "most visible personality of WDAS" and "a stalwart contributor to its solid hold on its audience," WCAU will acquire the services of another former WDAS staffer, Greg Hall. WCAU, formerly a Dancemusic-formatted outlet, recently returned to its original "Fascinating Rhythm" format, which Laurence explains is a combination of Pop Rhythms and Jazz programming.

WDAS PD Joe "Butterball" Tamburro called Johnson "one of the most talented, creative personalities of the industry," adding, "I hate to lose him, but you can't blame him for furthering his career." MiMi, formerly WDAS's midday air personality, will be Johnson's replacement.

## Ellis Resigns As Motown Exec. VP

Don Ellis, Executive VP/Creative at Motown Records, resigned that position last week over philosophical differences. Ellis described the parting as amicable on both sides. He told R&R, "It was unfortunate that we were not able to see eye to eye on the musical direction for Motown in the 80's."

Before joining Motown in June, 1979, Ellis was Vice President/A&R at Columbia, having earlier served in Epic's A&R department.



**KIKK ALL FIRED UP OVER OILERS** — KIKK/Houston recently took over the Astrodome for a pep rally/bonfire celebration on behalf of the Oilers football team. The event drew 70,000 fans and raised over \$40,000 for charity. A portion of the crowd, along with a full frontal shot of the rather spectacular bonfire, is shown above.

### EDITORIAL REPLIES

## Disco — Invalid Format Or Thriving Survivor?

"WKTU-FM and WBLS-FM... unseated... WABC from the number one rank... Ten of the top twelve records in New York are disco/R&B/dance-oriented. Does this mean dance is dead?"

— Ray Caviano

Dear R&R:

I strongly disagree with your anti-disco editorial (R&R 1-25). Calling disco a fad makes as little sense as calling dancing a fad. From the jazz era to the present (with the exception of the late sixties), every major breakthrough in popular music, including rock 'n' roll, has made its debut on the dance floor. And disco, the dance-oriented movement that eclipsed every other late seventies trend, is far from over.

There are at least 15,000 dance clubs flourishing in the United States today, and the music industry cannot afford to overlook them. These clubs will not

CAVIANO/ See Page 24

"We threw away all of our basic programming knowledge to program something called Disco radio."

— Mike Roberts

Dear R&R:

In the next several paragraphs, I am bound to upset some old friends and a few record people. You might call me the latest casualty of disco. I've been labeled disco's biggest radio believer. Don't get me wrong, I still love the music, but in the words of Bill Parris, "Disco is a lot of things, but it's no format."

I think I speak for many PD's as I reflect why this mess should never have happened. Simply put, from a programming side, we goofed. We threw away all of our basic programming knowledge to program something called Disco Radio. In many cases we played ten-minute long records by unknown artists, mixed from cut to cut (no one knew where a song began

ROBERTS/ See Page 24

### COUNTRY ON FM: HAS ITS TIME COME?

FM Country Is Growing In Popularity, But The Image Isn't Quite Clear. A Look At The Phenomenon . . .

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### GOLDEN WEST'S TEHRAN SOURCE SPEAKS

Alex Paen Was The Only Non-Network Correspondent In Iran, And His Experiences Come Alive In The First Of A Two-Part Interview.

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## this week . . .

### RADIO ON TV: CONSTRUCTIVE USE OR ABUSE?

A new R&R series debuts with several points to consider if you're planning a TV ad campaign for your radio station.

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### WHY DO TAPERS TAPE?

The R&R examination of the home taping problem continues with a look at why people are putting their record money into cassettes.

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### THE LOUISVILLE SLUGGER — E. ALVIN DAVIS AND KJ100

KJ100 debuted with a 10.2 in Louisville, and budding consultant E. Alvin Davis tells how it was done.

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### AOR BATTLE IN BOSTON

WCOZ unseated WBCN in Boston's unpredictable AOR competition, while WEEI-FM grew stronger; all three PD's discuss their plans.

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# Washington Report

NO SURPRISE TO COMMISSIONER

## Consumer Group Opposes Quello

### New Jersey Legislators Also Hit Hard

Despite opposition from the Consumer Federation of America (CFA) in his initial appointment as an FCC Commissioner, Jim Quello won appointment. Now he faces the same opposition. Last weekend in Washington, CFA, an umbrella organization of labor and consumer groups which claims massive populist support, unanimously voted to work against his renomination.

Warren Braren, CFA Communications Policy Committee Chairman, told R&R Quello demonstrates a lack of sensitivity to consumer issues, is biased in favor of broadcasters, and opposes public participation in FCC proceedings.

Quello, on the other hand, said

he's had a balanced voting record and favors a test to pay expenses of representatives from public groups wishing to participate in FCC actions.

### Rep. Maguire Rallies Forces

R&R has further learned that

members of the New Jersey Congressional Delegation sent a letter this week to the White House which also opposed Quello, whose term expires June 30. But New Jersey broadcasters differ in their stance. "We totally support Quello," said New Jersey Association of Broadcasters head Arnie Zuker.

The flap is over Rep. Andy Maguire's (D-NJ) dogged efforts to secure a VHF TV station for New Jersey, the only state without a VHF allocation. "Quello has been blatantly protective of New York's interests," one Maguire aide criticized.

## San Diego Stations Continue Battle With XETRA

Although the case is still before the FCC, a California law suit filed by Noble Multimedia against four San Diego stations was dropped last week. Noble, which supplies programming for XETRA/Tijuana for broadcast into the U.S., had filed an antitrust suit against KSON, KGB, KPRI, and KIFM when the stations went to the FCC claiming a violation of the Communications Act. FCC regulations prohibit transmitting programming across the border for broadcast into the U.S.

KGB has also dropped a \$5 million counterclaim against Noble, and the allegation that Noble filed its suit just to harass the stations has been dismissed.

R&R has learned that Noble no longer supplies programming for XETRA-FM, which has gone live, after a suggestion by John Lynch, VP/GM of Noble Multimedia. The only items being bicycled from San Diego now are agency spots.

An FCC decision in December denying a similar ABC complaint against Canadians hurts the San Diego stations' chances of winning, according to XETRA's attorney.

Ed Fouhy, VP & Chief, CBS News Washington Bureau, pointed out that theoretically equal time must be given to each of 150 candidates who have legally filed with Federal Elections Commission for the 1980 Presidential election.

"The interests of journalists are the same as the interest of the Fairness Doctrine. We don't want to be unfair to anyone," said Bill Monroe, Exec. Producer and Moderator of NBC's "Meet The Press."

### Public Interest Law Firm Opposed

Although Van Deerlin's Subcommittee heard unanimous testimony in support of H.R. 6103 from broadcasters and politicians who feel they will get more air time, Media Access Project (MAP) opposed the measure. MAP attorney Heidi Sanchez told the Subcommittee, "H.R. 6103 will not facilitate robust debate; it will authorize broadcasters to increase their domination of the minds of the listening public by discriminating among political opponents and advancing the candidacies of anyone the broadcasters choose."

## People

### Washington

Karen Kershner, Advertising and Promotion Director, named Mutual VP. Ron Werth, Pres. of California-based market research consulting firm Focus Group, joins Mutual as Research Director.

Ragan Henry, Pres. of Broadcast Enterprises National, Inc. and NABOB Pres., elected NRBA Director at Large.

Barbara Kreisman officially named Chief, Renewal Branch, and Stu Bedell named Chief, Transfer Branch of the FCC Renewal and Transfer Division of the Broadcast Bureau.

### Chicago

Orrin McDaniels, WCFL/Chicago GM, named VP.

### Las Vegas

Entertainers Bob Newhart and Mac Davis will perform at NAB's annual convention April 13.

## Sales Talk

Eighteen RAB Sales Clinics kick off next Tuesday (2-19) at the Holiday Inn South in Orlando followed by Charlotte (February 21: Holiday Inn); Atlanta (February 27: Peachtree Plaza); and Cincinnati (February 28: Drawbridge).

Mike Hauptman, Senior VP ABC Radio, is launching a newly-created Division of National Market Development seeking new dollars from businesses not using radio while pushing other advertisers to transfer more money to radio from other media budgets.

The Keith Horton Co. has announced the completion of a deal for WBME-AM/Belfast, ME, owned by A.W. Spence, which is being sold to Steve Anthony, Leon Blais, and Walter Szeliga for \$160,000. The new owners have no other broadcast properties.

## At The Nets

### AP

KOA/Denver named "AP News Station of the Year" for contributing outstanding news stories to AP. KOA recently also picked up five awards for broadcast excellence from Colorado Broadcasters Assoc.

### ABC Contemporary

Fleetwood Mac featured April 13 and the Eagles on "Spotlight Specials" May 4.

### ABC Information

Net will feature a two-hour special with Dionne Warwick May 4.

### RKO

RKO opens Detroit Sales Office headed by Joseph Hildebrand, former Mutual VP of Sales in Detroit.

New newscasters are Michael Schoen, former WCAU/Philadelphia reporter, and Gary McKenzie, former News Director at KHIS/Los Angeles.

### NBC Radio Net

Anne Murray in concert March 21-23.

New VP for Market Development is Charlie Strehan, who reports to Sales VP Kevin Cox.

Mary Dorman, investigative reporter for WDVM-TV, joins NBC Radio News as Washington correspondent.

### NBC Source

New net hits 100 affiliates with over a half million cume. Goal is a million listeners by year's end.

### NPR

Net begins sports reports on "Morning Edition" adding eight new commentators, including WTOP/Washington morning drive sportscaster Nick Charles, and Jane Chastain, who 17 years ago became the country's first woman sportscaster.

### The Week In Review

- While news reports confirm new Three Mile Island accident, radio broadcasters may be called upon to help with Action Alerts (see Page 6).
- Van Deerlin holds hearings on repealing "equal time."
- Commissioner Quello under fire, but isn't worried.

—Jonathan Hall

FCC CAUTION CHALLENGED

## Van Deerlin Begins "Equal Time" Hearings

### Presidential, VP Candidates Would Be Exempt During Free Broadcasts

Broadcasters eagerly supported a bill which would partially repeal the "equal time" provision of the Communications Act. "Broadcasters in key primary states should be able to initiate and produce debates without frivolous requests for equal time," said Fred Young of WTAE/Pittsburgh and VP, Hearst Broadcasting, who represented RTNDA at the hearings.

In the testimony before Rep. Lionel Van Deerlin's (D-CA) House Communications Subcommittee Thursday (2-7), broadcasters agreed there should be no such provision for free air time given to candidates for President and Vice President. But Van Deerlin grilled FCC General Counsel Bob Bruce, who testified that while the FCC encourages "leeway" for broadcasters, it is concerned some candidates will be ignored.

But Van Deerlin replied sharply that the decision is better left to the discretion of broadcast news departments. "The point of this legislation (H.R. 6103) is to take the manacles off broadcasters so they can cover the news like their colleagues in the print media," Van Deerlin said.

### Cover Politics Better Without Equal Time

"Equal time" provides that if broadcasters devote time to one political candidate, all other qualified candidates must be given the same amount of air time. "Bona fide" news events, such as nightly newscasts, are exempt from the

## Washington Street Talk

Areas of mutual interest between RAB and NRBA were discussed in Washington this week. Delegation was highly inbred group consisting of WSB/Atlanta VP/GM Elmo Ellis, who is RAB Board Chairman, and WGLD/High Point President Bernie Mann, also an RAB board member (both also serve on the NRBA board), along with NRBA President Sis Kaplan (President of WAYS/Charlotte) and NRBA Board Chairman Bob Herpe (President of WPLR/New Haven). Association representatives were RAB President Miles David and NRBA Exec. VP Abe Voron.

Meanwhile, RAB and NAB have reached harmonious accord, with NAB offering to pick up extra mailing costs and distribute "Red Hot" radios to chief Washington sources of radio ad dollars. Cost of \$17,000 being supplied by NAB, which will use remaining \$8000 of its annual "Radio Month" budget to publish a book of radio promotions collected from radio stations. Best idea from GM wins free trip for two to NAB Convention in April and best from a PD wins free trip for two to NAB Programming Conference in August.

Iowa broadcasters, upset with FCC decision to allow politicians lowest unit rate during latest Presidential caucus, will, along with NAB, back petition this week to FCC asking the Commission to reconsider its action.

# Take Two, They're Big!

## CHRISTOPHER CROSS

## ZZ TOP

### "RIDE LIKE THE WIND"

### "I THANK YOU"

## THE BACK PAGE

## BREAKERS

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

**CHRISTOPHER CROSS**

**Ride Like The Wind (WB)**

77% of our reporters on it. Moves: Up 61, Same 21, Down 0, Adds 57 including WKBW, WFIL, WIFI, CKGM, KRBE, Y100, CKLW, KDWB, KSLQ, WGCL, Q102, WOKY, KFI, B100, WBLI, Y95, WAXY, WKIX, KWEN, KHJ, KRSP, KLUC. See Parallels, charts at number 28.

## NEW & ACTIVE

**ZZ TOP "I Thank You" (WB) 97/13**

Moves: Up 64, Same 18, Down 2, Adds 13 including WKBW, KBEQ, BJ105, KFXM, KLUC, WHHY, KENI, CHUM 25-20, 94Q 24-20, KSLQ 30-25, KJR 17-13, KIMN 30-26.

Produced by Michael Omartian

Produced by Bill Ham



on Warner Bros. Records

NEW REQUIREMENTS ARE INSTITUTED

# Radio May Become Dominant Warning System For Nuclear Accidents

## NRC Looks To EBS Alert Setup

R&R has learned that broadcasters may become part of a new early warning system for nuclear accidents. The Nuclear Regulatory Commission (NRC) told nuclear power plants to establish warning systems to reach residents inside a ten-mile radius within 15 minutes of an accident. While proposals must be completed this month, utility companies actually have until December to activate their plans.

## FCC And Utility Company Outline EBS Use

Recently, Ray Seddon, who heads up the FCC's EBS Office, described the effectiveness of radio's emergency alert system and supported EBS use for nuclear accidents.

George Metzger, spokesperson for General Public Utilities (GPU), which owns Three Mile Island power plant, told R&R GPU may employ several ideas. One involves a siren system which would alert people to turn on their radios. Simultaneously, broadcasters would employ the Emergency Broadcast System (EBS). People liv-

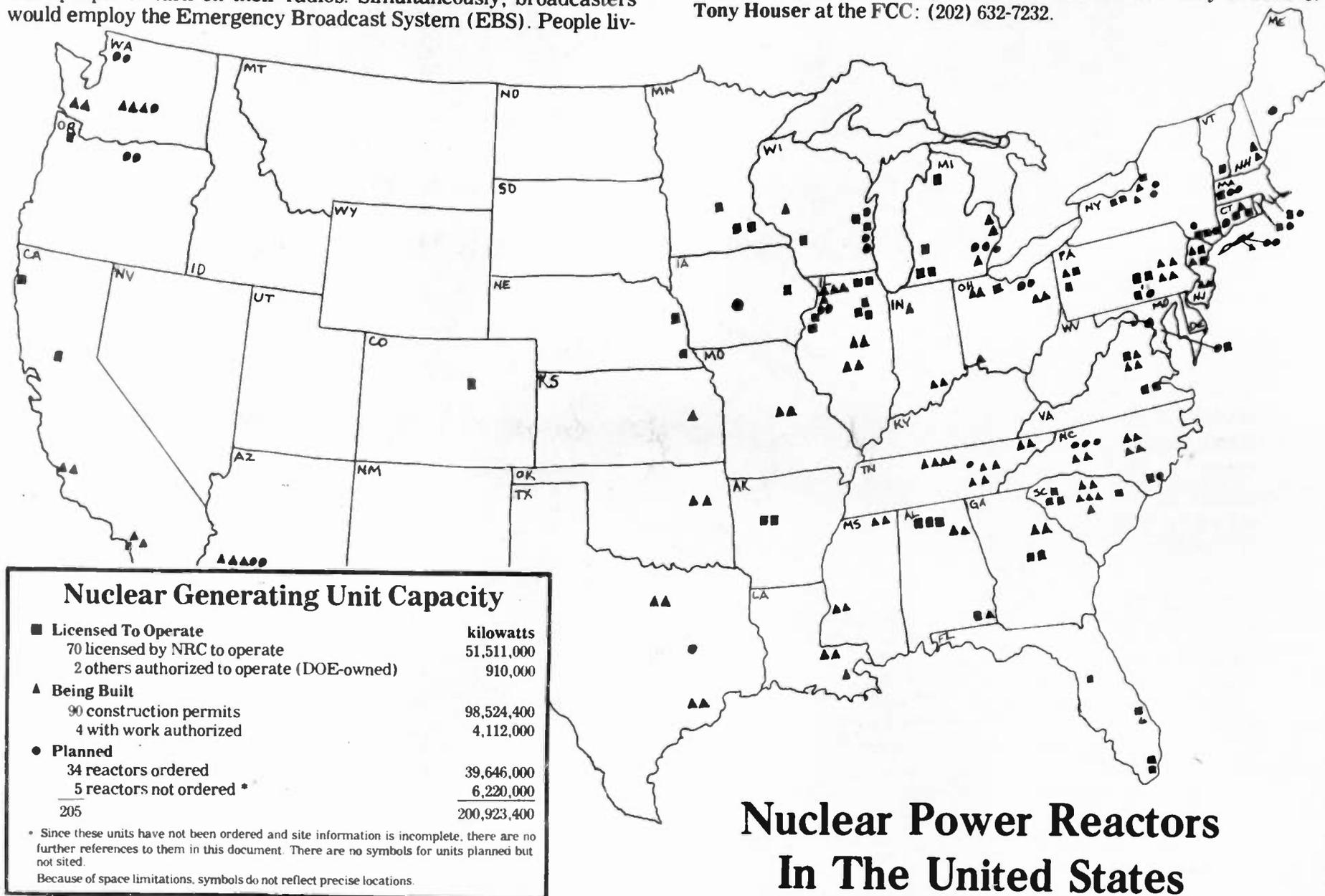
ing out of earshot of the siren might be notified by megaphone announcements from cars or small planes.

Another alternative is to equip homes with special EBS receivers. In an emergency, a tone would automatically turn the receiver on and tell the listeners what to do, but the public would have to buy their receivers.

## Utilities, News Departments Cooperate

WOBM/Toms River, NJ is within five miles of the Oyster Creek Nuclear Power Plant, also owned by GPU. News Director Roger Tees told R&R WOBM is working with the utility company and local civil defense office. "CD has expanded their evacuation radius and they keep us up to date. In the event of an accident, the GPU notifies Civil Defense and they notify us. The responsibility of keeping the public informed is up to us and we'd support an expanded use of EBS," Tees told R&R.

Broadcasters wanting more info can contact: Ray Seddon or Tony Houser at the FCC: (202) 632-7232.



## EEO WARS

# Minority Employment Profile — A Serious Business

Equal employment opportunity guidelines are a continuing priority under the FCC's "Ferris regime." The prime guidelines, as explained in the article below by communications lawyer and R&R columnist Jason Shrinsky, appears to be strict percentages of minorities and women on-staff at broadcast stations. As Shrinsky illustrates, keeping up the minority employment profile is a must for radio stations today.

FCC Chairman Charles Ferris has repeatedly stressed the importance of increased minority participation in the ownership and operation of broadcast stations. Recent FCC actions confirm that the Chairman's "priority list" had equal employment opportunity at the top. Major market as well as small market broadcasters are subject to the closest scrutiny by the FCC, particularly at renewal time. Consequently, the Renewal Branch is under a mandate to vigorously enforce equal employment opportunity guidelines by examining a station's current employment profile. They're checking to

determine whether minorities and women were represented on the station's full-time staff by percentages which were at least "50% of their presence in the available workforce overall and 25% in the upper four job categories; i.e., officials and managers, professionals, technicians, and salesworkers." This has triggered the following letter to scores of broadcast stations throughout the country:

"... Recognizing that statistical analysis of a relatively small entity does not yield reliable or valid conclusions, the Commission also directed its staff to assure that

minorities and women were not excluded from full-time or upper four job positions at stations with ten or less full-time employees. Where a station does not meet these standards, its EEO program must be evaluated to determine whether the applicant is making reasonable and good faith efforts to seek qualified minority and female applicants for available job openings. If the bureau determines the applicant's program is not as effective as it should be and the licensee has neither an adequate explanation nor a 'corrective action plan,' it must be presented to the Commission for its consideration.

### Careful Scrutiny For Offenders

"As you are aware, your employment profile for full-time employees does not meet the criteria set forth above. As a result, we have carefully examined your written equal employment opportunity program and find that you have made some efforts to re-

cruit minorities and/or women during the past renewal period, or that other mitigating factors are present. Therefore, we do not believe that any further Commission action is warranted on the facts now before us. However, you are hereby put on notice that your compliance with the Commission's equal employment opportunity rules and policies will be carefully scrutinized in connection with your next filed application(s) for renewal of license(s)."

Whether or not a statistical evaluation is the proper form for measuring a station's affirmative action plan and employment record is beside the point. The fact is the Commission's yardstick is based upon the percentage of minorities within the "workforce." Unfortunately, when I think of statistics the words of George Canning come to mind — "I can prove anything by statistics — except the truth!"

**A PROVEN HIT  
FROM A PROVEN ARTIST!**

# **MICHAEL JACKSON**

## **"OFF THE WALL"**

**THE THIRD HIT SINGLE FROM HIS TRIPLE  
PLATINUM ALBUM BY THE SAME NAME.**

WABC add 33  
WXLO deb 18  
WRKO 23-20  
Y100 26-16  
Q105 deb 17  
WLCY 22-19  
KEARTH 17-8  
KFI 15-13  
KFRC 25-15  
WFBR 28-22  
WBLI add  
WHYN 37-25  
14Q add 25  
WTIX add 20  
WNOE add 33  
WSGN 27-16  
WAXY add  
Y103 33-23  
WSGA 9-7  
WBBQ add  
WHBQ on  
92Q add  
WRJZ 26-22  
WNOX 22-16  
WKIX deb 25



WAYS add 35  
WGH on  
WRVQ 20-15  
WVIC deb 36  
KRAV add  
WISM deb 23  
WOHO add  
KHJ 24-18  
Y94 add  
KFXM add 28  
KTKT add  
K104 deb 38  
WFBG 38-31  
WYRE add 29  
WCIR add  
WAAY on  
WERC add  
KX104 26-24  
WROV on  
CK101 25-21  
FM99 add  
KPUR on  
KYSN deb 33  
KBDF 26-21  
KBIM add 30

**PRODUCED BY QUINCY JONES FOR QUINCY JONES PRODUCTIONS  
MANAGEMENT AND DIRECTION BY WEISNER/DEMANN ENTERTAINMENT INC. AND JOE JACKSON**



**ON EPIC RECORDS**

# WHAT'S NEW

\$295 BILLION MARKET

## Radio Reaches More Working Women Than TV

Radio reaches almost 98 percent of all working women in the course of a week with an average listening time of 3 hours 54 minutes daily, according to recent data collected by **Radio Advertising Bureau, Inc.** Furthermore, up-scale working women spend more time with radio (41 percent of total media impressions daily) than they do with television (36 percent), newspapers (14 percent) or magazines (9 percent).

The RAB's data notes that 47 percent of all women 16+ are now in the job market (76 percent working full-time) with an earning capacity of \$295 billion in 1978; and it is projected that 51 million women will be working by 1990. The study indicates that since working women are well above average as compared to all adult women in the amount they spend on apparel, jewelry, travel, and recreation, the future for radio advertisers whose products appeal to working women looks very bright. For further information, contact RAB, 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

## Taft's 3rd Qtr., 9 Months Set Profit, Revenue Records

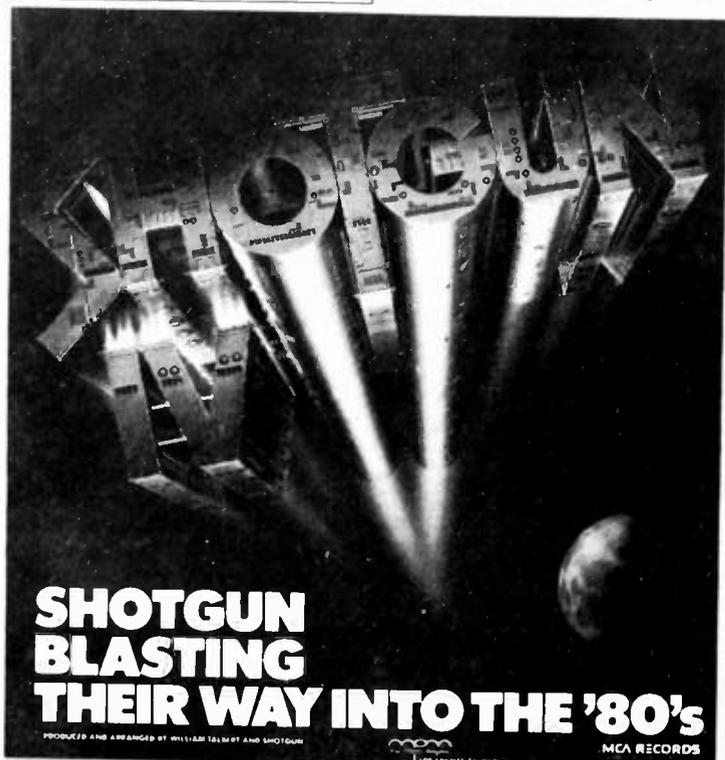
**Taft Broadcasting Corp.** has reported record profits and revenues for its third quarter and nine months ended December 31. Net profits for the firm increased 25 percent to \$7.9 million during the third quarter, up from \$6.3 million for the same period in the year previous. Third quarter revenues soared 74 percent to \$65.1 million, up from \$37.5 million for the

third quarter of 1978.

Taft's nine months net rose 21 percent to \$27 million, up from \$22.3 million for the like period of 1978, while nine-month sales swelled 41 percent to \$191 million, up from \$135.5 million for the previous year.

## Toyota Tops TV Auto Spots; Detroit Ads Duds

Detroit auto commercials scored the lowest in terms of viewer recall and interest, according to a recent survey of fall TV commercials by the **Bruzzone Research Corp.** of Alameda, CA. Interestingly, foreign car commercials scored considerably better, particularly those for **Toyota's** "Celica." U.S. advertisers performed best in the fast-food area, with **McDonald's** breakfast commercials topping the field. However, the burger baron's "quality of life" spot was rated the poorest in name awareness of any fast-food spot tested.



## News Spots Available From Progressive Radio Network

**News Spots**, a nationally syndicated "feature magazine for radio," will be available from the **Progressive Radio Network** in spring 1980. 60 seconds in length, the News Spots will combine topical stories with contemporary music, interviews and comedy, and will be produced at the rate of 24 per week. Topics explored will include environmental concerns, consumerism, politics, advances in science and technology, profiles of exciting people and international trends.

News Spots will be available on a market-exclusive basis and can be utilized to fulfill news and public affairs commitments. For further information contact **Bill Quinn** or **Susan O'Connell** at (212) 585-2717.

## Association Of Independent Radioproducers Formed

The **Association of Independent Radioproducers (A.I.R.)** was formed in Los Angeles recently. Over 40 producers of features and program-length material, plus format syndicators, gathered for the purpose of "developing a strong, unified voice which will speak and deal from strength and unity with broadcast trade organiza-

tions, publications, unions and governmental agencies."

Officials elected at the organization's initial meeting were: **Harry O'Connor** of **O'Connor Creative Services** (President); **Bo Donovan** of **Tuesday Productions** (Vice President); **Tom Rounds** of **Watermark** (Secretary); and **Harvey Mednick** of **RKO Radio** (Treasurer). Board of Directors members elected were: **TM's Jerry Atchley**, **Radio Arts' Ron Harrison**, **Charles Michaelson Inc.'s Charles Michaelson**, **Diamond P's Harvey Palish**, and **Audio Stimulation's Paul Ward**. **Golden Egg's Peter Hartz** and **Drake-Chenault's Jim Kefford** were elected alternates.

Seeking to enroll at least 50 members during its initial year, A.I.R. offers a variety of services, products and a "carefully established code of ethics and standards to better establish the credibility of the producers of materials supplied and vended to broadcasters." For further information contact **Harvey Mednick** at **RKO Radio**, 6255 Sunset Blvd., Los Angeles, CA 90028, (213) 462-6255.



Harry O'Connor

## Metromedia's 4th Qtr., Year-End Profits, Revenues Hit Record Heights

**Metromedia's** fourth quarter and year-end profits and revenues hit record heights in 1979. Revenues for the fourth quarter ending December 29 rose nine percent to \$137.9 million, up from \$126.9 million for the equivalent period of 1978, while net income for the fourth quarter advanced by 26 percent to \$16 million, up from \$12.8 million during the year-previous period. The firm noted that strong advertising demand boosted fourth quarter sales

for the broadcasting division, which are usually topped by television. However, total entertainment revenues declined 10 percent during the fourth quarter.

Net revenues for 1979 surged 12 percent over 1978's levels to \$416.7 million with net income increasing by 18 percent over last year's figures to \$41.8 million.

## Pepsi Updates Theme To Capture 80's Spirit

Ever since **Joanie** ("Johnny Get Angry") **Sommers** belted out the first "Pepsi Generation" jingles in 1963, the company has continued to grow and expand on this theme. With the advent of the 80's, a new feeling of Americanism that appears to be sweeping the country, and a sense that the "me" generation is taking a "you" turn,

**Pepsi** has once again updated its ads to reflect these changes. The new slogan, "Catch that Pepsi spirit. Drink it in!" represents the first theme change since Pepsi introduced "Have a Pepsi day" in 1976.

A new budget of \$80 million, representing a 30 percent increase over last year's war chest, indicates Pepsi's desire to maintain their recent sales lead over archrival **Coca-Cola**. "Pepsi" will receive \$50 million of the budget, with the balance going toward the revamped "Mountain Dew," "Pepsi Light," and "Diet Pepsi" campaigns. The company also has developed over 13 different arrangements of the Pepsi theme for radio, and plans a number of major promotions for the year as well.

## Radio "Rooked" By Parker Bros.

**Parker Bros.** is using radio spots to promote its newest game plan — "Rook," a four-suit special deck card game now testing in Atlanta and Indianapolis. The radio campaign features two bumbling crusaders named **Sam Lavender** and **Joe Cook**, a.k.a. the "Rookies," and their global misadventures as they attempt to hook the world on "Rook."

## LOTTERIES AND CONTESTS: A BROADCASTER'S HANDBOOK



## NAB Publishes Contests Guide

**Lotteries And Contests: A Broadcaster's Handbook** is a 60-page, soft-cover pamphlet put together by **Cathy Blake** of the **National Association of Broadcasters** legal department. The section on lotteries includes the legal definition of a lottery, the text of the federal lottery laws, an explanation of the lottery exceptions, and a series of hypothetical examples of lotteries, followed by a legal opinion as to their legalities. Under the section on contests, the pamphlet covers the definition of a contest, the responsibility of the licensee, possible "danger zones," and safeguards which can be taken to prevent running afoul of the federal laws regarding such actions. Again, several hypothetical examples and the legal ramifications follow.

One important feature of the pamphlet is that the key points are summarized in the margins adjacent to the text and an extensive, easy to use index is provided as well. For further information contact the NAB at 1771 N Street N.W., Washington, D.C. 20036, (202) 293-3560.

# HOT!



## J. Geils Band

"COME BACK"  
THE SINGLE

### NEW & ACTIVE

J. GEILS BAND "Come Back" (EMI America) 98/16  
Moves: Up 65, Same 27, Down 0, Adds 16 including 94Q, WTRY, WPST, KSTT, 14WK, WCGQ, KWIC, KKLS, 96KX 28-25, WRKO 22-17, KIMN 29-25.



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## Cliff Richard

"WE DON'T TALK ANYMORE"

THE SINGLE  
THE ALBUM

WCAO	WLOF	WXIL	KRMG	WQTC	KLYX
KEARTH	KELP	WORD	V97	WRKR	KSTN
KFI	KXX106	WISE	WAKX	WKEE	KJCK
	WAKY	CK101	WNAM	WCOS	
	KRAV	WALG	WIFC	KIQQ	
	KTKT	WROA	WRIG	KDZA	
	KJOY	WXXX	WDVZ	KFMD	



## Michael Johnson

"THE VERY FIRST TIME"

THE SINGLE

KLIF	KNOW	KBLF
KSTP	WBOW	WTOB
	WVLK	WIFE



## Ronnie Laws

"EVERY GENERATION"

THE SINGLE  
THE ALBUM

ALREADY MONSTER R&B RECORD  
NOW CROSSING POP!



ON EMI-AMERICA / UNITED ARTISTS RECORDS



# WHAT'S NEW

250,000 NEEDED IN FIVE YEARS

## Secretary Shortage Foreseen

Executives are advised that they will have to redefine the scope and content of secretarial positions in order to attract qualified personnel in the future. Currently, the U.S. secretarial shortage is about 80,000 people, a figure which, according to a recent survey by **Dunhill Personnel Systems**, a Carle Place, NY based firm, is expected to increase to 250,000 within the next five years.

RECENT SURVEY CLAIMS:

## New Product Failure Rate Only 33%

While the failure rate for new products is often cited as being nine out of ten and Dr. **Richard Lutz** in his "Media Marketing" column (R&R 2.1) quoted a recent study which placed the success rate at one out of 58, the latest survey by the New York based research firm, **The Conference Board**, placed the failure rate at a mere one out of three. This survey involved medium- and large-scale producers of industrial and consumer products, half of which claimed that two-thirds of the major new products they had introduced within the last five years were a success. However, of all the firms surveyed, only 15 percent of their current sales volume was generated by these new products.

Insufficient and poor market research was the major factor cited as to why new products failed with technical problems in design and poorly-timed market introduction mentioned as minor culprits. Nevertheless, 62 percent of the firms surveyed said they were more optimistic about their ability to introduce successful products over the next five years than over the past — which indicates an expression of faith in the improving quality of market research.



## Manilow, Summer Top Gallup Youth Poll

**Barry Manilow** and **Donna Summer** topped all comers as the favorite male and female vocalists in the most recent **Gallup Youth Poll**. While several other recording stars placed in both sexes' top ten favorites, Manilow and Summer were the only two to emerge as the top choices among teenaged males as well as females.

## How Sweet It Is For Candy Producers

U.S. candy and gum producers had a sweet year in 1979 with total consumption reaching the \$4.5 billion level, according to marketing consultants **Charles H. Kline & Co.** Chocolate candy led the rush to the dentists' offices with \$2.7 billion worth consumed (60 percent of the total market), non-chocolates followed with \$1 billion (22 percent) and chew-

ing gum was enjoyed to the tune of \$800 million. The leading confectioners, in descending order, were **M&M Mars**, **Hershey**, **American Home Products** ("E.J. Brach & Son"), **Nestle**, **Standard Brands**, **Peter Paul Cadbury**, **Russell Stover**, and **Squibb** ("Life Savers").

## PRO:MOTIONS

### DiMatteo, Fox & Moore Named VP's At CBS Records Group

**Bernard DiMatteo**, **William P. Fox** and **Caroline Moore** have been named Vice Presidents of Operations, Finance, and Administration and Planning, respectively at the **CBS Records Group**. DiMatteo, a 14-year veteran of the label, most recently served as Vice President of Operations for **CBS Records International**, while Fox, a 12-year veteran of the firm, most recently held the post of Vice President of Finance and Administration for the **CBS Records Division**. Moore, who joined the company in 1976, most recently served as Executive Assistant to the Deputy President of the **CBS Records Group**.

In their newly-created positions, the trio will serve on the staff of the Deputy President of the **CBS Records Group**, **Dick Asher**, to whom they will report. DiMatteo will be responsible for U.S. and international technical, manufacturing and logistical operations. Fox will supervise all financial matters involving worldwide records operations, and Moore will handle personnel, planning, business affairs, and music publishing with regard to the **CBS Records Division** and **CBS Records International**.

### Weiss, Perper & Burns Upped At WEA Nat'l Mktg. Dept.

**Skid Weiss** has been appointed to the newly-created position of National Director of Communications for the **Warner/Elektra/Atlantic Corp.** Weiss most recently served as National

Director of Advertising and Public Relations for the firm.

Simultaneously, **Alan Perper**, most recently National Advertising Manager, has been appointed National Director of Advertising and **Barbara Burns**, formerly National Advertising Coordinator, has been named National Advertising Manager for the **WEA Corp.**



Mort Weiner

### Weiner Appointed VP/Sales At 20th

**Mort Weiner** has been appointed Vice President of Sales and Merchandising at **20th Cen-**

**tury-Fox Records**. Weiner, a veteran of 19 years in the recording industry, most recently served as Director of Sales and Merchandising for **20th Century-Fox Records**. His previous associations include **RCA**, **Motown**, **CBS** and **Metromedia Records**.

### McAuliffe Named VP/Finance At Chappell-Intersong Music

**John McAuliffe** has been promoted to Vice President of Finance at **Chappell Music** and **Intersong Music**. A three-year veteran of the firms, McAuliffe most recently served as Comptroller/Administrator for the companies. Prior to his joining **Chappell-Intersong**, McAuliffe held the post of Director of Internal Audits for the **SuCrest Corp.** and served as Assistant Corporate Comptroller for the **Television Communications Corp.**

### Aralos International Records Formed

**Aralos International Records**, a new label which plans to be active in the pop, country and gospel fields, has been formed by businessman **Michael H. Elley**, who will serve as President of the independently-distributed label.

**Ken L. Ayoub** has been named Vice President of Sales and Marketing for the new **Los Angeles-based** label, having previously served as Vice President/Canada for **Trans-World Records** and as Manager of Operations for **RCA Ltd.** **Ed Douglas**, whose previous associations include **20th Century**, **Westbound** and **Motown Records**, has been named Director of Creative Services for **A.I.R.**

### Newman Named Associate Nat'l Promo Dir. At Arista

**Joel Newman** has been named Associate Director of National Promotion at **Arista Records**. Newman most recently held a similar position at **Infinity Records**, having served four years with **Epic Records** as a local and Associate National Promotion Director. Newman will be based at the label's West Coast offices.

### New Way Productions Firm Formed

**New Way Productions**, a management, public relations and production company has been recently formed by **Danny Sugarman** and **Ray Manzarek**. Sugarman will handle the management and public relations side of the company while **Manzarek** will be supervising musical direction and production efforts.

**New Way** will maintain West Coast offices at 140 S. Roxbury Drive #9, Beverly Hills, CA 90212, (213) 858-6093 as well as a New York office headed by **Eric Rudolph** at 154 West 76th St. #4, New York, NY 10023.

### Solters Named VP At Front Line Mgt.

**Larry Solters** has been named Vice President of **Front Line Management**. A three-year veteran of the firm, Solters most recently headed promotion and publicity campaigns on behalf of the **Front Line** roster of artists. Prior to joining **Front Line**, he served as an account executive with **Solters & Roskin Public Relations**.

In his new position, Solters will continue to act as liaison to **Front Line President Irving Azoff** as well as overseeing the firm's day-to-day activities. Solters will be based out of the firm's West Coast headquarters.

# WOMEN

#3651

"Women," Foreigner's new single  
from their double platinum album, "head games."

SD 29999



Produced by Roy Thomas Baker with  
Mick Jones and Ian McDonald

On Atlantic Records



# SOMETHING SPECIAL IS HAPPENING...



**.38 SPECIAL is on the move... Station lists are growing and the single... "ROCKIN' INTO THE NIGHT" IS A HIT.**

KJR	WAAY	KOOK	KROY
Z-93	WHFM	KQDI	KJOY
94Q	WANS	KNOW	KJRB
WGH	WFLB	KMJC	KPUG
WOKY	WISE	KSLY	WAEB
KBEQ	WORD	KMEN	WPST
KDWB	WTMA	KERN	WILK
WBBQ	WRAQ	KRHC	WCIR
WAPE	KOAQ	92Q	WHYL
V-97	KYGO	Y103	KFMZ
KUPD	KWK	WGLF	KJAO
KSLQ	KCPX	WWKE	KLWN-FM
98Q	KRSP	WGBF	WCIL
WKXX	KDZA	WNAP	7Q
KX104	KYLT	KSDN	WKHI

## CURRENTLY ON TOUR

Also listen for **.38 SPECIAL** on King Biscuit Flower Hour, February 24th.

**.38 SPECIAL... "ROCKIN' INTO THE NIGHT"**  
From the album **ROCKIN' INTO THE NIGHT**

**ON A&M RECORDS AND TAPES**

Produced by Rodney Mills  
Management: Mark Spector and David Passick

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# STREET TALK

Already much speculation surrounding Doubleday's purchase of WFBG/Detroit and possible PD candidates. The name mentioned most often is current KUPD/Phoenix PD John Sebastian, which makes sense when you remember that John was PD of Doubleday's KDWB/Minneapolis before moving west. Street Talk heard that Doubleday will apply for the new call letters of WFND (Mr. Doubleday's initials) in Detroit, which brings up the question of how Greater Media's WHND/Detroit might react. At any rate Doubleday's purchase of the station has not officially been approved yet, so all these rumors are just that — rumors.

In an unexpected move late last week, Bobby Ocean resigned effective immediately at KHJ/Los Angeles. Bobby was the station's Production Director and had been with KHJ for over five years. Reportedly Bobby will make an announcement on his future plans soon.

Western Cities' new VP of Programming Don Benson is already realigning his troops... David Van Stone has been moved from KMJJ/Las Vegas to become the new Operations Manager of KRQQ & KMGX/Tucson. Dan McCoy was promoted to Assistant PD and MD of KRQQ, with John Stevens, KRQQ's former PD, moving to Phoenix to program Western Cities' newest station, KZZP (the old KIOG). Finally, Bob Majors of KRQQ becomes the new KMJJ PD. The format rumors about KZZP say it will be Top 40.

Tom Kent has accepted the weekend/swing shift job at WLS/Chicago, fulfilling a career dream to join the "Big 89." Tom leaves his PM-drive slot at WGCL/Cleveland.

Billy Brill has exited his national position with Mercury Records in Chicago. He did not announce any immediate future plans.

### America Makes Its Mark

The "thank you Canada" syndrome has really taken our country by storm, but, when you consider how little "good news" there is around these days, it's no wonder.

Lots of radio stations have gotten into the act (see Page 1), but we just had to pass along this article from the Kingston Whig Standard in Kingston. The clipping was sent to us by Kim Nixon, Promotion Manager of CKLC & CFLY/Kingston, and, we quote, "Mark Elliott of Y95/Tampa called CKLC, apparently at random, to thank Canadians for rescuing six American diplomats via the Canadian embassy (in Iran).

"Canadian listeners who want refuge from the winter cold are welcome to (stay) in Mark's Tampa apartment with a daytime temperature of 75 degrees, a fold-out bed and a refrigerator full of Canadian beer."

Mark called CKLC morning man Greg Hunter in a gesture of American thanks, and Kim reported that "our listeners loved it and so did we!" Mark told us he tried calling the Canadian government offices first, but none was open at 7:45am.



**OKAY, BABIES, LAY THE ENVELOPE ON ME** — You guessed it... it's "WKRP In Cincinnati" 's own Dr. Johnny Fever, also known as Howard Hesseman, warming up for his syndicated pre-Grammy radio special being co-produced by TM and Gary Standard Productions. "The Doctor" will play host to a three-hour radio preview show airing the night before the actual Grammy Awards Show. By the time 1980 is over, Dr. Johnny Fever could be the best-known radio personality in America, which could change a lot of thinking within radio today. Maybe the best way to become a big radio star is to be on TV.

Frank Lewis resigned as PD of KXX106/Birmingham and immediately segued across the street to WSGN/Birmingham, where he became Chief Engineer. KXX106's new PD is former MD Steve Davis. Chris Andrews has become KXX106's "acting" MD.

Bernie Grossman has joined the independent promotion firm of Gorov/Kaplan & Associates to handle national marketing and merchandising. Bernie spent a number of years with A&M and most recently was A&M's National Singles Sales Manager.

Capitol recording artists Little River Band will soon become radio station owners in their native Australia. Reportedly the group has applied for and received permission to purchase one of the two commercial FM stations in Melbourne. No word on format, yet, but what would you do?

KPUR/Amarillo had a devastating fire at its transmitter site last Friday morning (2-8), losing both primary and secondary transmitters and all its audio processing gear. The damage was estimated at more than \$150,000, but the staff hopes to have the station back on the air by Friday (2-15) with reduced power from a new transmitter being brought in from out of state. We wish them a speedy return.

---

**T**o my Casablanca  
Family and Friends-  
Here's looking at you, kids.

See you in the sequel.....

coming soon.

With love, appreciation

and wishes

for good fortune.

*Neil*

---



# Radio On TV: Getting Your Money's Worth

Radio may be misusing TV. On the whole, stations are spending a lot of money for TV ad campaigns and receiving an inadequate return (in a recent survey, 94% of the stations polled used TV, but only 10% reported strong ratings improvement).

There are many possible reasons. Before laying out the cash for an expensive TV spot, programmers and managers should ask themselves a few questions. For example, will my spot hold up against the slick, big-money commercials from Coca-Cola, GM, or Procter & Gamble? Am I using outdated music as an identifier for my station? Is my approach too subtle to get the station ID across? Do TV viewers understand my "alpha-numeric" ID (14XYZ or KW106½)?

These and other questions are discussed in the following multi-part "Radio On TV" series. **Robert W. Wood**, who assembled the articles in the R&R series, is currently Program Director of **WBEN-AM-FM/Buffalo**, with past experience at **CJFM/Montreal**, **KVQ/Pittsburgh**, **KRIZ/Phoenix**, and **WKBW/Buffalo**. He spoke to some of the top researchers, programmers, and TV advertising suppliers; and not only examines the typical problems radio stations have with TV campaigns but provides some useful answers and examples of successful spots: "Radio On TV" is a must for any radio station currently using television or contemplating that move.

In our first installment, Wood spoke to **Ken Donnellon** of the **Katz Agency** rep firm, which conducted a survey of its clients to determine the extent and effectiveness of their TV advertising. Included as well are some basic tips for radio stations considering entering the TV competition.

## How Radio Is Using (Or Misusing) TV

**Ken Donnellon**

**Katz Agency**

While the Nashville Cats were clean as country water, the New York Katz were out channeling their collective energy toward discovering a common basis of success in radio's use of the "T" and the "V" for advertising. In spring of 1979, they issued their report. Ken Donnellon of the Katz Agency graciously allowed my use of the facts herein. You can reach him at 212-572-5483 for further specifics.

**Commonality of Success:** such a nice hook! And a good idea. Katz's idea was to look for patterns in successful situations. **Bill Schrank**, Katz VP for TV and Radio Research, sent questionnaires to all Katz-represented radio stations asking about their use of television promotion. *Of the 114 stations that responded, 94% had used TV advertising to attract listeners.* Of the 114 stations, 53% were AM and 47% were FM. Now the bad news. *Only 10% of the stations could point to strong improvement in audience awareness, ratings or demographic ratings as a result of their TV investment.* A lot of mistakes out there. More ammunition. 73% of the respondents said that their primary competitor was also into TV usage.

Why television anyway? Isn't it acknowledging the competition? Nonsense. Almost half the total sample — 48% — listed "reach" as a reason for their TV campaigns. Try to imagine the fantastic reach of a couple of local spots within an ABC primetime evening.

And "inspiration de la freebie," as we used to say in Montreal, was 11%. Of the stations responding, 11% had TV available to them at no cost. TV expenditures reported ranged from a low of \$5000 to a high of \$200,000.

### Keys To Success

The *successful* stations, for this study, in Katz's definition, had research-verified success. They had ratings improvement, demographic growth within their target audience, billing and rates up!

The key to good promotion is *return on investment*. Basic stuff, but remember how few stations within this study had positive feelings for *their* returns. Generally — and this must be emphasized — *generally*, stations with excellent results of their TV campaigns had one or two specific objectives which were carefully defined. They simply had an intelligent plan. Remember that *you must be remembered two different times for this TV idea to work for you: first, later, when the TV is off and the viewers are now making a radio usage decision; and second, when they fill out the diaries.* Consistent TV promotion — campaigns of anywhere from 16 to 52 weeks — is probably the one thing that most clearly distinguishes stations reporting excellent results from those with less satisfactory TV experience. And stations with ongoing campaigns buy time to reach specific target audiences.

Stations which reported successful TV campaigns tended to be in the group that spent about 50% of their total advertising budgets in TV. They used a combination of cash and trade to obtain TV time. Trade terms usually were dollar for dollar. See, the reason why full trade isn't good is because you get stuck with ROS — you get bumped — you get on after the rating is over, etc. And you don't get to hit those target demographics. Remember the return on investment



concept:  
reaching women  
45+ isn't likely  
to help the AOR station.

### More Specific Findings

Overall, most of the commercials were 30's or 10's. 40% of the stations hired an advertising agency or production house to produce their TV commercials. Syndication was also used. 70% of the commercials were on tape, 30% on film. Over half of the commercials were described by stations as "music-oriented." About a third of the stations said that their commercials involved animation and 25% said their commercials used "personalities."

Stations reporting excellent results from their TV promotions spent considerably more than average (which was \$3000) to produce or license the use of a commercial, and mostly used ad agency or outside production house help. Commercial costs for these stations ranged from \$5000 to \$25,000. This survey is an ambitious project, for which Katz is to be commended. However, and Katz will tell you this, these results should be used as guides, not as gospel. But when you realize how many stations — how many businesses — are throwing away their money, you ought to at least consider the following:

- 1 Start with one or two clearcut promotion objectives.
- 2 Relate your reasons for using television advertising to specific promotion objectives.
- 3 Make TV an ongoing and consistent part of your promotional effort.
- 4 Spend about 50% of your total promotional budget in TV.
- 5 Use cash, or carefully worked out trade, to purchase TV schedules.
- 6 Buy time that reaches audiences which match up with your radio station's demographics.
- 7 Create commercials that relate directly to promotion objectives.
- 8 Buy your commercials from a production company or advertising agency.
- 9 Set up some system for measuring results.

# "Pilot Of The Airwaves" is taking off

WXLO  
WKBW  
WPGC  
KRBE  
Z93  
KEARTH  
KFI  
WFBR  
WSGA  
WHBQ  
WRJZ  
WAYS  
13FEA  
KX104  
WSEZ  
WROV  
WSPT

# CHARLIE DORE "PILOT OF THE AIRWAVES"



Produced by Bruce Welch and Alan Tarney

on Island  Records

Manufactured and Distributed by Warner Bros. Records

"50% of the general managers to whom the facility form packages are sent do not return them to Arbitron."

## How To Render Useless The Best Laid Plans

An old saying that applies all too often to radio is that the best laid plans oft go astray. You line up the best programmer you can find, conduct marketing research to see what the audience wants to hear, and advertise well to your target audience. Great ratings are bound to ensue, correct? Ain't necessarily so! The fly in the ointment is that you may see your ratings suffer because you did not send in to Arbitron the pre-survey facility form information. When you stumble in this situation, you can unnecessarily drag down your numbers.

Arbitron has just released some information which points up the extent of the problem. Therefore, R&R thought it would be timely to review what the facility forms are — and how you should handle them to best advantage.

### Spring Forms Coming Soon

It may be difficult to imagine — as you are huddled in your woolens, worrying about heating oil costs — that spring is just around the corner. In the ratings biz, though, that is the reality. In fact, in a number of markets where Extended Measurement is starting, February 28 marks the official beginning of the spring Arbitron sweep. In these markets the broadcasters have already received — and should have sent back to Beltsville — the pre-survey facility form package. In the vast majority of markets, where the spring survey starts on April 10, the facility forms package will be mailed to the stations within the next couple of weeks. How you deal with these forms may tell whether or not you render ineffective many of your survey plans.

### How The Forms Can Help

The facility forms package is the key to seeing that your station receives credit for every possible entry. The package contains the following key ingredients:

- 1) Technical confirmation sheet
- 2) Contest/promotion affidavit
- 3) Program logs

The technical confirmation sheet shows what your station last filed with Arbitron in the areas of station sign-on and sign-off, power, slogans, network affiliation, and rep firm. If any of this data has changed since the last time you filed, the station needs to send in the updated information (new slogans, for instance).

The contest promotion affidavit allows you to tell Arbitron about any contests or promotions your station may be running just before or during the sweep. Such promotions are supposed to be a part of your regular promotional activity, but this is very much a grey area as far as Arbitron is concerned. If a station should complain to Arbitron about a contest or promo you are running, Arbitron will reference your contest/promo sheet to see if you stated that the relevant contest "is part of your regular promotional activity."

Potentially the most important part of the facility form package is the programming information you supply to Arbitron. Arbitron asks you to supply one copy of your programming log for the dates included in the sweep. Besides a list of your air personalities, such programming information should include any syndicated features you may air (Paul Harvey, Casey Kasem); sports events, team names, and game times; and any relief personnel who may fill in during the sweep. Including the above information gives Arbitron the material needed to make editing and crediting decisions. If a diarykeeper writes down the name of your morning personnel, your station gets credit, even if the call letters are not entered. Likewise, a person who writes down the name of the local sport team you carry will also be giving your station credit, if you have sent in the proper paperwork.

### How It Can Hurt

An amazing statistic was released recently by Arbitron. 50% of the general managers to whom the facility form packages are sent do not return them to Arbitron. It can be fairly stated that these GM's are unnecessarily penalizing themselves and

## Week In Review

### Patton Promoted At RAM

John Patton, who up until recently was VP/GM of RAM Research, has been named President of the San Diego-based company. Patton's promotion, effective February 1, fills the void left by the departure of RAM founder Jack McCoy (see story below).

### RAM Announces 800 Number

One of John Patton's first moves to improve RAM's client service is to set up a toll-free number for all RAM subscribers — outside of California — to call for assistance with any aspect of the RAM service. The new WATS number is 800-854-2164. RAM hopes to set up a number so California clients can call San Diego toll-free, but to date nothing has yet been firmed up in this regard.

### McCoy Announces New Venture

As mentioned in Street Talk recently, RAM founder Jack McCoy has left the ratings service and formed a new management and consulting firm. Called McCoy Management Company (MMC), the firm will also feature former RAM Sales VP Susan Chandler as a principal. The new firm will be based in the San Diego area, phone number being 714-437-1711.

hurting the effort put out by the station personnel to earn better numbers. Examples of this self-destructive lack of follow-through abound.

In examining O/N '79 diaries, stations have found the following cases where they were hurt by not filling in completely and mailing back the facility forms:

1. A station which lost over 30 hours of credit to a slogan which was not on file with Arbitron.
2. One broadcaster lost significant credit in his target demo because he had not supplied information to Arbitron that his station carried Paul Harvey. Every mention to Paul Harvey went uncredited. Ouch!
3. Last, a station did not include the game times for the pro football team carried on the station. As a result, almost 100,000 cume listeners could not be credited to the station — people who reported listening to the game, but without recording call letters.

The horror stories could continue ad nauseum. Suffice it to say that if you are a GM, please look for and fill out correctly the facility form package. If you are in programming, be sure to nudge the GM to be sure he/she includes the proper programming information in the material sent to Arbitron. And don't forget to send your package in a fashion which will allow you to receive a return receipt acknowledging that Arbitron got your information. Keep a copy of the material for your records too, in case there is any question about what was sent in to Beltsville. If you follow these steps, there is less chance you will unintentionally be hurting your survey efforts.

## Q&A

We recently received this query from a programmer who had journeyed to Laurel to examine diaries: "In a situation where the diarykeeper splits listening between three stations, in the time frame of 10-10:30 for example, why does one station receive credit for two quarter hours while the others get credit only for one?"

The current setup of the Arbitron computer software makes such a credit split possible. The computer examines the total time span involved (30 minutes) and divides by the number of stations recorded by the respondent (3 in this case). Each station thus receives credit for ten minutes of listening. Next, the computer doles out the credit — station A gets credit for 10-10:10, station B gets credit for 10:10-10:20, and station C gets credit for 10:20-10:30. However, the second station recorded by the diarykeeper, station B, has its credit span five minutes each in two quarter-hour segments, thus earning that station two quarters of Arbitron credit. As a result of the order in which the respondent recorded the listening the computer made a split which rewarded one station more than the others.

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.



# *heart* Core Rock And Roll



## "Even It Up"

By

# *heart*

Already on:

96KX on  
KRBE on  
94Q add  
WLS on  
KDWB add 27  
KSLQ 27-23  
WOKY deb 29  
KJR 22-15  
KIMN on  
KUPD add 29  
WPST add

WAEB on  
Q106 add  
WHYN add  
14Q on  
WKEE deb 34  
WFMF on  
KXX106 add  
Y95 add  
Y103 add  
95SGF on  
WBBQ on  
92Q on

WSKZ add  
WVIC deb 37  
KOFM add  
KZ93 on  
WNAP 27-22  
WMEE on  
WOW on  
KERN add  
KROY add  
KJRB 28-22  
KTAC deb 28  
KCPX add

KRSP 27-19  
KLUC deb 28  
KENO deb 27  
KRUX 38-33  
KRQ 37-22  
KTKT 28-21  
WIGY 28-18  
WXIL on  
WAAY add  
G100 30-27  
WCGQ on  
WSEZ deb 39

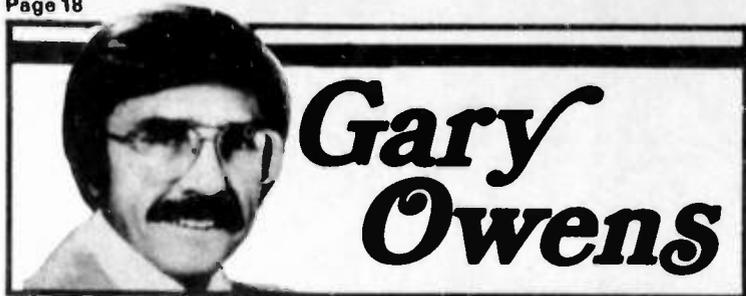
WISE on  
WTMA add 15  
WANS-FM on  
WROV on  
CK101 38-33  
KWIC deb 26  
KPUR add  
KQWB-FM add  
WAKX on  
WRKR add 37  
WSPT 29-24  
WNAM add

WRBR add  
WGBF add  
KCBN deb 34  
KYSN deb 34  
KDZA add  
KBDF on  
KQDI on  
KOOK add  
KFXD deb 30  
KRLC 25-21  
KBIM on

Produced by Mike Flicker, Connie, and Howie  
Management and Direction, Ken Kinnear/Albatross Management Inc.

on Epic Records





Phil Redo at WLOM in Orleans, MA had a nice surprise birthday recently. The staff got phoners from around the country featuring such radio stalwarts as Larry King of Mutual, Larry Lujack of WLS, Don Imus at WNBC, Bill St. James of WNEW, lovely Alison Steele, and Barry Grant of WMAD (oh yes, and also me). Phil is a wonderful talent who has an unusual hobby — collecting airsick bags . . . empty ones.

Incidentally, on television, Phil is 15 pounds heavier . . . so he's made up his mind *never* to eat a TV set!

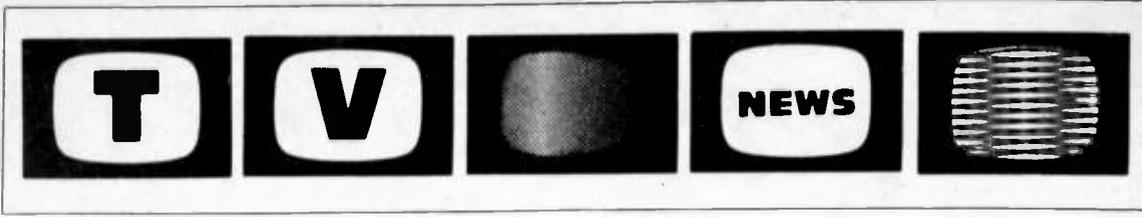
Gentle Jack Raymond of WEIM in Leominster, MA (he's makin' eyes at me . . .) is the proud producer of a new joke service, called the "Funny Business." Many radio fans recall Jack as an honor-graduate of the Juan Corona Charm School. (Jack claims apathy is so common in America today his old school is offering a course in advanced shrugging . . .)

Steve Allen has a fascinating new book. It's called "Ripoff . . . The Corruption That Plagues America." It's a different kind of book for Steve. In it he quotes Mario Puzo, author of "The Godfather" and other popular films, who said, "Motion pictures are the most crooked business that I've ever had any experience with. You can get a better shake in Vegas than you can in Hollywood!" Damn . . . there goes my "Dagwood and Blondie Flunk

a Bloodtest" screenplay!

Bo Hopkins, one of my favorite movie stars, had a surprise birthday party tossed for him by every major character actor in Hollywood. It was held at the Continental Hyatt House . . . which is verrry interresting (as Arte Johnson would leer as Wolfgang). The first year that Bo arrived in Hollywood to start acting, he parked cars at the Continental. Now, he can probably buy it! Incidentally, Tim McIntire's band played for the event. Tim, among all of the wonderful things that he does, was superb as Alan Freed in the flicks.

Back on this date in 1955 . . . fashion model Suzy Parker, who appeared on 60 magazine covers in one year, said, "I thank God for high cheekbones every time I look in the mirror in the morning." Amazing as it may seem, Hy Cheekbones is now doing a disco remote every night in Flarg, New Jersey . . . He thanks God for Suzy Parker whenever possible.



Friday Power Propels CBS To Victory

It's CBS back on top of the torrid Nielsen ratings race this week, with a close victory just enough to put it back on top of the seasonal standings after ABC fought back to a tie last week. Ratings for the week ending February 10 show CBS with a 20.4 average score, followed by ABC at 19.8 and NBC with 18.6.

CBS's Friday night powerhouses, "Dallas" and "Dukes Of Hazzard," finished 1-2 as CBS mustered six programs in the top ten. ABC had the edge for the top 20, with ten to CBS's eight and NBC's two; both NBC entries, however, placed in the top six, an unusually strong showing. "Little House On The Prairie" (NBC) was third for the week, followed by 4) "Three's Company" (ABC) 5) "60 Minutes" (CBS) 6) "CHiPs" (NBC) 7) "Archie's Place" (CBS) tied with a pleasant surprise for ABC, the new "Tenspeed & Brown Shoe" series 9) "Allie" (CBS), and 10) a tie between "MASH" (CBS) and "The Deep" (ABC movie).

The number 12 position went to "Eight Is Enough" (ABC), followed by 13) "Taxi" (ABC) 14) "The Jeffersons" (CBS) 15) "One Day At A Time" (CBS) 16) "Hart To Hart" (ABC) 17) "Barney Miller" (ABC) 18) "Fantasy Island" (ABC) 19) "Happy Days" (ABC) and 20) "Love Boat" (ABC). A spot check on the progress of "WKRP In Cincinnati," which has dropped out of the top 20 since its switch to the 8pm Monday slot, shows it at 36 this week, although with a respectable 19.6 rating. Next week's figures will include the results for the show's commentary on the Cincinnati Who concert, aired Monday (2-11).

**MULTIPLE TV, CABLE HOUSEHOLDS UP** — Arbitron's latest figures (fall '79) on TV households in the U.S. show that 37.6 million households have more than one TV set. That's 49.6% of the nation's TV households. In fall 1978, 35.8 million households were multiple set owners. Baltimore boasts 69% multi-set penetration, leading the nation . . . Cable TV users jumped almost 15% in another set of Arbitron figures, bringing the total to 14.2 million households (from 12.4 million in 1978). Palm Springs leads the nation with 99% cable penetration, with 34 markets over 50%.

**MUSIC ON TV** — The Beat appear on "American Bandstand" March 8 . . . Tom Johnston guests on "Mike Douglas" February 25, segues over to "Merv Griffin" February 27 . . . Nicolette Larson is on "Midnight Special" February 22 . . . A new syndicated series of musical specials called "The Monte Carlo Show" will feature at various interludes Paul Anka, Debby Boone, Glen Campbell, Cher, Mac Davis, Kris Kristofferson, Cheryl Ladd, the Oak Ridge Boys, Helen Reddy, Nell Sedaka, David Soul, and Dionne Warwick, among others, as well as French singers Mireille Mathieu and Sylvie Vartan.

VIDEOSCOPE:

**MUSIC FOR YOUR EYES:** RCA expects to market 300 titles when it introduces its "Selectavision" videodisc system this year, at least half of which will be feature films. However, RCA Exec. VP Herb Schlosser noted that music on videodisc will be a "prime element" of RCA's videodisc catalog, accounting for 10 percent of the total the first year and expanding over the next five. Currently, RCA is more concerned with getting the sharpest videodisc picture possible, producing and selling 200,000 videodisc players in the first year, and lowering the price for a player to under \$500. Schlosser said that musical programming would most likely take three forms: concert footage, video footage added to the artist's existing audio album, and special footage acquired from a variety of broadcasting sources. In addition, Schlosser said that RCA was interested only in videodiscs on a sales basis, adding that the individual videodiscs would be cheap enough to own and would be distributed via RCA's existing distribution systems in retail record outlets . . .

**WCI ADDS "10," THREE MORE FILMS TO CATALOG:** The WCI Home Video division has announced it will release "10" for the home videocassette market in both Beta and VHS formats on March 1. "Life Of Brian," "Main Event," and "A Star Is Born" (the Streisand version) will follow in time for April Fool's Day . . .

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ BILL TANNER NAMED NATIONAL PD FOR HEFTEL
- ★ AL RACCO NAMED GM AT WABC — Comes in from KGO/San Francisco as George Williams resigns to manage Detroit TV station.
- ★ CHARLIE TUNA NAMED PD AT KKDJ/LOS ANGELES — Rick Carroll resigns.
- ★ JIM DAVENPORT EXITS WFOM/MARIETTA — Leaves station after 14 years as MD for independent promotion work.
- ★ R&R DEBUTS ALBUM AIRPLAY CHART NUMBER ONE: "Blood On The Tracks" — Bob Dylan (Columbia)
- ★ NUMBER ONE FIVE YEARS AGO: "Black Water" — Dooble Bros. (WB)

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The someone special express.

An executive fleet at your service. A wide range of comfort features for the total feeling of luxury.

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**MUSIC  
EXPRESS**  
845-1502

Because there's more to transportation than just getting there.

# THIS ACTION IS ALL FOR "FREE"

96KX add	K104 add
WPEZ add	WFBG add
KRBE on	KX104 on
94Q add	WCGQ on
KJR on	WANS-FM add
KIMN on	KQWB-FM on
KOPA on	WRKR add
KXX106 add	WSPT add
Y103 add	KYSN add
WBBQ on	KFXD add
WVIC on	KRLC add
WIGY add	KBIM on

## "Set Me Free"



# UTOPIA

Produced by Todd Rundgren and Utopia for Alchemedia Productions



ON BEARVILLE RECORDS

Manufactured and Distributed by Warner Bros. Records

# Brad Messer



## Mailout News Services Growing

About 800 radio stations nationwide now subscribe to at least one mailout news service, in an effort to gain a competitive edge over stations relying exclusively on Associated Press or United Press radio wires . . . or in smaller markets, instead of a wire service.

Stations pay between \$30 and \$60 a month in most markets. For their money they get about fifteen stories a day in the mail, mostly soft news and feature material rewritten from print media, including magazines, newspapers, technical publications, and trade journals.

The more energetic news operations localize the material, but most subscribers use their mailed-in news verbatim to spice up drivetime newscasts and flesh out those long overnight or weekend slots.

There are several mailout news services, but two based in San Francisco appear to have the national market pretty much to themselves, claiming steady growth even through market downturns that affect their subscribers' incomes.

Zodiac News Service has been around eight years this spring. Steve Baim tells me ZNS has about 400 stations and 100 print-media subscribers, who pay on a sliding scale that begins at \$30 monthly for non-commercial stations, rises through \$40 and \$50 for single commercial stations and tops out in the big markets and networks. Zodiac lists six employees on its letterhead, and Steve claims contact with 75 stringers who contribute stories to add depth to the basic rewrite service.

Competitor NewScript offers two daily packages, according to David McQueen, at a flat \$60 a month for one or \$100 for both. The NewScript service is news/information, the companion Starship covers music and entertainers. The services bought out the print facility of the old Earth News over two years ago, and now serve a reported 400+ stations nationwide.

Either service would happily supply sample subscriptions at no cost. Zodiac News Service is at 950 Howard Street in San Francisco, 94103. NewScript's at 210 California Street, 94111.

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## Rip 'N' Read

### This One's For The Gipper

**MONDAY FEBRUARY 18:** He had imagination and guts. Notre Dame law student George Gipp, in a freshman football game in 1917, was ordered to punt the Fighting Irish out of a tough situation. Instead he dropped back to his 38-yard line and drop-kicked a 62-yard field goal to win the game. As team captain he led his school through two unbeaten seasons in 1919 and 1920, but before the next-to-last game Gipp got a throat infection which — in the days before antibiotics — turned to pneumonia: eleven days before Christmas of 1920 he died. On his deathbed George Gipp told coach Knute Rockne, "Rock, some day when things look real tough for Notre Dame, ask the boys to go out there and win one for the Gipper."

Eight years later in a showdown against Army, Rockne used that ace, telling his players "I've never used Gipp's request until now. This is the time." The Irish scrambled to a 12-6 win when halfback Jack Chevigny burst two yards into the end zone and came up yelling, "That one was for the Gipper!"

George Gipp, who died about sixty years ago, would have been 85 today. He was immortalized in the movie "Knute Rockne" by actor Ronald Reagan.

Jack Palance is 60. Helen Gurley Brown becomes 58. George Kennedy turns 55 today. Cybill Shepherd's 30. John Lennon's wife Yoko Ono is 47.

\*\*\*\*\*

### Last Mardi Gras Day

**TUESDAY FEBRUARY 19:** Shrove Tuesday, this is the final Mardi Gras day before the beginning of Lent tomorrow. Some folks believe sunshine today means it'll shine every day through Lent.

Lee Marvin is 56. William "Smockey" Robinson is 40. The first man to theorize that Earth revolves around the sun, Nicholas Copernicus, was born on this date in 1473. Mama Cass Elliot would have been 37 today.

Thomas Edison patented the phonograph 102 years ago today, later improving it with a wax cylinder and finally the first record.

\*\*\*\*\*

### Ice Men Drop From The Sky

**WEDNESDAY FEBRUARY 20:** Fifty years ago today, five men were flying gliders over Germany when the weather turned violent . . . so tumultuous that they bailed out. But the frigid winter updrafts carried them higher, lifting their parachutes through the clouds. They began to ice up as they passed alternately through warm and cold air layers, and were coated in successively thicker layers of ice. When they finally came down, four were frozen dead and the lone survivor was proclaimed a "human hailstone" in the German press.

18 years ago today John Glenn concluded his famous three-orbit mission in space.

Patty Hearst is 26. J. Geils is 34. Buffy Saint-Marie turns 39. Sidney Poitier is 53. Sandy Duncan becomes 34.

The post office system was established in 1792, set up so people mailed letters for nothing. The recipient paid the postage. Zachary Taylor often got letters he didn't really want to pay for, and he frequently refused his mail, including a letter informing him of his nomination as the Whig Party's 1848 Presidential candidate. About a month later he finally got word, entered the campaign and was elected that November.

\*\*\*\*\*

### Watergate Prison Terms

**THURSDAY FEBRUARY 21:** Five years ago Federal Judge John Sirica handed down prison sentences for Haldeman, Mitchell, and Ehrlichmann for their Watergate-related crimes. They're all out. Richard Nixon, who never went in, was sued by four of the Watergate burglars. Three years ago tomorrow they settled out of court, taking about a dime-on-a-dollar to settle their \$2 million lawsuit. They had claimed they were tricked into believing their burglary work was OK with the President. Their attorney Daniel Schultz claimed the settlement proved the charge against Nixon because "you don't agree to pay \$200,000 unless you're concerned about the outcome."

Richard Nixon was in China as President on this day in 1972, and again in 1976 as a private citizen . . . out of town again for daughter Tricia's birthday. Tricia Nixon Cox is 34 today.

Fashion designer Hubert Givenchy is 53.

\*\*\*\*\*

### The 1932 Model Kennedy Introduced

**FRIDAY FEBRUARY 22:** Edward Kennedy is 58 today. He was born exactly 200 years after George Washington. What do you make of that?

Doctor J. Julius Erving, hits 30.

The first dime store was opened 101 years ago today. Actually it was a nickel store. F.W. Woolworth began his career at Utica, NY on this date in 1879.

# Media Marketing

## Marketing Against Home Taping

Last week I discussed the problems of determining the true level of home taping activity and the extent to which it cuts into the sales of records and prerecorded tapes. I concluded that not only is there no precise estimate of the magnitude of the problem, but also that in order to combat home taping, the reasons why people tape must be ascertained as well. This week, I'll offer some speculations as to the motivations underlying home taping, and discuss possible marketing strategies designed to overcome the problem.

The premises which underlie this discussion are (1) that home taping does exist to a significant degree, (2) that it cuts into recording industry sales (an as yet unproven assumption), and (3) that it can't be regulated away. Since much taping is probably done from borrowed records and tapes, there is simply no way to control it effectively. And, as long as radio airplay remains the dominant promotional technique for new product, taping off the radio will continue. *It is thus to the recording industry's advantage to view home taping as a legitimate competitor to the sale of records and tapes, and to begin thinking about how to effectively compete against it.*

### Why Does Home Taping Occur?

A starting point for analyzing the competitive problem posed by home taping is to try to answer the question, "Why?" Why do people tape instead of purchasing? A partial list of reasons might include:

1. **Saving money** — It is cheaper to buy blank tapes than records, and many consumers are price-sensitive. Furthermore, advancing technology is continuously bringing down the cost of taping equipment, making taping relatively cheaper all the time.

2. **Preserving records** — People may tape from their own collection simply to preserve their records in "mint" condition, rather than have them develop skips. Taping for this reason should have little impact on record industry sales.

3. **Repackaging of songs** — Many people like to become amateur "producers," putting together collections of songs that fit their own tastes.

4. **Poor record/tape quality** — People may become frustrated if the prerecorded products they purchase have skips, warps, or other malfunctions.

5. **More stockouts** — Due to recent changes in return policies, many retailers are stocking less of each album, which may mean more frequent stockouts. Consumers may dislike that inconvenience and turn to taping as a way of getting a song when they want it.

6. **Pure enjoyment of taping** — As alluded to last week, some people make taping their hobby. They tape primarily because they enjoy the activity itself — it is a form of entertainment. There is very little the recording industry can do to combat this reason for taping.

This list of reasons is undoubtedly only a beginning, and it tells us nothing about the rela-

tive importance of the various reasons in accounting for home taping. Before basing any marketing decisions on an analysis such as this, some form of market research survey would have to be undertaken in order to ascertain the actual list of reasons and their importance. Let's proceed as though we had conducted that survey and uncovered the true reasons — how can marketing principles be applied to the situation?

### Pricing

Suppose that much home taping is economy-motivated. People simply don't want to (or can't afford to) pay the price for prerecorded product. After all, prices have risen rather dramatically the past few years. Here the issue is one of the price sensitivity of demand. There will almost always be more people in the market for a product at a low price than for the same product at a high price. So, continual price increases should have a detrimental impact on the number of units sold, but not necessarily on the total number of dollars generated by sales of the product. If the choice is to sell 40,000 albums at \$10 each, or 50,000 albums at \$7 each, then the higher price is probably the right choice. But the gain in sales revenue on that product may be quite costly if very many of the 10,000 non-purchasers save up their "music money" and invest in taping equipment.

In other words, short-term profitability may be gained at the expense of creating an ever greater number of potential consumers with the ability to get hold of the product via taping. There is a concept in the psychology of marketing known as "threshold," which we can translate into more common parlance as "the straw that broke the camel's back." Consumers will absorb price increases up to a point, but beyond that point (the threshold), they rebel. Thus, one

**"Consumers will absorb price increases up to a point, but beyond that point (the threshold), they rebel. Thus, one possible explanation for home taping is that record prices have finally crossed too many consumers' thresholds."**

possible explanation for home taping is that record prices have finally crossed too many consumers' thresholds, resulting in their turning to alternative means for obtaining their music. The only solution to this problem is to keep prices more in line with consumer perceptions of value. The survey by *Ampersand* magazine, which was cited in *R&R* (2-1, pp. 3, 22), reported an average of about 11 album or tape purchases every three months by college students. This projects out to about 45 purchases per year per student. At an average of \$8 per purchase, say, that is a total expenditure of \$360. The cost of 45 blank tapes might be about \$90, depending on quality, leaving \$270 available for the purchase of a tape deck, which will pay for itself in one year.

When put in those terms, it may seem odd that there is not more home taping done. However, the above figures ignore the cost of consumer's time and effort in obtaining and taping the product. Thus the factor of convenience enters into the picture. American consumers, by and large, are quite convenience-oriented. The entire fast food industry relies on that fact, as well as organizations like 7-11 stores, Fotomat, and drive-in branch banks. The consumer is willing to pay for convenience, but again, only up to a certain point, beyond which saved time and effort become less valuable than money.

Since it is a very inconvenient (and costly) thing for the consumer to get set up for taping (e.g., buying a tape deck, learning how to tape, figuring out how to get products from which to tape), the incidence of taping is not extremely high, and may never become very great. However, once a person crosses that initial hurdle, it becomes much more convenient to tape. The system is all set up, the initial learning process is over, the "suppliers" are lined up, and it now may be more convenient to tape than to purchase! Therefore, it is probably to the industry's advantage to avoid causing people to try taping (e.g., by pricing records too high), since that trial may encourage them to pursue it more vigorously and substitute it for purchase.

### Quality Control

Another factor which may make home taping more attractive and convenient is the lack of good quality control procedures by the recording industry. If a faulty record or tape has to be returned, that is inconvenient. To the extent that this occurs very often, the annoyance may drive the consumer to taping. Therefore, record companies should carefully monitor the actual physical quality of their products to avoid turning off consumers and turning them on to home taping.

### Availability Of Product

Another critical aspect of convenience is the ability to get the product when you want it. Personal experience suggests that the new return policies have had a detrimental impact on product availability. Retailers who are afraid of getting stuck with unsold product are ordering in smaller quantities, resulting in more frequent stockouts. When the consumer more and more frequently encounters a lack of product availability, taping becomes an increasingly attractive means of obtaining the product. So once again, while the new return policies may be yielding increased short-run profitability, they may also be contributing to the trend toward home taping, which could have detrimental effects on the long-run profit picture.

Thus far, I have dealt with all of the reasons for home taping listed above except the repackaging issue. Since that one is fairly complicated, I'll save it for next week. I have attempted to show how the marketing variables of price, product quality, and distribution (availability) might be adjusted in order to deal with the home taping problem. Next week I will treat aspects of product innovation and promotion as they relate to taping.

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





# TOP-40

## John Leader

KJ100 FOLLOW UP

### The Louisville Slugger

Last July we all learned what the new term "lateral recycling" meant (R&R 7-20-79). E. Alvin Davis became the consultant to WKLO & WCSN/Louisville, and the stations adopted a common identity, WKJJ-AM-FM, and format, Top 40. Simulcasting both drive-times, E. Alvin put "lateral recycling" in all the other dayparts. The concept was designed so that the AM music would follow the music played on FM by about eight minutes with the FM jock promoting that, "If you like the song I just played, you can flip over to KJ100-AM and hear it again."

I promised you a follow up on these stations once the ARB results were in, and if you saw last week's edition of R&R, you already know that KJ100 is the new "top rocker" in Louisville. WKJJ-AM, although declining from its former incarnation as WKLO (P/A) from 7.0 to 4.7, still managed to tie the former market leader WQHI, which declined from an 8.4. WKJJ-FM, which had been WCSN (BM), rose dramatically from 3.4 to 10.2, beating WAKY (8.1-5.7) and AOR-formatted WLRS (13.6-10.1).

#### Consultation Clicks

There are many people involved in the quick success of KJ100, but perhaps none so directly related as the man whose consultancy kicked the whole thing off, E. Alvin Davis. I wanted to get E. Alvin's thoughts on just what happened in Louisville and why.

"I don't think it took a great deal of genius to take the FM and make it into a contemporary music station. The TM Stereo Rock package on WQHI had enjoyed massive numbers in this market and, although my next statement won't please the fine folks at TM, that format is pretty vulnerable to solid, live competition in my opinion. So, during my first talks with the Great Trails people (owners of the stations) I recommended that we go contemporary with the FM.

"The AM remained the problem, in that they had tried to shift it from Top 40 to Pop/Adult during the last two years. The problem, as I saw it, was that Louisville already had



E. Alvin Davis

*"Many times stations that have had certain call letters for a long time will be very reluctant to change them, and I can understand that, but this was a case where a call letter change was necessary in order to establish a new identity for both stations simultaneously."*

two strong, well-established Pop/Adult stations with superior dial positions, TV facilities and longtime images as fine radio stations. I didn't see a great deal of fruitfulness in trying to compete with those people. My final recommendation was to convert the AM back to Top 40.

"I also suggested that they change the call letters of the stations and assume a dual identity. Fortunately, they accepted my recommendations. Many times stations that have had certain call letters for a long time will be very reluctant to change them, and I can understand that, but this was a case where a call letter change was necessary in order to establish a new identity for both stations simultaneously.

#### Big Money — No Big Deal

"The dual identity thing was based on several concerns. Economically it was a great thing to do, because the stations would no longer need two sales staffs and two promotional budgets. By simulcasting the two drive-times the stations could save on two full-time jock salaries as well.

"A lot of people think we came in here and spent big money on promotions and outside advertising. We didn't. There were several stations that far outspent us promotionally. We ran a little bit of TV and just a few billboards. That was it.

"I have always tried to approach my aspect of the job with a client station by keeping a concern for the total station. I ask myself the question, 'If I owned this radio station, what would I do?' If I owned a radio station I don't know if I would want to spend as much money promotionally as, say, a programmer would. We tend to have tunnel vision sometimes in that the sales department wants to play 7000 commercials an hour and the programming department wants no commercials and \$100,000 a month in giveaways. But I think there is sort of a businesslike approach.

"I thought that by utilizing the two radio stations together and applying certain dynamics within the format that we would not need to spend a great deal of money on outside promotion. And quite honestly that was one of my objectives because we just didn't have the money to spend locally.

"You know, there is an amazing thing, and I'm not sure I'll ever totally understand how powerful it is, but when you go on the radio and do it properly, word tends to spread. There are innovative consumers out there that will find you, and they are usually very proud to tell all their friends that your station sounds great. Within our first three weeks of becoming KJ100, the acceptance within the market was so great that when you talked

*"I have always tried to approach my aspect of the job with a client station by keeping a concern for the total station. I ask myself the question, 'If I owned this radio station, what would I do?'"*

to people outside the city and tried to explain to them what was happening, they thought you were nuts. We had to be careful about what we said in regards to the station for fear that people would think we were hyping. But I'll tell you, it happened pretty fast!

#### Was It Lateral Recycling?

"I'll be honest with you . . . I think the lateral recycling thing was new and innovative and kind of exciting, but I'm not going to tell you it was the key to KJ100's success. It was part of the total package, but not a very big part in my estimation.

"The reason we took off so fast is that the market was very ripe. Louisville had never heard this kind of radio before. KJ100 is a very slick, clean, human, spontaneous type of radio station. The market had typically been exposed to a lot of heavy personality, lots of clutter and generally the kind of radio diametrically opposed to what KJ100 is all about.

"One of the keys, and this is kind of hard to articulate, is that KJ100 has an amazing confidence about it. We get comments from agencies, buyers and people who listen to the station that KJ100 sounds like the number one radio station in town. It sounds hot. I think that kind of station sound is not an accidental thing. I believe that any station can sound that way with the proper direction. There are programmers who can do that kind of thing and there are those who can't. It's motivation, direction, attention, encouragement and it's a lot of other smaller things all together in a total package. When it all comes together like it did here in Louisville, it's a very exciting thing to listen to."

#### The KJ100 People

"The staff of the stations deserves a phenomenal amount of credit. Several members of the old WKLO-Pop/Adult air staff remained through the switchover and, quite frankly, they weren't initially too thrilled at the prospect of playing rock and roll again. But, they adapted beautifully and helped make the station sound great. Really the entire staff was totally supportive of the change. I have never seen a sales-programming relationship like this before.

"C.C. Matthews, who is KJ100's Program Director, did a super job with the staff. You might remember that C.C. worked with me at WSAI/Cincinnati, so he was already familiar with the concepts and techniques that we put into action here.

"Now the buck's got to stop somewhere and KJ100 has one of the most amazing general managers I have ever known. His name is John Page Otting and I think he is the main reason the stations succeeded as quickly as they did. Everything we recommended, he accepted, which, when you think about the management-consultant relationship, is pretty amazing. Generally you advise a station and then they pick and chose your advice. Some things they do and other things they don't. With John running the show in Louisville he was willing to go 100% with me, and that made what we were all trying to accomplish that much easier."

#### Programming Consultants

KJ100 was E. Alvin's first attempt at consulting. He had programmed many stations before and been quite successful doing the day to day duties of a PD, but decided that he wanted to do more. I asked him how he felt about being a consultant as opposed to being a hands-on PD.

"I have found that one of the biggest positives of being a consultant is that you can offer objectivity about a specific situation by not being a part of the situation on a day to day basis. I think that objectivity, along with the overview you can bring to a station and your expertise, are the key ingredients to successful consulting.

"In buying a consultant the things you are purchasing would include his wisdom, his years of experience, national overview, objectivity, and the 101 other perceptions that he's learned over his career that a station manager or programmer may not have learned. In essence the proper consultant can probably save a station a lot of time, frustration, and money.

*"The reason we took off so fast is that the market was very ripe. Louisville had never heard this kind of radio before."*

#### The Programming Dilemma

"Starting my own business, I have had more time to analyze situations and potential situations than ever before, and I've come up with a couple of things I'd like to pass along. I have found that general managers feel no reluctance whatsoever in admitting that they have little or no knowledge of engineering. It's not an area that they feel any sort of expertise in generally. But a great many GM's feel very uncomfortable admitting that they don't know very much about good programming.

"Further, GM's often assume they do have some programming knowledge, just as anyone who is connected to radio in some way assumes he too has some knowledge of programming. I mean, just ask a salesman, engineer, or even a record promotion person, and they'll be glad to tell you what's wrong or right with your programming. It happens every day. Now, that kind of input might be nice, but in reality most of those programming suggestions would not be viable.

"In looking at the total situation — the relationship between management and programming — there seems to be two general attitudes within management. The first would

# Double Standards



## NICOLETTE LARSON

### "Let Me Go, Love"

WFIL deb 25  
Y100 add 34  
CKLW deb 28  
KDWB 25-17  
KBEQ 38-36  
KRLA deb 28  
KJR add  
KIMN on  
KOPA 24-21  
WTRY deb 29  
KC101 29-26  
WKBO 29-24  
WKEE 36-28  
WTIX 28-25  
WNOE 23-21  
WAXY on  
Y103 15-12  
BJ105 24-22  
92Q add  
WSKZ 20-17  
WRJZ 15-12  
WAYS 27-24  
KSTT add  
WNAP 23-17  
WOW deb 31  
WZZP 26-19

WOHO add  
KFXM add  
KING 24-16  
KGW 26-23  
KENO 30-24  
WTSN deb 21  
WHEB 36-30  
13FEA 21-17  
WFBG deb 37  
WAAY 12-8  
WCGQ 28-25  
WSEZ 30-27  
WISE 30-26  
WTMA 15-10  
WANS-FM deb 37  
KAAY 24-21  
KILE deb 33  
KKXL 10-6  
WAKX 29-25  
WRKR 15-12  
WEAQ 25-23  
WTRU add 29  
KENI 33-21  
KBDF 14-9  
KQDI 30-24  
KBOZ 19-12

Produced by Ted Templeman

 ON BEARSVILLE RECORDS

Manufactured and Distributed by Warner Bros. Records



## PRETENDERS

### "Brass In Pocket (I'm Special)"

96KX add  
94Q 22-15  
B100 add  
KJR add  
KUPD on  
WICC on  
WPST add  
PRO-FM 26-22  
Q106 on  
KEEL add  
KXX106 deb 29  
WSKZ add  
KJRB deb 27  
WLBZ add  
WIGY deb 33  
13FEA add  
WCGQ on  
WROV on  
CK101 40-34  
FM99 on  
KQDI add  
KRLC on

Produced by Chris Thomas

ON SIRE RECORDS 

Promoted and Marketed by Warner Bros. Records

## KJ100 FOLLOW UP

Continued from Page 22

be. 'Anybody can do it. Hey, it's just picking the hits and things like that, so anybody can program this station.' The extension of that logic is that anyone regardless of experience or skill can come in and be the PD and it won't cost a lot of money.

"The other attitude seems to be, 'No one can do programming because it's so mysterious and fraught with pitfalls.' And if you think like that, then there's no reason to search the country for a big-money PD or consultant because all they're doing is guessing anyway, and should we be wrong, then we haven't wasted a lot of money to be wrong. And who knows, we could get lucky and do well, sort of like hitting the lottery.

"There is also the general conception of consultants that I've run into . . . a consultant will come into your radio station and tell you to cut your spot load to four minutes an hour, increase your promotional budget to \$100,000 a month, fire all your air talent, and keep you from ever doing anything of a merchandising nature with your clients again. The investment in a consultant then becomes far more than just his retainer fee. The investment becomes all these expensive things with no real guarantee that anything the consultant proposes will succeed.

"I know we're getting a bit off the beaten path of KJ100 here, but just look around the country and you'll find there are a number of big programming names from just a few years ago who are no longer prominent. Why is that? One of the many reasons in my mind is that the compensation for programmers is not generally what it should be and many of those names got to a certain point in their careers where they wanted to make some real

money for their talents. The frustrations of having to deal with an intangible quantity like programming, compared to sales where the numbers speak for themselves, are considerable.

"I also think that programmers are only given full credit for the ratings when they are bad. When the ratings go up, well, we hit the magic number . . . the old lottery thing again. But then the numbers go down it's, 'Gee, I guess that Joe can't cut it anymore. Time to get a new PD!' It's really a no-win situation for a lot of programmers and I don't necessarily mean to indict the entire radio industry because there are some high quality companies out there, but in a lot of cases PD's have been treated very poorly in relation to how important their services are. A lot of talented programmers with a lot to offer stations all over the country are being forced elsewhere by the basic insecurity of programming and the generally low compensation a programming job commands traditionally."

\* \* \* \* \*

To sum things up, KJ100 is off to a tremendous start thanks to the consultation services provided by E. Alvin Davis and the strong guidance of John Page Otting and C.C. Matthews. As E. Alvin said, "The victory celebration is over and we don't expect to just maintain the numbers next time because we all feel there is still plenty of room for growth!"

The success of KJ100 was not predicated on programming secrets, big promotional dollars or any other hocus pocus. Once again the basis of good, solid programming coupled with understanding management has come up a winner. E. Alvin's comments on consulting and radio programming in general are both frank and informative. His consultancy business appears to be off to a very solid start.

## Bogart

Continued from Page 1

tainment organization in a very short period of time and have greatly contributed to the expansion of our group's activities in the U.S. and internationally."

Bruce Bird, currently Executive VP at Casablanca, has been appointed President of the company. Bird joined Casablanca as VP/Promotion in 1977 after a long promotion career. Peter Woodward, Sr. VP/Finance at Casablanca, will assume Bird's Executive VP position.

Bogart formed Casablanca in 1974 after a career as performer, promotion man, and chief executive, achieving considerable success at Cameo/Parkway and Budah Records. Casablanca achieved its first success with Kiss, later developing Donna Summer, Parliament, and the Village People, among others. The FilmWorks division was established in 1976 and has created "The Deep" and "Midnight Express," in addition to other successful projects.

## FCC

Continued from Page 1

Wade told R&R, adding that no other designated stations were being considered.

Asked if it's right to be instrumental in developing FCC policy regarding minorities, then turn around and use those policies to their advantage, Winston pointed out that the FCC's minority-ownership policy was in existence prior to their arrival.

But Brown, who admitted Wade was his key aide in the RKO decision since Neal Goldberg, Brown's second legal assistant, had been disqualified, said he expects they will use new rules to aid their plans.

Still other high-level FCC sources were speculating that the exit has been critically timed to leave prior to final FCC action on the RKO order to strip away three licenses. One attorney speculated that if not the three RKO stations at hand, the radio chain and remaining TV license may be open game.



WROR'S CASH PROGRAM — WROR/Boston and Brigham's restaurants joined forces to give away \$10,000 cash and 98 1/2 other prizes in a "Celebrity Sweepstakes" promotion. Pictured (l-r) are WROR GM Tom Baker, Program Manager Gary Berkowitz, a grand prize winner, and two representatives from Brigham's.

## Roberts

Continued from Page 3

or ended), we skipped news and information, ignored quarter-hour maintenance, allowed pools and clubs to act as our basic research, and then we let the record companies bombard us with an enormous amount of garbage. I don't blame the record promoters, they were just doing their jobs. I should also say a lot of the music was good, but the quality took a back seat to quantity. I have to blame many of us for waiting so long to wake up. By the time we realized what we were doing, our attempts to change it were too late. The listeners knew what we were. Playing a few ballads and rock tunes wasn't the answer. Despite what we put on the air, we were still "the Disco station" even though many of us banned that word from use on the air.

I've always felt that had people accepted the roots of disco music (R&B, rock and jazz), there would be no need for a Disco station. As many Disco stations found themselves becoming nothing more than structured Black stations, they bailed out. Many Disco stations lost their identity.

I'm not announcing disco's death, just its lack of universal radio strength. My station was never really labeled a Disco station; in this market we were known as the "Black" station. Many of our advertisers got scared. They didn't want to be identified with a "Black" station (I contend that was their problem) nor did they wish to be associated with a dying format. They all saw the hype was disappearing.

I'll tell you five reasons why it didn't work for many of us: 1) Many stations (like mine), lacking financial strength, saw disco as a quick way to make money. 2) Many of us programming Disco stations knew radio, but not a damn thing about disco. 3) Our stations were expected to sell records and make hits out of new recording acts (my old Top 40 teacher once said, "we don't make hits, we play the hits"). 4) We took a lot of chances on records (remember: "what you don't play won't burn you"). 5) Finally, many of us followed the success story of WKTU. Well, WKTU is no success story. This station is the story of a format on the air in the right market at the right time. Even time has done WKTU in. I think we've learned something though; now that WBLS is the newfound king, we aren't all jumping to install a WBLS-type format in our own markets.

I won't say there are no success stories; look at Houston, Boston, Charlotte, Norfolk, and Baltimore. I also promise you, stations like KMJQ, WOWI, and WWIN aren't going to sit back and watch their base audiences being taken away. In many cases Disco

stations enjoyed short-lived success because Black stations fought back. Here are the real success stories, and I hope Black radio is seen as the stable vehicle for dance-oriented music.

I still enjoy disco, and will continue to buy as many disco plates as my pocket can afford. But I seriously doubt I'll ever build another format around such a music form.

Mike Roberts  
Former PD, WSOQ/Syracuse

## Caviano

Continued from Page 3

save the record industry from its current problems. But they do provide a valuable marketing device that can add tens of thousands in unit sales to a given album . . . Acts like the Rolling Stones, Blondie, and Barbra Streisand have magnified their sales through disco/dance hits, while artists like Marianne Faithfull, Herb Alpert, and Dan Hartman have expanded their horizons through dance exposure. And recently, in a turn of events that makes Steve Dahl's anti-disco crusade seem absurd, hardcore rock acts like the Flying Lizards and Talking Heads are turning up on the national disco charts. In a climate where every competitive edge counts, disco/dance exposure will prove increasingly important.

In New York, WKTU-FM and WBLS-FM each unseated the seemingly immovable WABC from the number one rank in the nation's major market last year. Disco music was their major wedge, and both stations continue to dominate the market. Ten of the top twelve records in the New York market right now are disco/R&B/dance-oriented. Does this mean dance is dead?

Selectivity remains as important to the music programmer as it is to the record company A&R man. Some records will work in the clubs but not on radio; in other cases, the clubs will be a testing ground for records that work very well on the air. As your editorial pointed out, disco produced "mass hits" in the seventies. And dance will continue to produce mass hits in the eighties. Disco/dance music is undergoing a healthy change, a change which will help maintain the resurgence of the black artist and will provide crucial avenues of exposure for the new rock artist. The entire music industry, including radio, owes it to itself to welcome any force that can aid such a broad spectrum of music. Remember . . . it pays to keep an open ear when America is dancing.

Ray Caviano  
President, RFC Records



KCBS GOES CABLE — KCBS-FM/San Francisco kicked off its new Top 40 format with a motorized cable car which travelled through the city with jocks aboard handing out over 2000 helium-filled balloons. Pictured at one stop are (l-r) Joan and (air personality) John Mack Flanagan with KCBS executive assistant Lulu Yick.

# **Molly Is A Confirmed Hit, Flirtin' On These Fine Stations:**

WKBW 23-21  
WIFI 16-12  
WPEZ on  
Z93 deb 28  
Q105 26-23  
KDWB 16-14  
KSLQ 34-30  
KBEQ 37-35  
WGCL on  
Q102 30-26  
WOKY on

KJR on  
KIMN on  
KOPA 23-20  
KUPD 4-4  
WKBO add 29  
WTIX 30-26  
WNOE deb 35  
KXX106 17-14  
Y95 21-17  
Y103 10-6  
WAPE 13-7

WBBQ 6-4  
WNOX 8-6  
KSTT add  
WISM deb 29  
WNAP deb 27  
WNCI add  
KCPX deb 27  
KRSP 5-5  
KLUC add  
WLBZ 17-12  
WERC deb 28

WCGQ deb 27  
WKXY deb 27  
KILE deb 34  
KFYR add  
WAKX add  
WRKR deb 33  
WSPT 3-2  
WGBF add  
KCBN 14-8  
KFXD deb 27  
KRLC 1-1

# **MOLLY HATCHET "Flirtin' With Disaster"**

**THE SINGLE**

# PARALLEL ONE PLAYLISTS

## EAST

### 60/WGBO Baltimore

- 1 QUEEN/Crazy Little Thing Ca
  - 2 SPINNERS/When I Wanted You
  - 3 DAN FOULBERG/Longer
  - 4 STEVE FORBERT/Romeo's Tune
  - 5 SHALAMAR/Second Time Around
  - 6 FLEETWOOD MAC/Sara
  - 7 TERI DESARIO/Yes I'm Ready
  - 8 KODOL & THE GANG/Too Hot
  - 9 CAPT. & TENNILLE/Do That To Me
  - 10 ANDY GIBB/Desire
  - 11 BILLY PRESTON & S/WITH You I'm Born
  - 12 NEIL DIAMOND/Sepember Morn
  - 13 DONNA SUMMER/On The Radio
  - 14 RUPERT HOLMES/Hi
  - 15 RAY GOODMAN & B/Special Lady
  - 16 BARRY MANILOW/When I Wanted You
  - 17 ANNE MURRAY/Daydream Believer
  - 18 TOTO/99
  - 19 BARBRA STREISAND/Kiss Me In The Rain
  - 20 DIRT BAND/An American Dream
  - 21 KENNY LOGGINS/This Is It
  - 22 CHRIS CROSS/Ride Like The Wind
  - 23 FELLOW MUSIC GROUP/Computer Game
  - 24 EAGLES/I Can't Tell You Why
  - 25 MICHAEL JACKSON/Rock With You
  - 26 EAGLES/The Long Run
  - 27 PRINCE/I Wanna Be Your Lover
  - 28 PINK FLOYD/Another Brick In The
  - 29 STYX/Why Me
  - 30 CHUCK MANIGONE/Give It All You Got
- ADDS 30
- ON AIR SUPPLY/Lost In Love  
BABY'S/Back On My Feet Again
- ON CLIFF RICHARD/Carpis  
TOMMY JAMES/Three Times In Love

### WABC MUSICRADIO 77 New York

- 1 MICHAEL JACKSON/Rock With You
  - 2 KENNY LOGGINS/Cover Of The County
  - 3 CAPT. & TENNILLE/Do That To Me
  - 4 SPINNERS/When I Wanted You
  - 5 DONNA SUMMER/On The Radio
  - 6 MIKE & THE GANG/Too Hot
  - 7 QUEEN/Crazy Little Thing Ca
  - 8 WHISPERS/And The Beat Goes On
  - 9 TERI DESARIO/Yes I'm Ready
  - 10 RUPERT HOLMES/Hi
  - 11 SHALAMAR/Second Time Around
  - 12 KODOL & THE GANG/Too Hot
  - 13 KENNY LOGGINS/This Is It
  - 14 FLEETWOOD MAC/Sara
  - 15 DAN FOULBERG/Longer
  - 16 CLIFF RICHARD/We Don't Talk Anymore
  - 17 STYX/Why Me
  - 18 ANNE MURRAY/Daydream Believer
  - 19 PRINCE/I Wanna Be Your Lover
  - 20 STEVE FORBERT/Romeo's Tune
  - 21 HILL & THE GANG/Ladies Night
  - 22 RAY GOODMAN & B/Special Lady
  - 23 ANDY GIBB/Desire
  - 24 BILLY PRESTON & S/WITH You I'm Born
  - 25 NEIL DIAMOND/Sepember Morn
  - 26 MICHAEL JACKSON/Rock With You
  - 27 KODOL & THE GANG/Too Hot
- ADDS 27
- ON PINK FLOYD/Another Brick In The

### WPGC Washington D.C.

- 2 DAN FOULBERG/Longer
  - 3 BILLY PRESTON & S/WITH You I'm Born
  - 4 QUEEN/Crazy Little Thing Ca
  - 5 STEVE FORBERT/Romeo's Tune
  - 6 TERI DESARIO/Yes I'm Ready
  - 7 NEIL DIAMOND/Sepember Morn
  - 8 PINK FLOYD/Another Brick In The
  - 9 EAGLES/I Can't Tell You Why
  - 10 SMOKEY ROBINSON/Cruisin'
  - 11 SHALAMAR/Second Time Around
  - 12 FLEETWOOD MAC/Sara
  - 13 KENNY LOGGINS/This Is It
  - 14 SPINNERS/When I Wanted You
  - 15 RAY GOODMAN & B/Special Lady
  - 16 TOM PETTY/Don't Do Me Like That
  - 17 STYX/Why Me
  - 18 TOTO/99
  - 19 DONNA SUMMER/On The Radio
  - 20 ANDY GIBB/Desire
  - 21 MICHAEL JACKSON/She's Out Of My Life
  - 22 ANNE MURRAY/Daydream Believer
  - 23 MICHAEL JACKSON/Rock With You
  - 24 PRINCE/I Wanna Be Your Lover
  - 25 RUPERT HOLMES/Hi
  - 26 RUD & THE GANG/Too Hot
  - 27 LINDA RONSTADT/How Do I Make You
  - 28 WHISPERS/And The Beat Goes On
  - 29 FOREIGNER/Woman
  - 30 DIRT BAND/An American Dream
- ADDS 20, 27
- ON BOB SEGER/Fire Lake  
TOMMY JAMES/Three Times In Love  
BLONDIE/Call Me
- ON CHARLIE DORE/Pilot Of The Airwaves  
BABY'S/Back On My Feet Again

### 96 KX Pittsburgh

- 1 TOM PETTY/Don't Do Me Like That
  - 2 QUEEN/Crazy Little Thing Ca
  - 3 SPINNERS/When I Wanted You
  - 4 FOREIGNER/Head Games
  - 5 KENNY LOGGINS/This Is It
  - 6 ROBERT PALMER/Can We Still Be...
  - 7 GEMINI/Alive
  - 8 MICHAEL JACKSON/Rock With You
  - 9 BARBRA STREISAND/Kiss Me In The Rain
  - 10 EAGLES/In The City
  - 11 NICOLETTE LARSON/Let Me Go Love
  - 12 SHITANNA/You Know That I Love
  - 13 RUPERT HOLMES/Hi
  - 14 DIRT BAND/An American Dream
  - 15 FLEETWOOD MAC/Sara
  - 16 STYX/Why Me
  - 17 DAN FOULBERG/Longer
  - 18 NEIL DIAMOND/Sepember Morn
  - 19 LINDA RONSTADT/How Do I Make You
  - 20 TOMMY JAMES/Three Times In Love
  - 21 BABY'S/Back On My Feet Again
  - 22 AMERICA/All Around
  - 23 J. GEILS BAND/Come Back
  - 24 STYX/Why Me
  - 25 EAGLES/The Long Run
  - 26 KODOL & THE GANG/Too Hot
  - 27 TERI DESARIO/Yes I'm Ready
  - 28 PINK FLOYD/Another Brick In The
  - 29 BETTE MIDLER/When A Man Loves...
  - 30 DONNA SUMMER/On The Radio
- ADDS 30, 32
- ON STYX/First Time  
BOB SEGER/Fire Lake  
PRETENDERS/Brass In Pocket  
RUSH/Spirit Of The Radio  
UTOPIA/Set Me Free

ON STEVE FORBERT/Romeo's Tune  
RAY GOODMAN & B/Special Lady  
NIGHTLONG/All Night Long  
HEART/Even I'm Up

### WIP Philadelphia

- 1 CAPT. & TENNILLE/Do That To Me
  - 2 TERI DESARIO/Yes I'm Ready
  - 3 DONNA SUMMER/On The Radio
  - 4 SPINNERS/When I Wanted You
  - 5 QUEEN/Crazy Little Thing Ca
  - 6 MICHAEL JACKSON/Rock With You
  - 7 SMOKEY ROBINSON/Cruisin'
  - 8 DAN FOULBERG/Longer
  - 9 KENNY LOGGINS/This Is It
  - 10 RUPERT HOLMES/Hi
  - 11 STEVE FORBERT/Romeo's Tune
  - 12 NEIL DIAMOND/Sepember Morn
  - 13 ANNE MURRAY/Daydream Believer
  - 14 ANDY GIBB/Desire
  - 15 DIONNE WARWICK/Doja Yu
  - 16 DIRT BAND/An American Dream
  - 17 FLEETWOOD MAC/Sara
  - 18 STYX/Why Me
  - 19 RUPERT HOLMES/Hi
  - 20 TOTO/99
  - 21 BARRY MANILOW/When I Wanted You
  - 22 BARRY MANILOW/When I Wanted You
  - 23 BARRY MANILOW/When I Wanted You
  - 24 BARRY MANILOW/When I Wanted You
  - 25 BARRY MANILOW/When I Wanted You
  - 26 BARRY MANILOW/When I Wanted You
  - 27 BARRY MANILOW/When I Wanted You
  - 28 BARRY MANILOW/When I Wanted You
  - 29 BARRY MANILOW/When I Wanted You
  - 30 BARRY MANILOW/When I Wanted You
- ADDS 20, 27
- ON BARBRA STREISAND/Kiss Me In The Rain  
CHUCK MANIGONE/Give It All You Got  
TOMMY JAMES/Three Times In Love  
GEORGE BURNS/Wish I Was 10 Again

### 1050 chum Toronto

- 1 PINK FLOYD/Another Brick In The
  - 2 QUEEN/Crazy Little Thing Ca
  - 3 STEVE FORBERT/Romeo's Tune
  - 4 KENNY LOGGINS/This Is It
  - 5 FLEETWOOD MAC/Sara
  - 6 TOTO/99
  - 7 HALL & GATES/Wait For Me
  - 8 AEROSMITH/Remember
  - 9 ALAN PARSONS/Dance It To Me
  - 10 YTC/Making Plans For A Rain
  - 11 STYX/Why Me
  - 12 LED ZEPPELIN/Fool In The Rain
  - 13 RUSH/Spirit Of The Radio
  - 14 SUGAR HILL GANG/Rapper's Delight
  - 15 KENNY ROGERS/Cover Of The County
  - 16 KNACK/Baby Talks Dirty
  - 17 TOM PETTY/Refugee
  - 18 MAX WEBSTER/Paradise Shies
  - 19 BABY'S/Back On My Feet Again
  - 20 ZZ TOP/I Thank You
  - 21 TOM PETTY/Don't Do Me Like That
  - 22 APRIL WINE/Say Hello
  - 23 MICHAEL JACKSON/Rock With You
  - 24 RUPERT HOLMES/Hi
  - 25 LINDA RONSTADT/How Do I Make You
  - 26 TROOPER/Janine
  - 27 J. GEILS BAND/Come Back
  - 28 BRUCE COBBIN/Wondering Where The
  - 29 STREETHEAT/Under My Thumb
  - 30 JEFF STARSHIP/Janie
- ADDS 20, 27, 30
- ON PAT BENATAR/Heartbreaker  
HAREZTH/Holiday  
POLICE/Walking On The Moon  
RAY GOODMAN/Cars

### FM99 WXLO New York

- 2 DONNA SUMMER/On The Radio
  - 3 SPINNERS/When I Wanted You
  - 4 QUEEN/Crazy Little Thing Ca
  - 5 CAPT. & TENNILLE/Do That To Me
  - 6 MICHAEL JACKSON/Rock With You
  - 7 KENNY ROGERS/Cover Of The County
  - 8 TERI DESARIO/Yes I'm Ready
  - 9 SPINNERS/When I Wanted You
  - 10 KODOL & THE GANG/Too Hot
  - 11 WHISPERS/And The Beat Goes On
  - 12 EAGLES/The Long Run
  - 13 DIONNE WARWICK/Doja Yu
  - 14 DAN FOULBERG/Longer
  - 15 ANDY GIBB/Desire
  - 16 FLEETWOOD MAC/Sara
  - 17 BARRY MANILOW/When I Wanted You
  - 18 MICHAEL JACKSON/Off The Wall
  - 19 STEVE FORBERT/Romeo's Tune
  - 20 PRINCE/I Wanna Be Your Lover
  - 21 SMOKEY ROBINSON/Cruisin'
  - 22 BILLY PRESTON & S/WITH You I'm Born
  - 23 TOTO/99
  - 24 NEIL DIAMOND/Sepember Morn
  - 25 ANNE MURRAY/Daydream Believer
  - 26 RAY GOODMAN & B/Special Lady
  - 27 RUPERT HOLMES/Hi
  - 28 CLIFF RICHARD/We Don't Talk Anymore
  - 29 CHUCK MANIGONE/Give It All You Got
  - 30 DIRT BAND/An American Dream
- ADDS CHARLIE DORE/Pilot Of The Airwaves  
LTD/Stranger  
AIR SUPPLY/Lost In Love  
FESTIVAL/Don't Cry For Me
- ON CHRIS CROSS/Ride Like The Wind

### F-105 Boston

- 1 QUEEN/Crazy Little Thing Ca
  - 2 MICHAEL JACKSON/Rock With You
  - 3 DONNA SUMMER/On The Radio
  - 4 FLEETWOOD MAC/Sara
  - 5 TERI DESARIO/Yes I'm Ready
  - 6 KENNY ROGERS/Cover Of The County
  - 7 ANNE MURRAY/Daydream Believer
  - 8 DAN FOULBERG/Longer
  - 9 SMOKEY ROBINSON/Cruisin'
  - 10 STEVE FORBERT/Romeo's Tune
  - 11 SPINNERS/When I Wanted You
  - 12 DIRT BAND/An American Dream
  - 13 EAGLES/The Long Run
  - 14 CAPT. & TENNILLE/Do That To Me
  - 15 CLIFF RICHARD/We Don't Talk Anymore
  - 16 CHUCK MANIGONE/Give It All You Got
  - 17 ANDY GIBB/Desire
  - 18 BETTE MIDLER/When A Man Loves...
  - 19 PINK FLOYD/Another Brick In The
  - 20 PRINCE/I Wanna Be Your Lover
  - 21 LED ZEPPELIN/Fool In The Rain
  - 22 KODOL & THE GANG/Too Hot
  - 23 TAVARES/Bed Times
  - 24 NEIL DIAMOND/Sepember Morn
  - 25 CHUCK MANIGONE/Give It All You Got
  - 26 J. GEILS BAND/Come Back
  - 27 TOTO/99
  - 28 RUPERT HOLMES/Hi
  - 29 BARRY MANILOW/When I Wanted You
  - 30 DIONNE WARWICK/Doja Yu
  - 31 BABY'S/Back On My Feet Again
- ADDS LINDA RONSTADT/How Do I Make You  
BOB SEGER/Fire Lake  
EAGLES/I Can't Tell You Why  
TOM PETTY/Refugee  
RAY GOODMAN & B/Special Lady  
SHALAMAR/Second Time Around

### WKIII Buffalo

- 1 QUEEN/Crazy Little Thing Ca
  - 2 DAN FOULBERG/Longer
  - 3 TOM PETTY/Don't Do Me Like That
  - 4 GEORGE BURNS/Wish I Was 10 Again
  - 5 SPINNERS/When I Wanted You
  - 6 KENNY LOGGINS/This Is It
  - 7 PEACHES & HERBIE/Pledge My Love
  - 8 TERI DESARIO/Yes I'm Ready
  - 9 ANNE MURRAY/Daydream Believer
  - 10 PAT BENATAR/Heartbreaker
  - 11 BARRY MANILOW/When I Wanted You
  - 12 BETTE MIDLER/When A Man Loves...
  - 13 FLEETWOOD MAC/Sara
  - 14 NEIL DIAMOND/Sepember Morn
  - 15 STYX/Why Me
  - 16 DIRT BAND/An American Dream
  - 17 TOM PETTY/Refugee
  - 18 DONNA SUMMER/On The Radio
  - 19 STEVE FORBERT/Romeo's Tune
  - 20 TOMMY JAMES/Three Times In Love
  - 21 HOLLY HATCHET/Firin' With...
  - 22 ANDY GIBB/Desire
  - 23 KENNY ROGERS/Cover Of The County
  - 24 BILLY PRESTON & S/WITH You I'm Born
  - 25 BABY'S/Back On My Feet Again
  - 26 SHALAMAR/Second Time Around
  - 27 DOLLAH/Shooting Star
  - 28 EAGLES/The Long Run
  - 29 TAVARES/Bed Times
  - 30 J. GEILS BAND/Come Back
- ADDS ZZ TOP/I Thank You  
AIR SUPPLY/Lost In Love  
FOREIGNER/Woman  
CHRIS CROSS/Ride Like The Wind
- ON LINDA RONSTADT/How Do I Make You  
CHARLIE DORE/Pilot Of The Airwaves  
BLONDIE/Call Me

### wifi 92 Philadelphia

- 1 PINK FLOYD/Another Brick In The
  - 2 STEVE FORBERT/Romeo's Tune
  - 3 PAT BENATAR/Heartbreaker
  - 4 TERI DESARIO/Yes I'm Ready
  - 5 QUEEN/Crazy Little Thing Ca
  - 6 DAN FOULBERG/Longer
  - 7 TOM PETTY/Refugee
  - 8 TOTO/99
  - 9 TOM PETTY/Don't Do Me Like That
  - 10 DIRT BAND/An American Dream
  - 11 LINDA RONSTADT/How Do I Make You
  - 12 HOLLY HATCHET/Firin' With...
  - 13 KENNY LOGGINS/This Is It
  - 14 FLEETWOOD MAC/Sara
  - 15 BABY'S/Back On My Feet Again
  - 16 LRS/Cool Change
  - 17 EAGLES/The Long Run
  - 18 STYX/Why Me
  - 19 ZZ TOP/I Thank You
  - 20 BUDDINGTON RATS/I Don't Like Mondays
  - 21 KNACK/Baby Talks Dirty
  - 22 DONNA SUMMER/On The Radio
  - 23 SMOKEY ROBINSON/Cruisin'
  - 24 J. GEILS BAND/Come Back
  - 25 ANDY GIBB/Desire
  - 26 RUPERT HOLMES/Hi
  - 27 TOMMY JAMES/Three Times In Love
  - 28 3B SPECIAL/Rockin' Into The Night
  - 29 GARY NUMAN/Cars
  - 30 BARRY MANILOW/When I Wanted You
- ADDS 26, 27, 30
- ON ROMANTICS/What I Like About You  
SURVIVOR/Somewhere In America  
CHRIS CROSS/Ride Like The Wind  
BARRY MANILOW/Cars
- ON BETTE MIDLER/When A Man Loves...  
CHRIS CROSS/Ride Like The Wind  
LINDA RONSTADT/How Do I Make You  
BILLY PRESTON & S/WITH You I'm Born

### WPSZ FM94 Pittsburgh

- 1 MICHAEL JACKSON/Rock With You
  - 2 STEVE FORBERT/Romeo's Tune
  - 3 TERI DESARIO/Yes I'm Ready
  - 4 SPINNERS/When I Wanted You
  - 5 FLEETWOOD MAC/Sara
  - 6 QUEEN/Crazy Little Thing Ca
  - 7 DAN FOULBERG/Longer
  - 8 EAGLES/The Long Run
  - 9 CLIFF RICHARD/We Don't Talk Anymore
  - 10 KENNY LOGGINS/This Is It
  - 11 STYX/Why Me
  - 12 RUPERT HOLMES/Hi
  - 13 TOM PETTY/Don't Do Me Like That
  - 14 TOMMY JAMES/Three Times In Love
  - 15 DIRT BAND/An American Dream
  - 16 DONNA SUMMER/On The Radio
  - 17 TOTO/99
  - 18 JEFF STARSHIP/Janie
  - 19 BETTE MIDLER/When A Man Loves...
  - 20 CHUCK MANIGONE/Give It All You Got
  - 21 RUPERT HOLMES/Hi
  - 22 PAT BENATAR/Heartbreaker
  - 23 LINDA RONSTADT/How Do I Make You
  - 24 BABY'S/Back On My Feet Again
  - 25 PINK FLOYD/Another Brick In The
  - 26 KODOL & THE GANG/Too Hot
  - 27 CHRIS CROSS/Ride Like The Wind
  - 28 RAY GOODMAN & B/Special Lady
  - 29 NEIL DIAMOND/Sepember Morn
  - 30 ZZ TOP/I Thank You
- ADDS BOB SEGER/Fire Lake  
TOM PETTY/Refugee  
JOURNEY/Any Way You Want It  
RUSH/Spirit Of The Radio  
UTOPIA/Set Me Free  
AIR SUPPLY/Lost In Love
- ON HOLLY HATCHET/Firin' With...  
KNACK/Baby Talks Dirty  
RUBIN/All Night Long  
J. GEILS BAND/Come Back

### WRKO Boston

- 1 QUEEN/Crazy Little Thing Ca
  - 2 ISAAC HAYES/Don't Let Go
  - 3 ANNE MURRAY/Daydream Believer
  - 4 FLEETWOOD MAC/Sara
  - 5 KENNY ROGERS/Cover Of The County
  - 6 DIRT BAND/An American Dream
  - 7 BARRY MANILOW/When I Wanted You
  - 8 HOLLY HATCHET/Firin' With...
  - 9 TOMMY JAMES/Three Times In Love
  - 10 DAN FOULBERG/Longer
  - 11 ANDY GIBB/Desire
  - 12 KENNY LOGGINS/This Is It
  - 13 RUPERT HOLMES/Hi
  - 14 SHALAMAR/Second Time Around
  - 15 NEIL DIAMOND/Sepember Morn
  - 16 J. GEILS BAND/Come Back
  - 17 MICHAEL JACKSON/Rock With You
  - 18 CLIFF RICHARD/We Don't Talk Anymore
  - 19 MICHAEL JACKSON/Off The Wall
  - 20 TOTO/99
  - 21 EAGLES/The Long Run
  - 22 KODOL & THE GANG/Too Hot
  - 23 LINDA RONSTADT/How Do I Make You
  - 24 RAY GOODMAN & B/Special Lady
  - 25 CHUCK MANIGONE/Give It All You Got
  - 26 BILLY PRESTON & S/WITH You I'm Born
  - 27 CAPT. & TENNILLE/Do That To Me...
  - 28 CHRIS CROSS/Ride Like The Wind
  - 29 AIR SUPPLY/Lost In Love
- ADDS BOB SEGER/Fire Lake  
TOMMY JAMES/Three Times In Love  
BARBRA STREISAND/Kiss Me In The Rain  
BARRY MANILOW/Cars
- ON BLONDIE/Call Me

### CKGN Montreal

- 1 QUEEN/Crazy Little Thing Ca
  - 2 TERI DESARIO/Yes I'm Ready
  - 3 STYX/Why Me
  - 4 STEVE FORBERT/Romeo's Tune
  - 5 PRINCE/I Wanna Be Your Lover
  - 6 FLO/On Train To London
  - 7 B. 92.5/Planet Claire
  - 8 SPINNERS/When I Wanted You
  - 9 DONNA SUMMER/On The Radio
  - 10 SUGAR HILL GANG/Rapper's Delight
  - 11 TOTO/99
  - 12 BUDDINGTON RATS/I Don't Like Mondays
  - 13 KENNY LOGGINS/This Is It
  - 14 DIONNE WARWICK/Doja Yu
  - 15 ANDY GIBB/Desire
  - 16 FLEETWOOD MAC/Sara
  - 17 JEFF STARSHIP/Janie
  - 18 RUPERT HOLMES/Hi
  - 19 PAT BENATAR/Heartbreaker
  - 20 NEIL DIAMOND/Sepember Morn
  - 21 EAGLES/The Long Run
  - 22 JOHN STEWART/Last Man In The Sun
  - 23 SHALAMAR/Second Time Around
  - 24 KODOL & THE GANG/Ladies Night
  - 25 ANA/Chiquitita
  - 26 CAPT. & TENNILLE/Do That To Me...
  - 27 TOM PETTY/Refugee
  - 28 PINK FLOYD/Another Brick In The
  - 29 STONEISLAND/Don't You Move It
  - 30 J. GEILS BAND/Come Back
- ADDS FOREIGNER/Woman  
CHRIS CROSS/Ride Like The Wind  
BOB SEGER/Fire Lake  
EAGLES/I Can't Tell You Why  
MI-SEX/Computer Games
- ON BABY'S/Back On My Feet Again  
J. GEILS BAND/Come Back  
KODOL & THE GANG/Too Hot  
CHUCK MANIGONE/Give It All You Got  
RUSH/Spirit Of The Radio  
DAN FOULBERG/Longer  
LINDA RONSTADT/How Do I Make You  
BARRY MANILOW/When I Wanted You  
LED ZEPPELIN/Fool In The Rain

### MIDWEST

### KbeQ Kansas City

- 1 QUEEN/Crazy Little Thing Ca
  - 2 DAN FOULBERG/Longer
  - 3 FLEETWOOD MAC/Sara
  - 4 KENNY ROGERS/Cover Of The County
  - 5 MICHAEL JACKSON/Rock With You
  - 6 TERI DESARIO/Yes I'm Ready
  - 7 PRINCE/I Wanna Be Your Lover
  - 8 DONNA SUMMER/On The Radio
  - 9 STYX/Why Me
  - 10 STEVE FORBERT/Romeo's Tune
  - 11 PAT BENATAR/Heartbreaker
  - 12 TOM PETTY/Don't Do Me Like That
  - 13 TOTO/99
  - 14 KODOL & THE GANG/Ladies Night
  - 15 JEFF STARSHIP/Janie
  - 16 DIRT BAND/An American Dream
  - 17 EAGLES/The Long Run
  - 18 CHUCK MANIGONE/Give It All You Got
  - 19 KODOL & THE GANG/Too Hot
  - 20 SPINNERS/When I Wanted You
  - 21 TOM PETTY/Refugee
  - 22 SMOKEY ROBINSON/Cruisin'
  - 23 NEIL DIAMOND/Sepember Morn
  - 24 LED ZEPPELIN/Fool In The Rain
  - 25 CHEAP TRICK/Voces
  - 26 PINK FLOYD/Another Brick In The
  - 27 ANDY GIBB/Desire
  - 28 HALL & GATES/Wait For Me
  - 29 WILLIE NELSON/When I Wanted You
  - 30 BARRY MANILOW/When I Wanted You
  - 31 ANNE MURRAY/Daydream Believer
  - 32 RUPERT HOLMES/Hi
  - 33 BETTE MIDLER/When A Man Loves...
  - 34 LINDA RONSTADT/How Do I Make You
  - 35 HOLLY HATCHET/Firin' With...
  - 36 NICOLETTE LARSON/Let Me Go Love
  - 37 EAGLES/The Long Run
  - 38 AEROSMITH/Ramones
  - 39 STYX/Why Me
  - 40 ZZ TOP/I Thank You
  - 41 3B SPECIAL/Rockin' Into The Night
- ADDS 32, 34, 36
- ON BOB SEGER/Fire Lake  
OR HOOR/Saxy Eyes  
EAGLES/I Can't Tell You Why  
AIR SUPPLY/Lost In Love
- ON COMMODORES/Wonderland  
CHRIS CROSS/Ride Like The Wind  
JOHN COUGHER/Small Parades  
RUSH/Spirit Of The Radio

### woky Milwaukee

- 1 QUEEN/Crazy Little Thing Ca
  - 2 MICHAEL JACKSON/Rock With You
  - 3 SMOKEY ROBINSON/Cruisin'
  - 4 STEVE FORBERT/Romeo's Tune
  - 5 DAN FOULBERG/Longer
  - 6 TOM PETTY/Don't Do Me Like That
  - 7 EAGLES/The Long Run
  - 8 DONNA SUMMER/On The Radio
  - 9 FLEETWOOD MAC/Sara
  - 10 DIRT BAND/An American Dream
  - 11 TERI DESARIO/Yes I'm Ready
  - 12 NEIL DIAMOND/Sepember Morn
  - 13 KENNY LOGGINS/This Is It
  - 14 PAT BENATAR/Heartbreaker
  - 15 ANDY GIBB/Desire
  - 16 RUD & THE GANG/Ladies Night
  - 17 RUD & THE GANG/Too Hot
  - 18 RUPERT HOLMES/Hi
  - 19 LINDA RONSTADT/How Do I Make You
  - 20 PINK FLOYD/Another Brick In The
  - 21 MIKE PINERA/Godaddy My Love
  - 22 TOMMY JAMES/Three Times In Love
  - 23 BARRY MANILOW/When I Wanted You
  - 24 TOTO/99
  - 25 3B SPECIAL/Rockin' Into The Night
  - 26 HEART/Even I'm Up
  - 27 SHALAMAR/Second Time Around
  - 28 BABY'S/Back On My Feet Again
- ADDS 30, 31
- ON CHRIS CROSS/Ride Like The Wind  
KENNY MANIUS/And Love  
SHELLEY LONG/Thank You Canebo  
BOB SEGER/Fire Lake  
FOREIGNER/Woman
- ON GEORGE BURNS/Wish I Was 10 Again  
ROMANTICS/What I Like About You  
SURVIVOR/Somewhere In America  
TOM PETTY/Refugee  
J. GEILS BAND/Come Back  
HOLLY HATCHET/Firin' With...

### 98 KSLQ St. Louis

- 1 DAN FOULBERG/Longer
  - 2 DONNA SUMMER/On The Radio
  - 3 TOM PETTY/Refugee
  - 4 QUEEN/Crazy Little Thing Ca
  - 5 NEIL DIAMOND/Sepember Morn
  - 6 PINK FLOYD/Another Brick In The
  - 7 PAT BENATAR/Heartbreaker
  - 8 DIONNE WARWICK/Doja Yu
  - 9 SHALAMAR/Second Time Around
  - 10 SPINNERS/When I Wanted You
  - 11 RUSH/Spirit Of The Radio
  - 12 LED ZEPPELIN/Fool In The Rain
  - 13 LINDA RONSTADT/How Do I Make You
  - 14 KODOL & THE GANG/Too Hot
  - 15 ANDY GIBB/Desire
  - 16 ANNE MURRAY/Daydream Believer
  - 17 BABY'S/Back On My Feet Again
  - 18 RUPERT HOLMES/Hi
  - 19 3B SPECIAL/Rockin' Into The Night
  - 20 PRINCE/I Wanna Be Your Lover
  - 21 BARRY MANILOW/When I Wanted You
  - 22 ROBERT PALMER/Can We Still Be...
  - 23 HEART/Even I'm Up
  - 24 EAGLES/I Can't Tell You Why
  - 25 ZZ TOP/I Thank You
  - 26 CHUCK MANIGONE/Give It All You Got
  - 27 JOURNEY/Any Way You Want It
  - 28 BOB SEGER/Fire Lake
  - 29 TOTO/99
  - 30 HOLLY HATCHET/Firin' With...
  - 31 CHRIS CROSS/Ride Like The Wind
  - 32 RAY GOODMAN & B/Special Lady
  - 33 RICK DEARINGER/Goodbye
  - 34 TERI DESARIO/Yes I'm Ready
- ADDS 27, 28, 31, 32, 33
- ON STYX/Lights

### WGLO Cleveland

- 1 PINK FLOYD/Another Brick In The
  - 2 DAN FOULBERG/Longer
  - 3 MICHAEL JACKSON/Rock With You
  - 4 KENNY LOGGINS/This Is It
  - 5 KENNY ROGERS/Cover Of The County
  - 6 QUEEN/Crazy Little Thing Ca
  - 7 CAPT. & TENNILLE/Do That To Me...
  - 8 DONNA SUMMER/On The Radio
  - 9 SPINNERS/When I Wanted You
  - 10 TOM PETTY/Don't Do Me Like That
  - 11 KODOL & THE GANG/Too Hot
  - 12 STEVE FORBERT/Romeo's Tune
  - 13 HILL & THE GANG/Wait For Me
  - 14 TERI DESARIO/Yes I'm Ready
  - 15 LED ZEPPELIN/Fool In The Rain
  - 16 STYX/Why Me
  - 17 PAT BENATAR/Heartbreaker
  - 18 ANDY GIBB/Desire
  - 19 SHALAMAR/Second Time Around
  - 20 BARRY MANILOW/When I Wanted You
  - 21 BARRY MANILOW/When I Wanted You
  - 22 BETTE MIDLER/When A Man Loves...
  - 23 PRINCE/I Wanna Be Your Lover
  - 24 LINDA RONSTADT/How Do I Make You
  - 25 J. GEILS BAND/Come Back
  - 26 ZZ TOP/I Thank You
  - 27 BLONDIE/The Hardest Part
  - 28 RUPERT HOLMES/Hi
  - 29 CHUCK MANIGONE/Give It All You Got
  - 30 KENNY MANIUS/And Love
- ADDS 10, 25, 27
- ON AIR SUPPLY/Lost In Love  
FOREIGNER/Woman  
LINDA RONSTADT/How Do I Make You  
TOMMY JAMES/Three Times In Love  
INMATES/The Wall  
UNCLE VIC/Baby Now That I've...  
HOLLY HATCHET/Firin' With...

### KWK STEREO WK St. Louis

- 1 BABY'S/Back On My Feet Again
  - 2 3B SPECIAL/Rockin' Into The Night
  - 3 RICK DEARINGER/Goodbye
  - 4 RUSH/Spirit Of The Radio
  - 5 APRIL WINE/My Heart
  - 6 TRICK/Play It On The Line
  - 7 PAT BENATAR/Heartbreaker
  - 8 HEAD BOYS/The Shape Of Things...
  - 9 STYX/Lights
  - 10 GEMINI/Alive
  - 11 STYX/Love In Midnight
  - 12 LINDA RONSTADT/How Do I Make You
  - 13 EAGLES/In The City
  - 14 BLONDIE/The Prize
  - 15 PINK FLOYD/Another Brick In The
  - 16 DAN FOULBERG/Longer
  - 17 SANTANA/All I Wanted
  - 18 TREVOR RABIN/Stay In Time
  - 19 OFF BROADWAY/Stay In Time
  - 20 RICHIE FURAY/Still Have Dreams
  - 21 ROBERT PALMER/Can We Still Be...
  - 22 JOURNEY/Any Way You Want It
  - 23 BOB SEGER/Fire Lake
  - 24 SHOOTING STAR/Tonight
  - 25 EAGLES/I Can't Tell You Why
- ADDS 22, 25, 24, 25
- ON FOREIGNER/Woman  
DAN FOULBERG/Phoenia  
PINK FLOYD/How I Wasted You  
BARRY MANILOW/Rendezvous  
JEFF STARSHIP/Freedom At Point Zero  
RUSH/Entre Nous  
HEAD BOYS/John In The Kans  
OFF BROADWAY/Full Moon Turn Around  
FANDANGO/Blame It On The Night  
UFO/Mystery Train  
PAT BENATAR/No You Don't  
PAT BENATAR/No Live For Love

### WLS Chicago

- 1 MICHAEL JACKSON/Rock With You
- 2 QUEEN/Crazy Little Thing Ca
- 3 RUPERT HOLMES/Hi
- 4 KENNY ROGERS/C

### Q102 Cincinnati

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 STEVE FORBERT/Roméo's Tune
- 4 FLEETWOOD MAC/Sore
- 5 EAGLES/You're A Good Boy
- 6 DIRT BAND/An American Dream
- 7 MICHAEL JACKSON/Rock With You
- 8 ANDY GIBB/Desire
- 9 STYX/My Way
- 10 SPINNERS/Moridin My Way
- 11 JEFF STARSHIP/Girl With The Hungry
- 12 TOM PETTY/Don't Do Me Like That
- 13 PINK FLOYD/Another Brick In The Wall
- 14 LED ZEPPELIN/Fool In The Rain
- 15 KOOL & THE GANG/Ladies' Night
- 16 LINDA RONSTADT/How Do I Make You
- 17 RUPERT HOLMES/Him
- 18 DONNA SUMMER/On The Radio
- 19 SMOKEY ROBINSON/Cruisin'
- 20 CAPT. & TENNILLE/Do That To Me
- 21 BABY'S/Back On My Feet Again
- 22 FOGHAT/Third Time Lucky
- 23 TOM PETTY/Refugee
- 24 KENNY LOGGINS/This Is It
- 25 FOREIGNER/Head Games
- 26 MOLLY HATCHET/Firin' With
- 27 CLIFF RICHARD/We Don't Talk Anymore
- 28 TOTO/99
- 29 CHRIS CROSS/Ride Like The Wind
- 30 BOB SEGER/Fire Lake

ADDS 28, 29, 30

### CKWV Radio Detroit

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 SPINNERS/Moridin My Way
- 4 DONNA SUMMER/On The Radio
- 5 SHALAMAR/Second Time Around
- 6 MICHAEL JACKSON/Rock With You
- 7 TERRY DESARIO/Yes I'm Ready
- 8 CAPT. & TENNILLE/Do That To Me
- 9 BILLY PRESTON & S/With You I'm Born
- 10 YELLOW MAGIC ORCH/Computer Game
- 11 RUPERT HOLMES/Him
- 12 DIRT BAND/An American Dream
- 13 KENNY ROGERS/Coward Of The County
- 14 KOOL & THE GANG/Too Hot
- 15 KENNY LOGGINS/This Is It
- 16 BARRY MANILOW/When I Wanted You
- 17 ANDY GIBB/Desire
- 18 LINDA RONSTADT/How Do I Make You
- 19 STEVE FORBERT/Roméo's Tune
- 20 ANNE MURRAY/Daydream Believer
- 21 TOTO/99
- 22 STYX/Babe
- 23 EAGLES/You're A Good Boy
- 24 TOMMY JAMES/Three Times In Love
- 25 CHUCK MANGIONE/Give It All You Got
- 26 MICHAEL JACKSON/Off The Wall
- 27 NIKOLETTE LARSON/Let Me Go, Love
- 28 NEIL DIAMOND/September Morn
- 29 KC & THE BAND/Please Don't Go

ADDS BOB SEGER/Fire Lake  
EAGLES/Can't Tell You Why  
CHRIS CROSS/Ride Like The Wind  
RAY, GOODMAN & B/Special Lady

### KDWB Minneapolis

- 1 KENNY LOGGINS/This Is It
- 2 DAN FOGELBERG/Longer
- 3 TERRY DESARIO/Yes I'm Ready
- 4 TOTO/99
- 5 PAT BENATAR/Hearbreaker
- 6 PINK FLOYD/Another Brick In The Wall
- 7 STEVE FORBERT/Roméo's Tune
- 8 STYX/We Haven't Got Evil
- 9 FOREIGNER/Head Games
- 10 BABY'S/Back On My Feet Again
- 11 HALL & OATES/Wait For Me
- 12 STYX/Never Say Never
- 13 TOMMY JAMES/Three Times In Love
- 14 MOLLY HATCHET/Firin' With
- 15 TOM PETTY/Don't Do Me Like That
- 16 LRB/Cool Change
- 17 NICOLETTE LARSON/Let Me Go, Love
- 18 JOURNEY/Too Late
- 19 DIRT BAND/An American Dream
- 20 TOM PETTY/Refugee
- 21 NEIL DIAMOND/September Morn
- 22 BARRY MANILOW/When I Wanted You
- 23 38 SPECIAL/Rockin' Into The Night
- 24 SPINNERS/Moridin My Way
- 25 DAVID GATES/Where Does The Lovin'
- 26 ANNE MURRAY/Daydream Believer
- 27 HEART/Even It Up
- 28 BOB SEGER/Fire Lake
- 29 CHRIS CROSS/Ride Like The Wind
- 30 JEFF STARSHIP/Girl With The Hungry

ADDS 26, 27, 28, 29, 30

### Q105 Tampa

- 1 QUEEN/Crazy Little Thing Ca
- 2 SMOKEY ROBINSON/Cruisin'
- 3 CAPT. & TENNILLE/Do That To Me
- 4 DAN FOGELBERG/Longer
- 5 STEVE FORBERT/Roméo's Tune
- 6 DONNA SUMMER/On The Radio
- 7 FLEETWOOD MAC/Sore
- 8 SPINNERS/Moridin My Way
- 9 KENNY LOGGINS/Coward Of The County
- 10 PINK FLOYD/Another Brick In The Wall
- 11 PAT BENATAR/Hearbreaker
- 12 ANDY GIBB/Desire
- 13 STYX/My Way
- 14 RUPERT HOLMES/Him
- 15 TOTO/99
- 16 DIONNE WARRICK/Deja Vu
- 17 MICHAEL JACKSON/Off The Wall
- 18 TOM PETTY/Refugee
- 19 NEIL DIAMOND/September Morn
- 20 TERRY DESARIO/Yes I'm Ready
- 21 SHALAMAR/Second Time Around
- 22 ZZ TOP/Thank You
- 23 MOLLY HATCHET/Firin' With
- 24 LINDA RONSTADT/How Do I Make You
- 25 PRINCE/Please Be Your Lover
- 26 AEROSMITH/Remember
- 27 BABY'S/Back On My Feet Again
- 28 J. GEILS BAND/Come Back
- 29 EAGLES/Can't Tell You Why
- 30 KNACK/Baby Talks Dirty

ADDS 29  
BLONDIE/Call Me  
BOB SEGER/Fire Lake  
PATRICE RUSHEN/Haven't You Heard  
RUSH/Spirits of the Radio  
JEFF STARSHIP/Girl With The Hungry

ON DR. HOOK/Sexy Eyes  
CHRIS CROSS/Ride Like The Wind  
ROCKETS/Desire  
BRUCE SPRINGSTEEN/Devil May Cry

### 104.1RBE Houston

- 1 QUEEN/Crazy Little Thing Ca
- 2 SHALAMAR/Second Time Around
- 3 TERRY DESARIO/Yes I'm Ready
- 4 CAPT. & TENNILLE/Do That To Me
- 5 SPINNERS/Moridin My Way
- 6 SMOKEY ROBINSON/Cruisin'
- 7 DAN FOGELBERG/Longer
- 8 MICHAEL JACKSON/Rock With You
- 9 DONNA SUMMER/On The Radio
- 10 PINK FLOYD/Another Brick In The Wall
- 11 ANNE MURRAY/Daydream Believer
- 12 DIRT BAND/An American Dream
- 13 COMMODORES/Monsterland
- 14 TOTO/99
- 15 KENNY ROGERS/Coward Of The County
- 16 FLEETWOOD MAC/Sore
- 17 DIONNE WARRICK/Deja Vu
- 18 LINDA RONSTADT/How Do I Make You
- 19 TERRY DESARIO/Yes I'm Ready
- 20 ANNE MURRAY/Daydream Believer
- 21 BABY'S/Back On My Feet Again
- 22 RUPERT HOLMES/Him
- 23 ZZ TOP/Thank You
- 24 PAT BENATAR/Hearbreaker
- 25 AIR SUPPLY/Lost In Love
- 26 PRINCE/Please Be Your Lover
- 27 KNACK/Baby Talks Dirty
- 28 BLONDIE/Call Me
- 29 KC & THE BAND/Let's Go Rock & Roll
- 30 DR. HOOK/Sexy Eyes

ADDS 22  
CHRIS CROSS/Ride Like The Wind  
EAGLES/Can't Tell You Why

ON HEART/Even It Up  
CHARLIE DORE/Pilot Of The Airwaves  
UTOPIA/Set Me Free  
FOREIGNER/Head Games  
J. GEILS BAND/Come Back

### 4-100 Miami

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 SPINNERS/Moridin My Way
- 4 DONNA SUMMER/On The Radio
- 5 SHALAMAR/Second Time Around
- 6 MICHAEL JACKSON/Rock With You
- 7 TERRY DESARIO/Yes I'm Ready
- 8 CAPT. & TENNILLE/Do That To Me
- 9 BILLY PRESTON & S/With You I'm Born
- 10 YELLOW MAGIC ORCH/Computer Game
- 11 RUPERT HOLMES/Him
- 12 DIRT BAND/An American Dream
- 13 KENNY ROGERS/Coward Of The County
- 14 KOOL & THE GANG/Too Hot
- 15 KENNY LOGGINS/This Is It
- 16 BARRY MANILOW/When I Wanted You
- 17 ANDY GIBB/Desire
- 18 LINDA RONSTADT/How Do I Make You
- 19 STEVE FORBERT/Roméo's Tune
- 20 ANNE MURRAY/Daydream Believer
- 21 TOTO/99
- 22 STYX/Babe
- 23 EAGLES/You're A Good Boy
- 24 TOMMY JAMES/Three Times In Love
- 25 CHUCK MANGIONE/Give It All You Got
- 26 MICHAEL JACKSON/Off The Wall
- 27 NIKOLETTE LARSON/Let Me Go, Love
- 28 NEIL DIAMOND/September Morn
- 29 KC & THE BAND/Please Don't Go

ADDS BOB SEGER/Fire Lake  
EAGLES/Can't Tell You Why  
CHRIS CROSS/Ride Like The Wind  
RAY, GOODMAN & B/Special Lady

### 94-Q Atlanta

#### THE MUSIC FM

- 1 TOTO/99
- 2 QUEEN/Crazy Little Thing Ca
- 3 PINK FLOYD/Another Brick In The Wall
- 4 DAN FOGELBERG/Longer
- 5 TOM PETTY/Refugee
- 6 STEVE FORBERT/Roméo's Tune
- 7 CHUCK MANGIONE/Give It All You Got
- 8 TERRY DESARIO/Yes I'm Ready
- 9 CHRIS CROSS/Ride Like The Wind
- 10 DIRT BAND/An American Dream
- 11 FLEETWOOD MAC/Sore
- 12 TOMMY JAMES/Three Times In Love
- 13 EAGLES/You're A Good Boy
- 14 KENNY LOGGINS/Keep The Fire
- 15 PRETENDERS/Brass In Pocket
- 16 LINDA RONSTADT/How Do I Make You
- 17 BILLY PRESTON & S/With You I'm Born
- 18 RUPERT HOLMES/Him
- 19 BLONDIE/Call Me
- 20 ZZ TOP/Thank You
- 21 SANTANA/You Keep Me Hangin' On
- 22 BABY'S/Back On My Feet Again
- 23 CLIFF RICHARD/We Don't Talk Anymore
- 24 M. MANCHESTER/Fire In The Morning
- 25 LED ZEPPELIN/Fool In The Rain
- 26 JEFF STARSHIP/Girl With The Hungry
- 27 STEVE WANDER/Sand One Your Love
- 28 HALL & OATES/Wait For Me
- 29 BOB SEGER/Fire Lake
- 30 AIR SUPPLY/Lost In Love

ADDS 29  
HEART/Even It Up  
J. GEILS BAND/Come Back  
UTOPIA/Set Me Free  
PETER MCNIN/Soil Take

ON JOHN COUGAR/Small Paradise  
38 SPECIAL/Rockin' Into The Night

### 94.7 Ft. Worth Dallas

- 1 PINK FLOYD/Another Brick In The Wall
- 2 QUEEN/Crazy Little Thing Ca
- 3 KENNY LOGGINS/This Is It
- 4 EAGLES/You're A Good Boy
- 5 TOM PETTY/Refugee
- 6 TOMMY JAMES/Three Times In Love
- 7 MICHAEL JACKSON/Rock With You
- 8 AEROSMITH/Remember
- 9 J.D. SOUTHER/You're Only Lonely
- 10 RED SPEEDWAGON/Only The Strong
- 11 FLEETWOOD MAC/Sore
- 12 MOLLY HATCHET/Firin' With
- 13 MICHAEL JACKSON/Rock With You
- 14 DIONNE WARRICK/Deja Vu
- 15 EAGLES/You're A Good Boy
- 16 BONNIE POINTER/I Can't Help Myself
- 17 PAT BENATAR/Hearbreaker
- 18 NEIL DIAMOND/September Morn
- 19 BARRY MANILOW/When I Wanted You
- 20 ALAN PARSONS/Time After Time
- 21 ANNE MURRAY/Daydream Believer
- 22 KENNY ROGERS/Coward Of The County
- 23 PATRICE RUSHEN/Haven't You Heard
- 24 BETTE MIDLER/When A Man Loves A Woman
- 25 JEFF STARSHIP/Girl With The Hungry
- 26 AEROSMITH/Remember
- 27 BABY'S/Back On My Feet Again
- 28 STYX/Babe

ADDS 19, 22, 24

### 94.7 Ft. Worth Dallas

- 1 PINK FLOYD/Another Brick In The Wall
- 2 QUEEN/Crazy Little Thing Ca
- 3 KENNY LOGGINS/This Is It
- 4 EAGLES/You're A Good Boy
- 5 TOM PETTY/Refugee
- 6 TOMMY JAMES/Three Times In Love
- 7 MICHAEL JACKSON/Rock With You
- 8 AEROSMITH/Remember
- 9 J.D. SOUTHER/You're Only Lonely
- 10 RED SPEEDWAGON/Only The Strong
- 11 FLEETWOOD MAC/Sore
- 12 MOLLY HATCHET/Firin' With
- 13 MICHAEL JACKSON/Rock With You
- 14 DIONNE WARRICK/Deja Vu
- 15 EAGLES/You're A Good Boy
- 16 BONNIE POINTER/I Can't Help Myself
- 17 PAT BENATAR/Hearbreaker
- 18 NEIL DIAMOND/September Morn
- 19 BARRY MANILOW/When I Wanted You
- 20 ALAN PARSONS/Time After Time
- 21 ANNE MURRAY/Daydream Believer
- 22 KENNY ROGERS/Coward Of The County
- 23 PATRICE RUSHEN/Haven't You Heard
- 24 BETTE MIDLER/When A Man Loves A Woman
- 25 JEFF STARSHIP/Girl With The Hungry
- 26 AEROSMITH/Remember
- 27 BABY'S/Back On My Feet Again
- 28 STYX/Babe

ADDS 19, 22, 24

### Z-93 Atlanta

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 STEVE FORBERT/Roméo's Tune
- 4 TERRY DESARIO/Yes I'm Ready
- 5 TOM PETTY/Refugee
- 6 DIRT BAND/An American Dream
- 7 TOTO/99
- 8 DONNA SUMMER/On The Radio
- 9 SPINNERS/Moridin My Way
- 10 CHUCK MANGIONE/Give It All You Got
- 11 FLEETWOOD MAC/Sore
- 12 JEFF STARSHIP/Girl With The Hungry
- 13 RUPERT HOLMES/Him
- 14 ANDY GIBB/Desire
- 15 RAY, GOODMAN & B/Special Lady
- 16 KOOL & THE GANG/Too Hot
- 17 PINK FLOYD/Another Brick In The Wall
- 18 LED ZEPPELIN/Fool In The Rain
- 19 BILLY PRESTON & S/With You I'm Born
- 20 PAT BENATAR/Hearbreaker
- 21 ANNE MURRAY/Daydream Believer
- 22 NEIL DIAMOND/September Morn
- 23 BOB SEGER/Fire Lake
- 24 38 SPECIAL/Rockin' Into The Night
- 25 DR. HOOK/Sexy Eyes
- 26 CHRIS CROSS/Ride Like The Wind
- 27 RUPERT HOLMES/Him
- 28 TOMMY JAMES/Three Times In Love
- 29 CLIFF RICHARD/We Don't Talk Anymore
- 30 DR. HOOK/Sexy Eyes

ADDS 23, 30  
SHALAMAR/Second Time Around  
EAGLES/Can't Tell You Why

ON J. GEILS BAND/Come Back

### 101 FM Tampa

- 1 PINK FLOYD/Another Brick In The Wall
- 2 SMOKEY ROBINSON/Cruisin'
- 3 KENNY ROGERS/Coward Of The County
- 4 PRINCE/Please Be Your Lover
- 5 CAPT. & TENNILLE/Do That To Me
- 6 DAN FOGELBERG/Longer
- 7 FLEETWOOD MAC/Sore
- 8 TERRY DESARIO/Yes I'm Ready
- 9 KOOL & THE GANG/Ladies' Night
- 10 O'JAYS/Forever Mine
- 11 PAT BENATAR/Hearbreaker
- 12 QUEEN/Crazy Little Thing Ca
- 13 EAGLES/You're A Good Boy
- 14 SHALAMAR/Second Time Around
- 15 SPINNERS/Moridin My Way
- 16 FOGHAT/Third Time Lucky
- 17 STEVE FORBERT/Roméo's Tune
- 18 TOTO/99
- 19 MICHAEL JACKSON/Off The Wall
- 20 ANDY GIBB/Desire
- 21 NEIL DIAMOND/September Morn
- 22 RUPERT HOLMES/Him
- 23 TOM PETTY/Refugee
- 24 TOM PETTY/Don't Do Me Like That
- 25 BARRY MANILOW/When I Wanted You
- 26 ZZ TOP/Thank You
- 27 J. GEILS BAND/Come Back
- 28 LINDA RONSTADT/How Do I Make You
- 29 BABY'S/Back On My Feet Again
- 30 DR. HOOK/Sexy Eyes

ADDS SHALAMAR/Second Time Around  
EAGLES/Can't Tell You Why  
AIR SUPPLY/Lost In Love  
KOOL & THE GANG/Too Hot

ON ANNE MURRAY/Daydream Believer  
RAY, GOODMAN & B/Special Lady  
CHRIS CROSS/Ride Like The Wind  
KNACK/Baby Talks Dirty

### WEST KJR 950 Seattle

- 1 PINK FLOYD/Another Brick In The Wall
- 2 QUEEN/Crazy Little Thing Ca
- 3 STYX/My Way
- 4 DAN FOGELBERG/Longer
- 5 PAT BENATAR/Hearbreaker
- 6 TOTO/99
- 7 NEIL DIAMOND/September Morn
- 8 TOM PETTY/Refugee
- 9 LED ZEPPELIN/Fool In The Rain
- 10 RUPERT HOLMES/Him
- 11 FLEETWOOD MAC/Sore
- 12 ANNE MURRAY/Daydream Believer
- 13 ZZ TOP/Thank You
- 14 STEVE FORBERT/Roméo's Tune
- 15 HEART/Even It Up
- 16 KARLA BOHANNON/Baby Don't Go
- 17 ELQ/Lost Train To London
- 18 LINDA RONSTADT/How Do I Make You
- 19 BUENA VISTA SOCIAL CLUB/Don't Like Mondays
- 20 BABY'S/Back On My Feet Again
- 21 JOHN COUGAR/Small Paradise
- 22 SPINNERS/Moridin My Way
- 23 CHRIS CROSS/Ride Like The Wind
- 24 BARRY MANILOW/When I Wanted You
- 25 J. GEILS BAND/Come Back

ADDS NICOLETTE LARSON/Let Me Go, Love  
AIR SUPPLY/Lost In Love  
PRETENDERS/Brass In Pocket  
CHUCK MANGIONE/Give It All You Got  
BOB SEGER/Fire Lake

ON COMMODORES/Monsterland  
UTOPIA/Set Me Free  
38 SPECIAL/Rockin' Into The Night  
ROCKETS/Desire  
MOLLY HATCHET/Firin' With

### 610 KFRC San Francisco

- 1 QUEEN/Crazy Little Thing Ca
- 2 TERRY DESARIO/Yes I'm Ready
- 3 MICHAEL JACKSON/Rock With You
- 4 DAN FOGELBERG/Longer
- 5 PINK FLOYD/Another Brick In The Wall
- 6 DONNA SUMMER/On The Radio
- 7 TOM PETTY/Refugee
- 8 CAPT. & TENNILLE/Do That To Me
- 9 TOM PETTY/Don't Do Me Like That
- 10 KENNY LOGGINS/This Is It
- 11 FLEETWOOD MAC/Sore
- 12 KOOL & THE GANG/Too Hot
- 13 DIONNE WARRICK/Deja Vu
- 14 PRINCE/Please Be Your Lover
- 15 MICHAEL JACKSON/Off The Wall
- 16 SHALAMAR/Second Time Around
- 17 NEIL DIAMOND/September Morn
- 18 JEFF STARSHIP/Girl With The Hungry
- 19 ANDY GIBB/Desire
- 20 RAY, GOODMAN & B/Special Lady
- 21 KENNY ROGERS/Coward Of The County
- 22 RUPERT HOLMES/Him
- 23 DIRT BAND/An American Dream
- 24 SMOKEY ROBINSON/Cruisin'
- 25 PAT BENATAR/Hearbreaker
- 26 SPINNERS/Moridin My Way
- 27 J. GEILS BAND/Come Back
- 28 STYX/Babe
- 29 BABY'S/Back On My Feet Again
- 30 EAGLES/You're A Good Boy

ADDS BOB SEGER/Fire Lake  
JOURNEY/Any Way You Want It

ON LINDA RONSTADT/How Do I Make You  
TOTO/99  
CHUCK MANGIONE/Give It All You Got  
BILLY PRESTON & S/With You I'm Born  
ROMANTICS/What I Like About You  
BLONDIE/Call Me  
CHRIS CROSS/Ride Like The Wind  
JEFF STARSHIP/Girl With The Hungry

### KRLA 11 Los Angeles

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 TERRY DESARIO/Yes I'm Ready
- 4 DONNA SUMMER/On The Radio
- 5 SHALAMAR/Second Time Around
- 6 PRINCE/Please Be Your Lover
- 7 MICHAEL JACKSON/Rock With You
- 8 KOOL & THE GANG/Too Hot
- 9 O'JAYS/Forever Mine
- 10 SPINNERS/Moridin My Way
- 11 NEIL DIAMOND/September Morn
- 12 DIONNE WARRICK/Deja Vu
- 13 EAGLES/You're A Good Boy
- 14 BONNIE POINTER/I Can't Help Myself
- 15 PAT BENATAR/Hearbreaker
- 16 RUPERT HOLMES/Him
- 17 BARRY MANILOW/When I Wanted You
- 18 DIRT BAND/An American Dream
- 19 ANNE MURRAY/Daydream Believer
- 20 WHISPERS/And The Beat Goes On
- 21 PATRICE RUSHEN/Haven't You Heard
- 22 ANDY GIBB/Desire
- 23 JEFF STARSHIP/Girl With The Hungry
- 24 ISAAC HAYES/Don't Let Go
- 25 TOMMY JAMES/Three Times In Love
- 26 CLIFF RICHARD/We Don't Talk Anymore
- 27 RENEH NOLAN/Us And Love
- 28 SCOTT WALLEN/Time After Time
- 29 NICOLETTE LARSON/Let Me Go, Love

ADDS DR. HOOK/Sexy Eyes  
CRYSTAL GATE/Like No Never Said

ON B 52'S/Planes Claire

### 101 FM San Diego

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 TERRY DESARIO/Yes I'm Ready
- 4 PRINCE/Please Be Your Lover
- 5 FLEETWOOD MAC/Sore
- 6 DONNA SUMMER/On The Radio
- 7 EAGLES/You're A Good Boy
- 8 MICHAEL JACKSON/Rock With You
- 9 PINK FLOYD/Another Brick In The Wall
- 10 TOM PETTY/Refugee
- 11 ANDY GIBB/Desire
- 12 DIONNE WARRICK/Deja Vu
- 13 ELQ/Lost Train To London
- 14 SMOKEY ROBINSON/Cruisin'
- 15 LED ZEPPELIN/Fool In The Rain
- 16 RUPERT HOLMES/Him
- 17 PAT BENATAR/Hearbreaker
- 18 KENNY ROGERS/Coward Of The County
- 19 STEVE FORBERT/Roméo's Tune
- 20 SPINNERS/Moridin My Way
- 21 STYX/Babe
- 22 LINDA RONSTADT/How Do I Make You
- 23 KOOL & THE GANG/Too Hot
- 24 TOTO/99
- 25 ANDY GIBB/Desire
- 26 KENNY LOGGINS/This Is It
- 27 STYX/Babe
- 28 DIRT BAND/An American Dream
- 29 TOM PETTY/Don't Do Me Like That
- 30 KOOL & THE GANG/Ladies' Night

ADDS CHRIS CROSS/Ride Like The Wind  
BOB SEGER/Fire Lake  
PRETENDERS/Brass In Pocket

ON EAGLES/Can't Tell You Why  
BLONDIE/Call Me  
ROCKETS/Desire

### 101 FM Los Angeles

- 1 QUEEN/Crazy Little Thing Ca
- 2 DAN FOGELBERG/Longer
- 3 TERRY DESARIO/Yes I'm Ready
- 4 SPINNERS/Moridin My Way
- 5 MICHAEL JACKSON/Rock With You
- 6 DONNA SUMMER/On The Radio
- 7 NEIL DIAMOND/September Morn
- 8 MICHAEL JACKSON/Off The Wall
- 9 KOOL & THE GANG/Too Hot
- 10 FLEETWOOD MAC/Sore
- 11 RUPERT HOLMES/Him
- 12 SHALAMAR/Second Time Around
- 13 DIONNE WARRICK/Deja Vu
- 14 ISAAC HAYES/Don't Let Go
- 15 LINDA RONSTADT/How Do I Make You
- 16 KENNY ROGERS/Coward Of The County
- 17 DIRT BAND/An American Dream
- 18 TOM PETTY/Don't Do Me Like That
- 19 ANNE MURRAY/Daydream Believer
- 20 TOTO/99
- 21 PAT BENATAR/Hearbreaker
- 22 TOM PETTY/Refugee
- 23 PATRICE RUSHEN/Haven't You Heard
- 24 PEACHES & HERB/Pledge My Love
- 25 ANDY GIBB/Desire
- 26 RAY, GOODMAN & B/Special Lady
- 27 CHRIS CROSS/Ride Like The Wind
- 28 CHARLIE DORE/Pilot Of The Airwaves
- 29 JEFF STARSHIP/Girl With The Hungry
- 30 WANE NEWTON/Years

ADDS BOB SEGER/Fire Lake  
BLONDIE/Call Me  
CLIFF RICHARD/We Don't Talk Anymore  
JIMMY RUFFIN/Hold On To My Love

ON AIR SUPPLY/Lost In Love  
SUE SAAD & NERT/Don't Give It Up  
GEORGE BURST/Wish I Was 16 Again

### 610 KFRC San Francisco

- 1 QUEEN/Crazy Little Thing Ca
- 2 TERRY DESARIO/Yes I'm Ready
- 3 MICHAEL JACKSON/Rock With You
- 4 DAN FOGELBERG/Longer
- 5 PINK FLOYD/Another Brick In The Wall
- 6 DONNA SUMMER/On The Radio
- 7 TOM PETTY/Refugee
- 8 CAPT. & TENNILLE/Do That To Me
- 9 TOM PETTY/Don't Do Me Like That
- 10 KENNY LOGGINS/This Is It
- 11 FLEETWOOD MAC/Sore
- 12 KOOL & THE GANG/Too Hot
- 13 DIONNE WARRICK/Deja Vu
- 14 PRINCE/Please Be Your Lover
- 15 MICHAEL JACKSON/Off The Wall
- 16 SHALAMAR/Second Time Around
- 17 NEIL DIAMOND/September Morn
- 18 JEFF STARSHIP/Girl With The Hungry
- 19 ANDY GIBB/Desire
- 20 RAY, GOODMAN & B/Special Lady
- 21 KENNY ROGERS/Coward Of The County
- 22 RUPERT HOLMES/Him
- 23 DIRT BAND/An American Dream
- 24 SMOKEY ROBINSON/Cruisin'
- 25 PAT BENATAR/Hearbreaker
- 26 SPINNERS/Moridin My Way
- 27 J. GEILS BAND/Come Back
- 28 STYX/Babe
- 29 BABY'S/Back On My Feet Again
- 30 EAGLES/You're A Good Boy

ADDS BOB SEGER/Fire Lake  
JOURNEY/Any Way You Want It

ON LINDA RONSTADT/How Do I Make You  
TOTO/99  
CHUCK MANGIONE/Give It All You Got  
BILLY PRESTON & S/With You I'm Born  
ROMANTICS/What I Like About You  
BLONDIE/Call Me  
CHRIS CROSS/Ride Like The Wind  
JEFF STARSHIP/Girl With The Hungry

### 101 FM Denver

- 1 STEVE FORBERT/Roméo's Tune
- 2 DAN FOGELBERG/Longer
- 3 NEIL DIAMOND/September Morn
- 4 QUEEN/Crazy Little Thing Ca
- 5 LED ZEPPELIN/Fool In The Rain
- 6 ANNE MURRAY/Daydream Believer
- 7 FLEETWOOD MAC/Sore
- 8 BARBARA STREISAND/Kiss Me In The Rain
- 9 PAT BENATAR/Hearbreaker
- 10 STYX/My Way
- 11 RUPERT HOLMES/Him
- 12 DIRT BAND/An American Dream
- 13 TOTO/99
- 14 SPINNERS/Moridin My Way
- 15 BARRY MANILOW/When I Wanted You
- 16 TOM PETTY/Refugee
- 17 PINK FLOYD/Another Brick In The Wall
- 18 EAGLES/You're A Good Boy
- 19 KENNY ROGERS/Coward Of The County
- 20 CLIFF RICHARD/We Don't Talk Anymore
- 21 TOMMY JAMES/Three Times In Love
- 22 MICHAEL JACKSON/Rock With You
- 23 CHRIS CROSS/Ride Like The Wind
- 24 BABY'S/Back On My Feet Again
- 25 J. GEILS BAND/Come Back
- 26 ZZ TOP/Thank You
- 27 LINDA RONSTADT/How Do I Make You
- 28 CHUCK MANGIONE/Give It All You Got
- 29 DIONNE WARRICK/Deja Vu
- 30 CAPT. & TENNILLE/Do That To Me

ADDS KOOL & THE GANG/Too Hot  
EAGLES/Can't Tell You Why  
ROMANTICS/What I Like About You

ON HEART/Even It Up  
AIR SUPPLY/Lost In Love  
J.D. SOUTHER/Rhythm & Blues  
UTOPIA/Set Me Free  
MOLLY HATCHET/Firin' With  
NICOLETTE LARSON/Let Me Go, Love

### 101 FM Phoenix

- 1 PINK FLOYD/Another Brick In The Wall
- 2 KENNY ROGERS/Coward Of The County
- 3 DAN FOGELBERG/Longer
- 4 TERRY DESARIO/Yes I'm Ready
- 5 DONNA SUMMER/On The Radio
- 6 MICHAEL JACKSON/Rock With You
- 7 NEIL DIAMOND/September Morn
- 8 PAT BENATAR/Hearbreaker
- 9 ANDY GIBB/Desire
- 10 STYX/My Way
- 11 ANNE MURRAY/Daydream Believer
- 12 EAGLES/Can't Tell You Why
- 13 PRINCE/Please Be Your Lover
- 14 LRB/Cool Change
- 15 BARRY MANILOW/When I Wanted You
- 16 MOLLY HATCHET/Firin' With
- 17 TOM PETTY/Refugee
- 18 NICOLETTE LARSON/Let Me Go, Love
- 19 QUEEN/Crazy Little Thing Ca
- 20 SPINNERS/Moridin My Way
- 21 TOM PETTY/Refugee
- 22 PATRICE RUSHEN/Haven't You Heard
- 23 STEVE FORBERT/Roméo's Tune
- 24 RUPERT HOLMES/Him
- 25 CHEAP TRICK/Voices
- 26 FLEETWOOD MAC/Sore
- 27 ZZ TOP/Thank You

ADDS SHALAMAR/Second Time Around  
RAY, GOODMAN & B/Special Lady  
DR. HOOK/Sexy Eyes  
BOB SEGER/Fire Lake

ON CHRIS CROSS/Ride Like The Wind  
BILLY PRESTON & S/With You I'm Born  
UTOPIA/Set Me Free

### KURD Phoenix

- 1 APRIL WINE/1 Like To Rock
- 2 PINK FLOYD/Another Brick In The Wall
- 3 BREATHERS/Takin' It Back
- 4 MOLLY HATCHET/Firin' With
- 5 SANTAS/All I Wanted
- 6 TOM PETTY/Refugee
- 7 38 SPECIAL/Rockin' Into The Night
- 8 PAT BENATAR/Hearbreaker
- 9 BABY'S/Back On My Feet Again
- 10 JOURNEY/Too Late
- 11 AEROSMITH/Remember
- 12 AC/DC/Touch Too Much
- 13 TRIMPH/Lay It On The Line
- 14 RED SPEEDWAGON/Only The Strong
- 15 RUSH/Spirits of the Radio
- 16 RAINBOW/Since You've Been
- 17 JEFF STARSHIP/Girl With The Hungry
- 18 EAGLES/You're A Good Boy
- 19 ROCKETS/Desire
- 20 FLEETWOOD MAC/Sore
- 21 ZZ TOP/Thank You
- 22 RED SPEEDWAGON/Only The Strong
- 23 CLIFF RICHARD/We Don't Talk Anymore
- 24 LINDA RONSTADT/How Do I Make You
- 25 ROMANTICS/What I Like About You
- 26 FOREIGNER/Head Games
- 27 LED ZEPPELIN/Fool In The Rain
- 28 PINK FLOYD/Another Brick In The Wall
- 29 HEART/Even It Up
- 30 BABY'S/Midnight Rendezvous

ADDS 25, 28, 29, 30

ON CLASH/Train In Vain  
BOB SEGER/Fire Lake  
JOURNEY/Any Way You Want It  
J. GEILS BAND/Love Stinks  
MISHONNE/ASH/No Gossip  
SUE SAAD & NERT/Don't Give It Up  
MAZETTE/Holiday  
PRETENDERS/Brass In Pocket  
KNACK/Baby Talks Dirty

### 64 KEI RADIO Los Angeles

- 1 QUEEN/Crazy Little Thing Ca
- 2 DONNA SUMMER/On The

**EAST**  
**Most Added. Hottest**  
 Bob Seger  
 Eagles  
 Christopher Cross

# ADS & HOTS

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

**SOUTH**  
**Most Added. Hottest**  
 Bob Seger  
 Eagles  
 Blondie

**EAST**

**PARALLEL ONE**

96KX/Pittsburgh, PA  
 Jay Stone  
 PINK FLOYD  
 DONNA SUMMER  
 STYX  
 BOB SEGER  
 PRETENDERS  
 RUSH  
 UTOPIA  
 Hottest:  
 TOM PETTY 2-1  
 QUEEN 5-2  
 CHUCK MANGIONE 20-15  
 DIRT BAND 19-16  
 STYX 21-18

CHUM/Toronto, CAN.  
 Brad Jones  
 BOB SEGER  
 Hottest:  
 PINK FLOYD 10-1  
 ATC 19-10  
 KNACK 27-16  
 TOM PETTY 26-17  
 J. GEILS BAND 20-27

CKGM/Montreal, CN  
 Jim Connell  
 FOREIGNER  
 CHRIS CROSS  
 BOB SEGER  
 BLONDIE  
 EAGLES  
 M-SEX  
 Hottest:  
 QUEEN 1-1  
 STYX 6-3  
 SPINNERS 11-8  
 DONNA SUMMER 12-9  
 TOTO 20-11

WABC/New York, NY  
 Sonja Jones  
 MICHAEL JACKSON  
 FESTIVAL  
 Hottest:  
 MICHAEL JACKSON 1-1  
 SPINNERS 8-4  
 QUEEN 15-7  
 TERRY DESARIO 16-9  
 DAN FOGELBERG 35-16

WCAO/Baltimore, MD  
 Ron Riley  
 PINK FLOYD  
 CHUCK MANGIONE  
 AIR SUPPLY  
 BABYS  
 Hottest:  
 QUEEN 1-1  
 TERRY DESARIO 10-7  
 KOOL & THE GANG 14-8  
 BARBRA STREISAND 25-19  
 YELLOW MAGIC ORCH 28-23

WFIL/Philadelphia, PA  
 Gerry DeFrancisco  
 CHRIS CROSS  
 EAGLES  
 DR. HOOR  
 DAVID GATES  
 JOHN DENVER  
 Hottest:  
 CAPT. & TENNILLE 1-1  
 TERRY DESARIO 7-2  
 DONNA SUMMER 5-3  
 SPINNERS 9-4  
 QUEEN 8-5

WIFI/Philadelphia, PA  
 Steve Rivers  
 RUPERT HOLMES  
 TOMMY JAMES  
 38 SPECIAL  
 BARRY MANILOW  
 ROMANTICS  
 SURVIVOR  
 CHRIS CROSS  
 WAYNE NEWTON  
 Hottest:  
 PINK FLOYD 14-1  
 DAN FOGELBERG 9-6  
 TOTO 13-8  
 LINDA RONSTADT 15-11  
 BABYS 24-15

WKBW/Buffalo, NY  
 Jon Summers  
 ZZ TOP  
 AIR SUPPLY  
 FOREIGNER  
 CHRIS CROSS  
 Hottest:  
 QUEEN 3-1  
 TOM PETTY 7-3  
 PEACHES & HERB 17-7  
 TERRY DESARIO 13-8  
 PAT BENATAR 15-10

WHEZ/Pittsburgh, PA  
 Mark Fritzman  
 BOB SEGER  
 TOM PETTY  
 JOURNEY  
 RUSH  
 UTOPIA  
 AIR SUPPLY  
 Hottest:  
 MICHAEL JACKSON 1-1  
 SPINNERS 8-4  
 QUEEN 9-6  
 DAN FOGELBERG 10-7  
 CHUCK MANGIONE 25-20

WPGC/Washington, DC  
 Jim Elliott  
 MICHAEL JACKSON (dp)  
 WHISPERS  
 BOB SEGER  
 TOMMY JAMES  
 BLONDIE  
 Hottest:  
 DAN FOGELBERG 2-1  
 BILLY PRESTON & S 4-1  
 STEVE FORBERT 7-4  
 PINK FLOYD 11-7  
 STYX 24-16

WRKO/Boston, MA  
 Harry Nelson  
 BOB SEGER  
 TOMMY JAMES  
 BARBRA STREISAND  
 WAYNE NEWTON  
 Hottest:  
 QUEEN 1-1  
 ISAAC HAYES 3-2  
 SPINNERS 6-3  
 TAVARES 14-10  
 DAN FOGELBERG 16-11

F105/Boston, MA  
 Tom Connolly  
 LINDA RONSTADT  
 BOB SEGER  
 EAGLES  
 TOM PETTY  
 RAY GOODMAN & B  
 SHALAMAR  
 Hottest:  
 QUEEN 1-1  
 ISAAC HAYES 9-4  
 ANNE MURRAY 12-9  
 DAN FOGELBERG 17-10  
 SPINNERS 18-13

WXLN/New York, NY  
 Don Kelly  
 CHARLIE DORE  
 LTD  
 AIR SUPPLY  
 FESTIVAL  
 Hottest:  
 DONNA SUMMER 2-1  
 SPINNERS 5-2  
 QUEEN 10-3  
 KOOL & THE GANG 27-10  
 DAN FOGELBERG 22-14

PARALLEL TWO  
 14Q/Worcester, MA  
 Steve York  
 MICHAEL JACKSON  
 EAGLES  
 SHALAMAR  
 BOB SEGER  
 FOREIGNER  
 Hottest:  
 AEROSMITH 2-1  
 PINK FLOYD 11-3  
 REK SMITH 12-8  
 MICHAEL JACKSON 37-25  
 RUPERT HOLMES 24-12

JB105/Providence, RI  
 Todd Chase  
 SHALAMAR  
 EAGLES  
 CHRIS CROSS  
 WAYNE NEWTON  
 Hottest:  
 QUEEN 6-1  
 SPINNERS 7-2  
 ANNE MURRAY 9-5  
 DAN FOGELBERG 14-8  
 PEACHES & HERB 20-13

PHO-FM/Providence, RI  
 O'Brien/Giovanni  
 PINK FLOYD  
 BOB SEGER  
 GARY NUMAN  
 WAYNE NEWTON (dp)  
 KNACK BROS (dp)  
 Hottest:  
 QUEEN 3-1  
 NEIL DIAMOND 5-2  
 SPINNERS 8-5  
 DAN FOGELBERG 12-7  
 TAVARES 13-9

WBFB/Rochester, NY  
 Dave Mason  
 Hottest:  
 KENNY ROGERS 2-1  
 STEVE FORBERT 3-2  
 CHUCK MANGIONE 13-8  
 SPINNERS 15-11  
 BARRY MANILOW 21-16

WHX/Bridgeport, CT  
 Bob Mitchell  
 BOB SEGER  
 EAGLES  
 CHUCK MANGIONE  
 SHALAMAR  
 BLONDIE  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 2-2  
 SPINNERS 9-3  
 RUPERT HOLMES 17-11  
 KOOL & THE GANG 18-12

WKBO/Harrisburg, PA  
 Jim Buchanan  
 MOLLY HATCHET  
 EAGLES  
 BOB SEGER  
 CHRIS CROSS  
 DR. HOOR  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 2-2  
 SPINNERS 9-3  
 RUPERT HOLMES 17-11  
 KOOL & THE GANG 18-12

WKEE/Huntington, WV  
 Gary Miller  
 38 SPECIAL  
 DAVID GATES  
 EAGLES  
 JEFF. STARSHIP  
 AIR SUPPLY  
 KENNY LOGGINS  
 RUSH  
 BLONDIE  
 Hottest:  
 DAN FOGELBERG 2-1  
 DIRT BAND 8-3  
 SPINNERS 14-7  
 LINDA RONSTADT 27-20  
 WOLF/Syracuse, NY  
 Charlie Brown  
 KOOL & THE GANG  
 PINK FLOYD  
 SHALAMAR  
 KNACK  
 Hottest:  
 QUEEN 1-1  
 DONNA SUMMER 12-4  
 SPINNERS 20-16  
 ANDY GIBB 22-17  
 LINDA RONSTADT 26-19

WPNT/Trenton, NJ  
 Tom Taylor  
 BLONDIE  
 J. GEILS BAND  
 HEART  
 PRETENDERS  
 BOB SEGER  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 5-2  
 PINK FLOYD 17-8  
 TOTO 13-9  
 LINDA RONSTADT 18-13

WTHY/Troy, NY  
 Don Perry  
 CHUCK MANGIONE  
 KOOL & THE GANG  
 KNACK  
 J. GEILS BAND  
 SHALAMAR  
 Hottest:  
 CHRIS CROSS  
 HOTTTEST:  
 DAN FOGELBERG 1-1  
 DONNA SUMMER 9-3  
 SPINNERS 12-4  
 PINK FLOYD 18-9  
 PAT BENATAR 16-10

WAEW/Allentown, PA  
 Jeff Frank  
 CHUCK MANGIONE  
 RAY, GOODMAN & B  
 BLONDIE  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 10-5  
 NEIL DIAMOND 15-10  
 RUPERT HOLMES 26-18  
 KNACK 29-19

WHYN/Springfield, MA  
 Ken Capurso  
 BLONDIE  
 AIR SUPPLY  
 HEART  
 BOB SEGER  
 WHISPERS  
 Hottest:  
 QUEEN 3-1  
 DONNA SUMMER 11-9  
 PINK FLOYD 23-16  
 RUPERT HOLMES 24-20  
 MICHAEL JACKSON 37-25

KC101/New Haven, CT  
 Curt Hansen  
 RAY, GOODMAN & B  
 CHUCK MANGIONE  
 Hottest:  
 MICHAEL JACKSON 1-1  
 SHALAMAR 17-8  
 RUPERT HOLMES 16-9  
 KOOL & THE GANG 27-18  
 KENNY NOLAN 26-21

WFBR/Baltimore, MD  
 Andy Saulnicki  
 CHARLIE DORE  
 EAGLES  
 BOB SEGER  
 CAPT. & TENNILLE  
 AIR SUPPLY  
 TONY SCIUTO  
 Hottest:  
 DAN FOGELBERG 2-1  
 STEVE FORBERT 10-6  
 RAY, GOODMAN & B 12-9  
 NEIL DIAMOND 14-10  
 TOTO 21-14

WBEN-FM/Buffalo, NY  
 Roger Christian  
 Hottest:  
 DAN FOGELBERG 1-1  
 WHISPERS 23-13  
 TOM PETTY 27-14  
 CHUCK MANGIONE 32-17  
 BILLY PRESTON & S 34-23

WBLI/Long Island, NY  
 Bill Terry  
 MICHAEL JACKSON  
 CHRIS CROSS  
 BOB SEGER  
 PAT BENATAR (dp)  
 TOMMY JAMES  
 J. GEILS BAND (dp)  
 Hottest:  
 SPINNERS 4-1  
 PINK FLOYD 16-5  
 KOOL & THE GANG 20-14  
 DIRT BAND 21-15  
 SHALAMAR 26-18

WTHI-FM/Hartford, CT  
 Rick Donahue  
 KOOL & THE GANG  
 EAGLES  
 RAY, GOODMAN & B  
 Hottest:  
 QUEEN 3-1  
 PINK FLOYD 9-4  
 SPINNERS 13-8  
 DONNA SUMMER 18-9  
 TOTO 17-10

Q106/York, PA  
 Liz Curtis  
 BOB SEGER  
 CHRIS CROSS  
 HEART  
 Hottest:  
 DAN FOGELBERG 1-1  
 PAT BENATAR 10-6  
 DONNA SUMMER 16-7  
 PINK FLOYD 24-12  
 RUPERT HOLMES 26-15

PARALLEL THREE  
 13FEA/Manchester, NH  
 Rick Ryder  
 BOB SEGER  
 CHARLIE DORE  
 PRETENDERS  
 M. MANCHESTER  
 Hottest:  
 DAN FOGELBERG 2-1  
 RUPERT HOLMES 10-4  
 CHUCK MANGIONE 14-8  
 ANDY GIBB 16-10  
 SPINNERS 18-11

14WK/Wheeling, WV  
 Rich Collins  
 TOMMY JAMES (RA)  
 AIR SUPPLY  
 TOM PETTY (RA)  
 J. GEILS BAND  
 Hottest:  
 DAN FOGELBERG 1-1  
 QUEEN 5-2  
 NEIL DIAMOND 11-7  
 STEVE FORBERT 13-9  
 PINK FLOYD 27-19

V100/Charleston, WV  
 Gary Mitchell  
 BOB SEGER  
 KOOL & THE GANG  
 EAGLES  
 BLONDIE  
 Hottest:  
 STEVE FORBERT 1-1  
 QUEEN 5-2  
 ANDY GIBB 15-11  
 ANNE MURRAY 14-19  
 LINDA RONSTADT 29-23

WCIR/Beekley, WV  
 Ron Hill  
 EAGLES  
 BOB SEGER  
 DR. HOOR  
 KENNY LOGGINS  
 MICHAEL JACKSON  
 Hottest:  
 SPINNERS 1-1  
 TOM PETTY 4-2  
 DAN FOGELBERG 18-13  
 COMMODORES 23-18  
 RUPERT HOLMES 29-23

WFBG/Altoona, PA  
 Tony Booth  
 NARADA M. WALDEN  
 BOB SEGER  
 KENNY LOGGINS  
 EAGLES  
 UTOPIA  
 BOB SEGER  
 RICHIE HENRY  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 1-1  
 SPINNERS 10-4  
 TOTO 11-5  
 RUPERT HOLMES 13-9  
 ZZ TOP 21-15

WGUJ/Hager, ME  
 Chuck McKay  
 FOREIGNER  
 TOM PETTY  
 AIR SUPPLY  
 Hottest:  
 QUEEN 2-1  
 RUPERT HOLMES 17-3  
 DATO 12-8  
 PINK FLOYD 15-10  
 DR. HOOR D-19

WHEB/Portsmouth, NH  
 Rick Bean  
 BILLY PRESTON & S  
 BOB SEGER  
 DR. HOOR  
 Hottest:  
 DAN FOGELBERG 1-1  
 QUEEN 3-2  
 ANNE MURRAY 6-3  
 RUPERT HOLMES 11-6  
 NEIL DIAMOND 12-8

WJH/Portland, ME  
 Chip Kelley  
 Hottest:  
 DAN FOGELBERG 1-1  
 NEIL DIAMOND 3-2  
 TOTO 7-4  
 BARBRA STREISAND 8-5  
 DONNA SUMMER 15-10

WLBZ/Bangor, ME  
 Michael O'Hara  
 CHRIS CROSS  
 BOB SEGER  
 CHUCK MANGIONE  
 FOREIGNER  
 ROCKETS  
 PRETENDERS  
 OFF BROADWAY  
 Hottest:  
 DAN FOGELBERG 6-1  
 QUEEN 7-2  
 ANNE MURRAY 15-9  
 MOLLY HATCHET 17-12  
 TOTO 20-15

WTSN/Bangor, NH  
 Jim Sebastian  
 CHRIS CROSS  
 EAGLES  
 WAYNE NEWTON  
 DR. HOOR  
 Hottest:  
 DAN FOGELBERG 2-1  
 QUEEN 4-2  
 SPINNERS 12-8  
 BARRY MANILOW 13-10  
 RUPERT HOLMES 16-12

WXIL/Parkersburg, WV  
 Bobby Wayne  
 CHRIS CROSS  
 KENNY LOGGINS  
 OFF BROADWAY  
 SURVIVOR  
 CLIFF RICHARD  
 BILLY PRESTON & S  
 KOOL & THE GANG  
 PEACHES & HERB 2-1  
 SPINNERS 4-2  
 PRINCE 6-3  
 RUPERT HOLMES 13-7  
 ANNE MURRAY 15-10

WYVE/Annapolis, MD  
 Steve Kingston  
 BOB SEGER  
 AIR SUPPLY  
 EAGLES  
 MICHAEL JACKSON  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 5-2  
 RAY, GOODMAN & B 19-15  
 SPINNERS 25-16  
 PINK FLOYD 28-19

WIGY/Bath, ME  
 Rogers, McKay  
 BOB SEGER  
 PINK FLOYD  
 EAGLES  
 UTOPIA (dp)  
 ZZ TOP (dp)  
 RCR (dp)  
 Hottest:  
 QUEEN 2-1  
 BLONDIE 12-7  
 TOM PETTY 13-8  
 BABYS 16-10  
 J. GEILS BAND 20-12

K104/Erie, PA  
 Bill Shannon  
 PRINCE  
 BLONDIE  
 ROMANTICS  
 UTOPIA  
 INNATES  
 BOB SEGER  
 Hottest:  
 DAN FOGELBERG 3-1  
 QUEEN 11-3  
 JEAN LUC PONTY 14-5  
 BARRY MANILOW 15-8  
 RUPERT HOLMES 20-14

**SOUTH**

**PARALLEL ONE**

KRBE/Houston, TX  
 Clay Gish  
 RUPERT HOLMES  
 CHRIS CROSS  
 EAGLES  
 Hottest:  
 QUEEN 1-1  
 SHALAMAR 7-2  
 SPINNERS 10-5  
 DAN FOGELBERG 12-7  
 ANNE MURRAY 17-11

Q105/Tampa, FL  
 Pat McKay  
 EAGLES  
 BLONDIE  
 BOB SEGER  
 PATRICE RUSHEN  
 RUSH (dp)  
 JEFF. STARSHIP (dp)  
 Hottest:  
 QUEEN 3-1  
 SHORE ROBINSON 4-9  
 PINK FLOYD 13-10  
 ANDY GIBB 16-12  
 TOTO 21-15

WLCY/Tampa, FL  
 Beau Richards  
 SHALAMAR  
 EAGLES  
 AIR SUPPLY  
 KOOL & THE GANG  
 Hottest:  
 PINK FLOYD 13-1  
 SMOKEY ROBINSON 2-2  
 KENNY ROGERS 3-3  
 PAT BENATAR 19-11  
 TOTO 24-18

Y100/Miami, FL  
 Robert Muzzy  
 PINK FLOYD  
 CHRIS CROSS  
 NICOLETTE LARSON  
 KENNY NOLAN  
 TOM PETTY  
 WHISPERS  
 Hottest:  
 CAPT. & TENNILLE 2-1  
 QUEEN 8-2  
 DAN FOGELBERG 15-6  
 TOTO 18-8  
 MICHAEL JACKSON 26-16

Z93/Atlanta, GA  
 Dale O'Brien  
 BOB SEGER  
 AIR SUPPLY  
 SHALAMAR  
 EAGLES  
 Hottest:  
 QUEEN 2-1  
 TOM PETTY 10-5  
 CHUCK MANGIONE 17-10  
 PINK FLOYD 23-17  
 BILLY PRESTON & S 26-19

Z97/Fort Worth, TX  
 Gary Mack  
 STEVE FORBERT  
 BETTE MIDLER  
 BABYS  
 Hottest:  
 PINK FLOYD 1-1  
 QUEEN 2-2  
 KENNY LOGGINS 3-3  
 AEROSMITH 12-7  
 DAN FOGELBERG 18-13

94Q/Atlanta, GA  
 Jeff McCartney  
 HEART  
 J. GEILS BAND  
 UTOPIA  
 PETER MCAN  
 BOB SEGER  
 Hottest:  
 TOTO 1-1  
 PINK FLOYD 6-3  
 CHRIS CROSS 15-9  
 PRETENDERS 22-15  
 BLONDIE 29-19

**PARALLEL TWO**

92Q/Nashville, TN  
 Scooter Davis  
 BOB SEGER  
 NICOLETTE LARSON  
 MICHAEL JACKSON  
 ROCKETS (dp)  
 Hottest:  
 RAY STEVENS 9-1  
 PRINCE 3-2  
 NEIL DIAMOND 10-6  
 PINK FLOYD 24-20  
 KOOL & THE GANG 29-24

KEEL/Shreveport, LA  
 Marty Johnson  
 PRETENDERS  
 CRYSTAL GAYLE  
 KENNY LOGGINS  
 TOM PETTY  
 BILLY PRESTON & S  
 CHUCK MANGIONE  
 BABYS  
 Hottest:  
 QUEEN 4-1  
 DAN FOGELBERG 5-3  
 PINK FLOYD 21-7  
 LED ZEPPELIN 29-20  
 KOOL & THE GANG 32-22

KXX106/Birmingham, AL  
 Steve Davis  
 BOB SEGER  
 CLIFF RICHARD  
 CRICK MANGIONE  
 UTOPIA  
 Hottest:  
 DAN FOGELBERG 1-1  
 BETTE MIDLER 6-3  
 BARRY MANILOW 12-9  
 TURLEY RICHARDS 15-11  
 PINK FLOYD 20-15

WAKY/Louisville, KY  
 Mike McVay  
 EAGLES  
 BOB SEGER  
 CHRIS CROSS  
 CLIFF RICHARD  
 Hottest:  
 DAN FOGELBERG 1-1  
 TERRY DESARIO 7-2  
 QUEEN 12-8  
 ANDY GIBB 13-9  
 RUPERT HOLMES 25-17

WAFW/Jacksonville, FL  
 Paul Sebastian  
 NARADA M. WALDEN  
 BOB SEGER  
 KENNY LOGGINS  
 EAGLES  
 UTOPIA  
 BOB SEGER  
 RICHIE HENRY  
 Hottest:  
 QUEEN 1-1  
 DAN FOGELBERG 10-3  
 MO'LY HATCHET 13-7  
 38 SPECIAL 16-10  
 ANDY GIBB 17-11

WAXY/Ft. Lauderdale  
 Richard Byrd  
 MICHAEL JACKSON  
 CHRIS CROSS  
 BOB SEGER  
 BLONDIE  
 QUEEN 2-1  
 DAN FOGELBERG 5-2  
 TERRY DESARIO 9-6  
 STEVE FORBERT 15-10  
 ANDY GIBB 19-14

WAYS/Charlotte, NC  
 Roy Rosen  
 EAGLES  
 MICHAEL JACKSON  
 CHARLIE DORE  
 BOB SEGER  
 BLONDIE  
 KENNY NOLAN  
 Hottest:  
 MICHAEL JACKSON 1-1  
 SHALAMAR 11-7  
 KOOL & THE GANG 18-10  
 RUPERT HOLMES 20-12  
 DIRT BAND 19-14

WBBQ/Augusta, GA  
 Bruce Stevens  
 EAGLES  
 MICHAEL JACKSON  
 CHARLIE DORE  
 BOB SEGER  
 BLONDIE  
 KENNY NOLAN  
 Hottest:  
 MICHAEL JACKSON 1-1  
 SHALAMAR 11-7  
 KOOL & THE GANG 18-10  
 RUPERT HOLMES 20-12  
 DIRT BAND 19-14

WBFM/Baton Rouge, LA  
 Randy Rice  
 SHALAMAR  
 DR. HOOR  
 RAY GOODMAN & B  
 FOREIGNER (dp)  
 Hottest:  
 STEVE FORBERT 5-1  
 OIRT BAND 10-6  
 NEIL DIAMOND 11-7  
 RUPERT HOLMES 24-12  
 PINK FLOYD 26-16

WGH/Norfolk, VA  
 Bob Canada  
 CHUCK MANGIONE  
 BOB SEGER  
 BOB SEGER  
 BOBBY BARE  
 Hottest:  
 MICHAEL JACKSON 1-1  
 ANDY GIBB 22-6  
 SPINNERS 18-9  
 SHALAMAR 17-11  
 TOTO 20-13

WHHO/Memphis, TN  
 Dave Nichols  
 BOB SEGER  
 ANGELA BOPELL  
 NARADA M. WALDEN  
 Hottest:  
 TOM PETTY 1-1  
 DAN FOGELBERG 4-2  
 QUEEN 8-4  
 SPINNERS 7-5  
 TERRY DESARIO 11-8

WJDN/Jackson, MS  
 Lee Adams  
 SHALAMAR  
 DAVID GATES  
 YELLOW MAGIC ORCH  
 KENNY LOGGINS  
 Hottest:  
 SUGAR HILL GANG 12-1  
 RUPERT HOLMES 13-9  
 DONNA SUMMER 14-10  
 KOOL & THE GANG 18-12  
 BILLY PRESTON & S 21-13

WKIX/Raleigh, NC  
 Ron McKay  
 PEACHES & HERB  
 CHRIS CROSS  
 ANDY & OLIVIA  
 Hottest:  
 DAN FOGELBERG 2-1  
 QUEEN 11-5  
 PINK FLOYD 15-10  
 BETTE MIDLER 19-14  
 TOM PETTY 0-24

WNOE/New Orleans, LA  
 Wayne Watkins  
 BILLY PRESTON & S  
 DR. HOOR  
 BLONDIE  
 ROBERTA FLACK  
 GARY NUMAN  
 WAYNE NEWTON  
 GEORGE BURNS  
 MICHAEL JACKSON  
 Hottest:  
 TERRY DESARIO 2-1  
 SHALAMAR 10-5  
 PINK FLOYD 10-6  
 KOOL & THE GANG 24-12  
 TOM PETTY 26-16

WRJZ/Knoxville, TN  
 Bob Kagan  
 EAGLES  
 BOB SEGER  
 CHARLIE DORE  
 RAY, GOODMAN & B  
 BETTE MIDLER  
 Hottest:  
 QUEEN 3-1  
 DONNA SUMMER 5-3  
 ZZ TOP 16-13  
 PINK FLOYD 18-14  
 ANDY GIBB 22-16

WWSA/Savannah, GA  
 Brady McGraw  
 WHISPERS  
 BLONDIE  
 BOB SEGER  
 CHRIS CROSS  
 CHARLIE DORE  
 Hottest:  
 SPINNERS 1-1  
 DAN FOGELBERG 5-2  
 KOOL & THE GANG 14-10  
 TOTO 15-11  
 RUPERT HOLMES 19-15

WWSG/Savannah, GA  
 C.B. Gaffney  
 BILLY PRESTON & S  
 EAGLES  
 DR. HOOR  
 AIR SUPPLY  
 BLONDIE  
 Hottest:  
 DAN FOGELBERG 2-1  
 TOTO 13-9  
 DONNA SUMMER 15-10

WWSN/Birmingham, AL  
 John Reed  
 EAGLES  
 KOOL & THE GANG  
 AIR SUPPLY  
 SHALAMAR  
 Hottest:  
 SPINNERS 2-1  
 TOTO 12-4  
 ANDY GIBB 20-14  
 RUPERT HOLMES 24-15  
 MICHAEL JACKSON 27-16

WTIX/New Orleans, LA  
 Marty Maxwell  
 BLONDIE  
 WILLIE NELSON  
 EAGLES  
 KENNY NOLAN  
 YELLOW MAGIC ORCH  
 Hottest:  
 PINK FLOYD 2-1  
 KOOL & THE GANG 7-5  
 PAT BENATAR 14-9  
 DIRT BAND 16-12  
 SPINNERS 21-16

Y103/Jacksonville, FL  
 Maja Piff  
 SHALAMAR  
 BOB SEGER  
 BLONDIE  
 UTOPIA  
 HEART  
 TURLEY RICHARDS  
 Hottest:  
 STYX 1-1  
 MOLLY HATCHET 10-6  
 NEIL DIAMOND 13-9  
 SISTER SLEDGE 18-15  
 PAT BENATAR 24-20

Y95/Tampa, FL  
 Pat Barry  
 CHRIS CROSS  
 HEART  
 EAGLES  
 Hottest:  
 TERRY DESARIO 2-1  
 DAN FOGELBERG 12-6  
 QUEEN 11-8  
 PINK FLOYD 25-10

# ADDS & HOTS

## MIDWEST

Most Added Hottest

Bob Seger  
Christopher Cross  
Eagles  
Dan Fogelberg  
Rupert Holmes  
Queen

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

Bob Seger  
Christopher Cross  
Eagles  
Dan Fogelberg  
Spinners  
Rupert Holmes

### MIDWEST

#### PARALLEL ONE

##### CKLW/Detroit, MI

##### Rosalie Trombley

BOB SEGER  
EAGLES  
CHRIS CROSS  
RAY, GOODMAN & B  
Hottest:  
QUEEN 1-1  
DONNA SUMNER 8-4  
SHALAMAR 13-5  
PINK FLOYD 27-11  
LINDA RONSTADT 25-20

##### KBEQ/Kansas City, MO

##### Bobby Kline

RUPERT HOLMES  
LINDA RONSTADT  
ZZ TOP  
BOB SEGER  
DR. HOOR  
EAGLES  
AIR SUPPLY  
Hottest:  
QUEEN 2-1  
DAN FOGELBERG 5-2  
DONNA SUMNER 15-8  
CHUCK MANGIONE 19-18  
KOOL & THE GANG 31-19

##### KDWB/Minneapolis, MN

##### Dave Hamilton

ANNE MURRAY  
HEART  
BOB SEGER  
CHRIS CROSS  
JEFF. STARSHIP  
Hottest:  
KENNY LOGGINS 2-1  
DAN FOGELBERG 3-2  
TERI DESARIO 3-2  
BABYS 14-10  
TOMMY JAMES 18-13

##### KSLQ/St. Louis, MO

##### Phil Irons

JOURNEY  
BOB SEGER  
CHRIS CROSS  
RAY, GOODMAN & B  
RICK DERRINGER  
Hottest:  
DAN FOGELBERG 2-1  
TOM PETTY 7-3  
PINK FLOYD 18-6  
SHALAMAR 19-9  
RUSH 17-11

##### Q102/Cincinnati, OH

##### Pat O'Brien

TOTO  
CHRIS CROSS  
BOB SEGER  
Hottest:  
QUEEN 4-1  
STEVE FORBERT 5-3  
ANDY GIBB 13-8  
SPINNERS 14-10  
PINK FLOYD 18-13

##### WGCL/Cleveland, OH

##### Bob Travis

SHALAMAR  
RUPERT HOLMES  
CHUCK MANGIONE  
PEACHES & HERB  
CHRIS CROSS  
BABYS  
SUZANNE PELLINI  
Hottest:  
PINK FLOYD 1-1  
SPINNERS 20-9  
KOOL & THE GANG 21-11  
TERI DESARIO 22-14  
BETTE MIDLER 30-22

##### WLS/Chicago, IL

##### Steve Casey

BILLY PRESTON & B  
Hottest:  
MICHAEL JACKSON 1-1  
QUEEN 7-2  
PINK FLOYD 25-11  
STEVE FORBERT 40-27  
NEIL DIAMOND D-30

##### WOKY/Milwaukee, WI

##### Jim Brown

SHALAMAR  
BABYS  
CHRIS CROSS  
KENNY NOLAN  
SHELLEY LOONEY  
BOB SEGER  
FOREIGNER  
Hottest:  
QUEEN 2-1  
STEVE FORBERT 8-4  
DAN FOGELBERG 11-5  
DONNA SUMNER 13-8  
DIRT BAND 15-10

##### KWK/St. Louis, MO

##### Bob Hatrik

JOURNEY  
BOB SEGER  
SHOOTING STAR  
EAGLES  
Hottest:  
BABYS 1-1  
RICK DERRINGER 6-3  
RUSH 7-4  
PINK FLOYD 17-15  
SANTANA D-17

#### PARALLEL TWO

##### KIOA/Des Moines, IA

##### A.W. Pantaja

PINK FLOYD  
DR. HOOR  
Hottest:  
SMOKEY ROBINSON 2-1  
DAN FOGELBERG 11-3  
PRINCE 14-10  
SPINNERS 24-14  
DONNA SUMNER 22-14

##### KOFM/Oklahoma City, OK

##### Chuck Morgan

CHRIS CROSS  
HEART  
BETTE MIDLER  
EAGLES  
AIR SUPPLY  
Hottest:  
MICHAEL JACKSON 1-1  
DAN FOGELBERG 4-2  
RUPERT HOLMES 18-8  
DONNA SUMNER 30-13  
PRINCE 27-19

##### KRAV/Tulsa, OK

##### Gary Reynolds

DR. HOOR  
EAGLES  
MICHAEL JACKSON  
SHALAMAR (dp)  
Hottest:  
DAN FOGELBERG 1-1  
DIRT BAND 15-7  
TOTO 17-9  
ANDY GIBB 16-11  
CHUCK MANGIONE 28-21

##### KZ93/Peebles, IL

##### Keith Edwards

CHRIS CROSS  
CHUCK MANGIONE  
EAGLES  
AIR SUPPLY  
OFF BROADWAY  
FOREIGNER  
JEFF. STARSHIP  
Hottest:  
PINK FLOYD 8-1  
PAT BENATAR 12-5  
TOTO 11-7  
RUPERT HOLMES 14-8  
LINDA RONSTADT 16-10

##### WGRD/Grand Rapids, MI

##### Ron White

SPINNERS  
PINK FLOYD  
Hottest:  
MICHAEL JACKSON 1-1  
DAN FOGELBERG 2-2  
TERI DESARIO 6-4  
TOM PETTY 11-8  
DIRT BAND 19-14

##### WHB/Kansas City, MO

##### Rick Brown

RAY, GOODMAN & B  
EAGLES  
BOB SEGER  
Hottest:  
DAN FOGELBERG 1-1  
ANDY GIBB 13-6  
KOOL & THE GANG 14-8  
LINDA RONSTADT 18-10  
WILLIE NELSON 22-13

##### WMEE/Fort Wayne, IN

##### John Curry

BOB SEGER  
DR. HOOR  
Hottest:  
DAN FOGELBERG 1-1  
TOTO 6-3  
DONNA SUMNER 14-10  
RUPERT HOLMES 15-11  
PINK FLOYD 23-15

##### WNAP/Indianapolis, IN

##### Diane Shannon

PINK FLOYD  
BOB SEGER  
NEIL DIAMOND  
EAGLES  
GARY NUNAN  
TURLEY RICHARDS  
J.D. SOUTHER  
CHUCK MANGIONE  
BRUCE SPRINGSTEEN  
BLONDIE  
KENNY LOGGINS  
OFF BROADWAY  
Hottest:  
STYX 2-1  
TOTO 12-4  
ELO 13-7  
PAT BENATAR 17-10  
TOM PETTY 25-12

##### WNCL/Columbus, OH

##### Steve Edwards

LINDA RONSTADT  
RAY, GOODMAN & B  
MOLLY HATCHET  
CHUCK MANGIONE  
Hottest:  
DAN FOGELBERG 1-1  
QUEEN 5-2  
STEVE FORBERT 12-8  
NEIL DIAMOND 16-11  
SPINNERS 22-15

##### WOHO/Toledo, OH

##### Beau Elliott

MICHAEL JACKSON  
NICOLETTE LARSON  
BOB SEGER  
CRYSTAL GAYLE  
Hottest:  
QUEEN 2-1  
SPINNERS 15-5  
DONNA SUMNER 21-12  
RUPERT HOLMES 22-13  
PRINCE 23-18

##### WOW/Omaha, NE

##### Erik Fox

BILLY PRESTON & B  
RAY, GOODMAN & B  
CHRIS CROSS  
AIR SUPPLY  
Hottest:  
DAN FOGELBERG 1-1  
NEIL DIAMOND 11-7  
KOOL & THE GANG 16-8  
TOTO 21-16  
BARRY MANILOW 24-18

##### WVIC/East Lansing, MI

##### Jim W. John

KOOL & THE GANG  
BRUCE SPRINGSTEEN  
BOB SEGER  
TURLEY RICHARDS  
SURVIVOR  
CHRIS CROSS  
CHUCK MANGIONE  
Hottest:  
DAN FOGELBERG 1-1  
QUEEN 4-2  
TOTO 10-6  
DIRT BAND 11-7  
PINK FLOYD 18-9

##### KSTT/Davenport, IA

##### Mike Kenneally

RAY, GOODMAN & B  
NICOLETTE LARSON  
SOMMIE POINTER  
CHUCK MANGIONE  
MOLLY HATCHET (dp)  
BETTE MIDLER  
J. GEILS BAND (dp)  
Hottest:  
CAPT. & TENNILLE 2-1  
QUEEN 5-2  
DAN FOGELBERG 12-5  
PINK FLOYD 29-21  
RUPERT HOLMES D-25

##### WISM/Madison, WI

##### Jonathon Little

BOB SEGER  
JOURNEY  
BLONDIE  
KNACK  
JIMMY RUFFIN  
Hottest:  
DAN FOGELBERG 1-1  
DIRT BAND 15-7  
TERI DESARIO 4-3  
PINK FLOYD 14-4  
TOTO 10-7  
TOM PETTY 11-9

##### WZZP/Cleveland, OH

##### Bob McKay

SHALAMAR  
JOHN DENVER  
CHRIS CROSS  
EAGLES  
DR. HOOR  
KENNY LOGGINS  
Hottest:  
DAN FOGELBERG 1-1  
BARRY MANILOW 14-8  
SPINNERS 20-9  
ANNE MURRAY 10-4  
DIRT BAND 21-14

##### KWEN/Tulsa, OK

##### Dave Michaels

SHALAMAR  
BOB SEGER  
CHRIS CROSS  
KARLA BOMOFF  
KENNY NOLAN  
Hottest:  
DAN FOGELBERG 1-1  
QUEEN 6-2  
RUPERT HOLMES 19-12  
DONNA SUMNER 24-14

##### KLEO/Wichita, KS

##### Kirk Russell

BOB SEGER  
DR. HOOR  
Hottest:  
DAN FOGELBERG 1-1  
DONNA SUMNER 10-3  
RUPERT HOLMES 16-5  
TOTO 13-7  
SPINNERS 17-8

##### WYFM/Youngstown, OH

##### Jeff Tobin

DONNA SUMNER  
RUPERT HOLMES  
DIRT BAND  
NEIL DIAMOND  
TERI DESARIO  
Hottest:  
MICHAEL JACKSON 1-1  
QUEEN 7-3  
DAN FOGELBERG 8-4  
KOOL & THE GANG 9-7  
STEVE FORBERT 13-11

#### PARALLEL THREE

##### KFYR/Bismarck, ND

##### Dan Brannan

BOB SEGER  
CHUCK MANGIONE  
CHRIS CROSS  
MOLLY HATCHET  
GARY NUNAN  
Hottest:  
FLEETWOOD MAC 1-1  
EAGLES 4-3  
TERI DESARIO 5-4  
DAN FOGELBERG 7-5  
TOM JOHNSTON 14-11

##### KKLS/Rapid City, SD

##### Kjar/Sherwyn

J. GEILS BAND  
CHUCK MANGIONE  
CHRIS CROSS  
Hottest:  
TERI DESARIO 2-1  
TOTO 15-11  
RUPERT HOLMES 21-12  
NEIL DIAMOND 19-14

##### KKRC/Sioux Falls, SD

##### Brian Phoenix

DONNA SUMNER  
TOMMY JAMES  
J. GEILS BAND  
ENGLAND DAN & JFC  
Hottest:  
DAN FOGELBERG 1-1  
FLEETWOOD MAC 3-2  
SPINNERS 7-3  
RUPERT HOLMES 11-6  
KENNY LOGGINS 18-9

##### KKXL/Grand Forks, ND

##### Jack Lundy

PINK FLOYD  
LINDA RONSTADT  
BOB SEGER  
KENNY LOGGINS  
DR. HOOR  
Hottest:  
DAN FOGELBERG 1-1  
TOTO 6-3  
BABYS 13-8  
SPINNERS 18-10  
CHRIS CROSS 30-20

##### WAKX/Duluth, MN

##### Hruce McGregor

MOLLY HATCHET  
BOB SEGER  
DR. HOOR  
KARLA BOMOFF  
Hottest:  
DAN FOGELBERG 1-1  
PINK FLOYD 12-7  
RUPERT HOLMES 25-14  
ISAAC HAYES 28-16  
AIR SUPPLY 26-21

##### WEAQ/Eau Claire, WI

##### Mike Roberts

CHUCK MANGIONE  
RAY, GOODMAN & B  
Hottest:  
TERI DESARIO 3-1  
DAN FOGELBERG 4-2  
HALL & OATES 12-8  
STEVE FORBERT 18-14  
ELO 23-17

### WEST

#### PARALLEL ONE

##### B100/San Diego, CA

##### Glen McCartney

CHRIS CROSS  
BOB SEGER  
PRETENDERS  
Hottest:  
QUEEN 1-1  
DAN FOGELBERG 5-2  
PINK FLOYD 15-9  
TOM PETTY 18-10  
RUPERT HOLMES 23-16

##### KEARTH/Los Angeles, CA

##### Bob Hamilton

BOB SEGER  
BLONDIE  
CLIFF RICHARD  
JIMMY RUFFIN  
Hottest:  
QUEEN 1-1  
SPINNERS 8-4  
MICHAEL JACKSON 17-8  
KOOL & THE GANG 16-9  
RUPERT HOLMES 19-11

##### KFI/Los Angeles, CA

##### Roger Collins

CHRIS CROSS  
BARBRA STREISAND  
AIR SUPPLY  
FOHATY  
KENNY NOLAN  
TOMMY JAMES  
PINK FLOYD  
BILLY PRESTON & S  
CHARLIE DORE  
JIM KIRK  
SHELLEY LOONEY  
Hottest:  
QUEEN 1-1  
DAN FOGELBERG 8-3  
SPINNERS 14-9  
TERI DESARIO 16-10  
LINDA RONSTADT 20-12

##### KFRG/San Francisco, CA

##### Garland Shulin

BOB SEGER  
JOURNEY  
Hottest:  
QUEEN 1-1  
TERI DESARIO 4-2  
TOM PETTY 12-7  
KENNY LOGGINS 18-10  
MICHAEL JACKSON 25-15

##### KIMN/Denver, CO

##### Doug Erikson

KOOL & THE GANG  
EAGLES  
ROMANTICS  
Hottest:  
STEVE FORBERT 3-1  
ANNE MURRAY 13-6  
RUPERT HOLMES 20-11  
SPINNERS 24-14  
TOM PETTY 25-16

##### KJR/Seattle, WA

##### Tracy Mitchell

NICOLETTE LARSON  
AIR SUPPLY  
PRETENDERS  
CHUCK MANGIONE  
BOB SEGER  
Hottest:  
PINK FLOYD 4-1  
TOTO 8-6  
RUPERT HOLMES 16-10  
HEART 22-15  
BOOMTOWN RATS 23-19

##### KOPA/Phoenix, AZ

##### John Volpe

SHALAMAR  
RAY, GOODMAN & B  
OR. HOOR  
BOB SEGER  
Hottest:  
PINK FLOYD 5-1  
LINDA RONSTADT 15-11  
KOOL & THE GANG 16-12  
TOTO 25-14  
EAGLES D-16

##### KUPD/Phoenix, AZ

##### John Sebastian

ROMANTICS  
PINK FLOYD  
HEART 1-1  
BABYS  
Hottest:  
APRIL WINE 1-1  
PINK FLOYD 6-2  
38 SPECIAL 10-7  
BABYS 11-9  
RUSH 25-15

##### KHIA/Los Angeles, CA

##### Rick Minnato

DR. HOOR  
CRYSTAL GAYLE  
Hottest:  
QUEEN 1-1  
TERI DESARIO 3-2  
SPINNERS 15-9  
RUPERT HOLMES 22-15  
RAY, GOODMAN & B 27-22

#### PARALLEL TWO

##### KCPX/Salt Lake City, UT

##### Gary Waldron

ANDY GIBB  
PINK FLOYD  
CHRIS CROSS  
KNACK  
BOB SEGER  
KENNY LOGGINS  
CRYSTAL GAYLE  
HEART  
INWATERS  
Hottest:  
DAN FOGELBERG 1-1  
RUPERT HOLMES 15-10  
DIRT BAND 16-11  
BILLY PRESTON & B 21-15  
LINDA RONSTADT 23-18

##### KENO/Las Vegas, NV

##### Bill Alexander

LINDA RONSTADT  
RAY, GOODMAN & B  
PINK FLOYD  
Hottest:  
DAN FOGELBERG 1-1  
TERI DESARIO 3-2  
TOTO 7-3  
QUEEN 10-5  
DONNA SUMNER 14-9

##### KERN/Bakersfield, CA

##### Pete Shannon

HEART  
EAGLES  
SHALAMAR  
CHRIS CROSS  
AIR SUPPLY  
PATRICE RUSHEN  
Hottest:  
TOM PETTY 2-1  
STYX 12-9  
TOTO 20-16  
TOM PETTY 25-22  
LINDA RONSTADT 29-24

##### KFXM/San Bernardino, CA

##### Graig Powers

MICHAEL JACKSON  
BOB SEGER  
NICOLETTE LARSON  
PEACHES & HERB  
TOMMY JAMES  
JEFF. STARSHIP  
RAY, GOODMAN & B  
JEFF. STARSHIP  
KNACK  
Hottest:  
TOM PETTY 2-1  
TERI DESARIO 3-2  
DONNA SUMNER 5-3  
QUEEN 13-10  
SPINNERS 21-18

##### KGW/Portland, OR

##### Richard Harker

BARRY MANILOW  
TOM PETTY  
DAN FOGELBERG 1-1  
DIRT BAND 14-9  
PINK FLOYD 20-10  
RUPERT HOLMES 18-11  
ANNE MURRAY 25-20

##### KJRB/Spokane, WA

##### Brian Gregory

BOB SEGER  
EAGLES  
HEART  
BLONDIE  
TOM PETTY (dp)  
HEART (dp)  
JOURNEY (dp)  
Hottest:  
PINK FLOYD 6-1  
TOM PETTY 8-3  
SPINNERS 21-14  
DIRT BAND 22-16  
CHUCK MANGIONE 23-18

##### KMJC/San Diego, CA

##### A.J. Roberts

BILLY PRESTON & S  
TOMMY JAMES  
RAY, GOODMAN & B  
Hottest:  
TERI DESARIO 1-1  
DAN FOGELBERG 2-2  
ANDY GIBB 13-5  
TOTO 18-15  
TOM PETTY 20-17

#### PARALLEL THREE

##### KBDF/Eugene, OR

##### Greg Lee

BOB SEGER  
SUE SAAD & NEXY  
FELIX CAVALIERE  
BETTE MIDLER  
KENNY LOGGINS  
JOURNEY  
JEFF. STARSHIP  
Hottest:  
QUEEN 1-1  
DAN FOGELBERG 9-4  
TOM PETTY 12-6  
ANDY GIBB 15-9  
PINK FLOYD 17-12

##### KROQ/Sacramento, CA

##### Rick Shannon

BLONDIE  
CHRIS CROSS  
HEART  
PRETENDERS  
CHUCK MANGIONE  
BOB SEGER  
Hottest:  
PINK FLOYD 9-4  
TOM PETTY 12-6  
ANDY GIBB 15-9  
PINK FLOYD 17-12

##### KRQ/Tucson, AZ

##### Dan McCoy

CHRIS CROSS  
JEFF. STARSHIP  
BLONDIE  
BOB SEGER  
Hottest:  
DAN FOGELBERG 1-1  
TOM PETTY 12-6  
TOTO 10-7  
TOM PETTY 15-8  
LINDA RONSTADT 21-13  
RUPERT HOLMES 23-16

##### KRUX/Phoenix, AZ

##### Bobby Rivers

JOHN DENVER  
SUE SAAD & NEXY  
GARY NUNAN  
BARBRA STREISAND  
SURVIVOR  
KNACK  
Hottest:  
DAN FOGELBERG 8-1  
LED ZEPPELIN 10-6  
RUPERT HOLMES 13-7  
TOTO 15-8  
PRINCE 18-13

##### KTAC/Tacoma, WA

##### Sean Carter

BARRY MANILOW  
ZZ TOP  
KNACK  
EAGLES  
Hottest:  
TERI DESARIO 2-1  
NEIL DIAMOND 12-6  
TOTO 15-9  
PAT BENATAR 20-13  
TOM PETTY 24-17

##### KTKT/Tucson, AZ

##### Ed Alexander

DR. HOOR  
RAY, GOODMAN & B  
MICHAEL JACKSON  
FOREIGNER  
JOURNEY  
BOB SEGER  
JEFF. STARSHIP  
Hottest:  
QUEEN 1-1  
RUPERT HOLMES 7-2  
ANDY GIBB 20-12  
PINK FLOYD 22-13  
CHUCK MANGIONE 27-19

##### KING/Seattle, WA

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

## 181 REPORTS

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

Regional Reach	100/25	65%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**EXAMPLE**

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

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

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

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

**(Babys continued)**

Regional Reach	100/25	65%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**PAT BENATAR**  
Heartbreaker (Chrysalis)  
LP: In The Heat Of The Night

Regional Reach	119/3	68%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**AIR SUPPLY**  
Lost In Love (Arista)

Regional Reach	71/35	39%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**BABYS**  
Back On My... (Chrysalis)  
LP: Union Jacks

Regional Reach	135/6	76%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**CHRISTOPHER CROSS**  
Ride Like The Wind (WB)  
LP: Christopher Cross

Regional Reach	139/67	77%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**NEIL DIAMOND**  
September Morn (Columbia)  
LP: September Morn

Regional Reach	158/2	87%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**DR. HOOK**  
Sexy Eyes (Capitol)  
LP: Sometimes You Win...

Regional Reach	62/28	34%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional Reach	151/2	83%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**TERI DESARIO**  
Yes, I'm Ready (Casablanca)  
LP: Moonlight Madness

Regional Reach	148/1	82%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**DAN FOGELBERG**  
Longer (Full Moon/Epic)  
LP: Phoenix

Regional Reach	178/0	98%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**ANDY GIBB**  
Desire (RBS)  
LP: Desire

Regional Reach	167/2	87%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**EAGLES**  
I Can't Tell You Way (Asylum)  
LP: The Long Run

Regional Reach	101/87	56%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**FLEETWOOD MAC**  
Sara (WB)  
LP: Tusk

Regional Reach	155/0	86%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

**STEVE FORBERT**  
Romeo's Tune (Nemperor)  
LP: Jackrabbit Slim

Regional Reach	161/1	83%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**DR. HOOK**  
Sexy Eyes (Capitol)  
LP: Sometimes You Win...

Regional Reach	62/28	34%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

**CHRISTOPHER CROSS**  
Ride Like The Wind (WB)  
LP: Christopher Cross

Regional Reach	139/67	77%	National Summary
E 31%			Up 51
M 23%			Same 24
S 56%			Down 0
W 19%			Adds 25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25	WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25 WFTS 25-25 WTVT 25-25 WWSB 25-25 WXPB 25-25

P1	P2	P3
WFLA 25-25 WFTS		



**BILLY PRESTON & SYREETA**  
*With You I'm... (Motown)*  
 LP: Late At Night  
 64/10 35%

Regional: B 53A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**LINDA RONSTADT**  
*How Do I Make You (Asylum)*  
 LP: Mad Love  
 148/5 81%

Regional: B 70A, C 70A, D 70A, E 70A, F 70A, G 70A, H 70A, I 70A, J 70A, K 70A, L 70A, M 70A, N 70A, O 70A, P 70A, Q 70A, R 70A, S 70A, T 70A, U 70A, V 70A, W 70A, X 70A, Y 70A, Z 70A

N & A

**BOB SEGER**  
*Fire Lake (Capitol)*  
 LP: Against The Wind  
 88/26 54%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**DONNA SUMMER**  
*On The Radio (Casablanca)*  
 LP: On The Radio  
 144/3, 80%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**ZZ TOP**  
*I Thank You (WB)*  
 LP: Deguello  
 87/13 84%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**ZZ TOP**  
*I Thank You (WB)*  
 LP: Deguello  
 87/13 84%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

**QUEEN**  
*Crazy Little Thing... (Elektra)*  
 173/0 96%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**LINDA RONSTADT**  
*How Do I Make You (Asylum)*  
 LP: Mad Love  
 148/5 81%

Regional: B 70A, C 70A, D 70A, E 70A, F 70A, G 70A, H 70A, I 70A, J 70A, K 70A, L 70A, M 70A, N 70A, O 70A, P 70A, Q 70A, R 70A, S 70A, T 70A, U 70A, V 70A, W 70A, X 70A, Y 70A, Z 70A

N & A

**SPINNERS**  
*Workin' My Way... (Atlantic)*  
 182/2 90%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**DONNA SUMMER**  
*On The Radio (Casablanca)*  
 LP: On The Radio  
 144/3, 80%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**ZZ TOP**  
*I Thank You (WB)*  
 LP: Deguello  
 87/13 84%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

**ZZ TOP**  
*I Thank You (WB)*  
 LP: Deguello  
 87/13 84%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00
	WFTS	2:00-2:30
	WTVT	2:30-3:00
	WFLA	3:00-3:30
MIDWEST	WGN	10:30-11:00
	WGN	11:00-11:30
	WGN	11:30-12:00
	WGN	12:00-12:30
	WGN	12:30-1:00
	WGN	1:00-1:30
	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

**SHALAMAR**  
*The Second... (Solar/RCA)*  
 LP: Big Fun  
 85/23 52%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
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	WTVT	2:30-3:00
	WFLA	3:00-3:30
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	WGN	1:30-2:00
	WGN	2:00-2:30
	WGN	2:30-3:00
	WGN	3:00-3:30
SOUTH	WISN	10:30-11:00
	WISN	11:00-11:30
	WISN	11:30-12:00
	WISN	12:00-12:30
	WISN	12:30-1:00
	WISN	1:00-1:30
	WISN	1:30-2:00
	WISN	2:00-2:30
	WISN	2:30-3:00
	WISN	3:00-3:30

**TOTO**  
*99 (Columbia)*  
 LP: Hydra  
 158/1 87%

Regional: B 50A, C 50A, D 50A, E 50A, F 50A, G 50A, H 50A, I 50A, J 50A, K 50A, L 50A, M 50A, N 50A, O 50A, P 50A, Q 50A, R 50A, S 50A, T 50A, U 50A, V 50A, W 50A, X 50A, Y 50A, Z 50A

N & A

Region	Station	Time
EAST	WFLA	10:30-11:00
	WTVT	11:00-11:30
	WFTS	11:30-12:00
	WWSB	12:00-12:30
	WFTS	12:30-1:00
	WTVT	1:00-1:30
	WFLA	1:30-2:00

*An American Message To The World*

*A Gift From  
The TM Companies*

TM Productions • TM Programming • TMSpecial Projects • TMInternational  
THE TM COMPANIES.... Divisions of SHAMROCK BROADCASTING 



**VOICE OF FREEDOM**

**JIM KIRK & The  
TM Singers** A **TM** Production 4834

*Capitol*  
REG. U.S. PAT. OFF.



January 7, 1980 — Released exclusively in Dallas

January 8, 1980 — Airplay on every local station

January 11, 1980 — A sell-out at the retail level

January 11, 1980 — CAPITOL RECORDS agrees to manufacture and distribute nationally

All 1980 TM Profits from this recording will be donated to the Disaster Fund of the American Red Cross in the names of the American hostages in Iran.

Listen to it and we guarantee you'll play it. Then ask for listener comments and watch their pent-up emotions explode.



# THE PICTURE PAGES

## Bishop In Driver's Seat



Warner Bros. Records has signed singer/songwriter Stephen Bishop to an exclusive worldwide agreement with first release tentatively titled "Red Cab To Manhattan." Bishop (seated) is shown at signing ceremony surrounded by (l-r) WB's Russ Titelman, Bishop manager Phil Ames, WB VP Lenny Waronker, WB's Ira Selsky, Bishop manager Trudy Green, attorney Don Passman, and WB Chairman Mo Ostin.

## Davis Honored By Martell Foundation



Arista Records President Clive Davis will receive the T.J. Martell Foundation 1980 Humanitarian Award for Leukemia research at the fourth annual awards dinner on April 19 at the Waldorf-Astoria. The foundation, founded and supported by the music industry, has made grants in excess of \$1 million to the leukemia research laboratory in memory of T.J. Martell, son of CBS Records' VP Tony Martell. Pictured at the announcement are (l-r) CBS Records' President Bruce Lundvall (1977 honoree and foundation director), Davis, and A&M Records' President Gil Friesen (1979 honoree).

## Shooting Star Launched By Virgin



Virgin Records' Kansas City-based rock band Shooting Star has released their debut album of same name with single, "You've Got What I Need," due for release in mid-February. Van McLain, group vocalist/guitarist/writer, is shown (center) flanked by (l-r) Shooting Star manager Greg Kimmelman, Atlantic President Jerry Greenberg (Virgin distributor), Virgin President Ken Barry, and group manager John Kostick.

## American Gigolo In New York



Polydor Records and Paramount Pictures, in conjunction with WKTU/ New York, sponsored the official New York premiere and following party for "American Gigolo." The film soundtrack is being distributed by Polydor and features tracks by Cheryl Barnes, Blondie, and Giorgio Moroder, album producer. Assembling after the premiere are (l-r) Polydor VP Rick Stevens, Paramount's Howard Levine, "American Gigolo" director Paul Schrader, "AG" star Richard Gere, and Polydor Exec. VP Dick Kline.

# 106 FM KWEST PRESENTS

**PHIL HENDRIE**  
6AM-10AM  
**STEVE DOWNES**  
10AM-2PM

**J.J. JACKSON**  
2PM-6PM  
**CHINA SMITH**  
6PM-10PM

**FRANK BENNETT**  
10PM-2AM  
**RICH DALTON**  
2AM-6AM

**BOYD R. BRITTON**  
NEWS

YOUR  
LICENSE TO  
ROCK 'N ROLL



TURN IT  
UP!

# THE PICTURE PAGES

## RSO Buzzing Over Kingbees



RSO Records has announced the signing of Los Angeles group the Kingbees to a long-term recording contract. Pictured with RSO President Al Coury (seated) are (l-r): RSO's Jan Landy; Kingbees drummer Rex Roberts, bassist Michael Rummans, and guitarist Jamie James; and RSO Sr. VP Rich Fitzgerald.

## CBS College Reps Keep The Beat



Columbia's Beat recently performed at the Whisky in Los Angeles and were greeted backstage by the entire CBS Records College Rep Department. Pictured are (front row, l-r) CBS College Dept. Mgr. Steve Brack, and the Beat's Paul Collins, Michael Ruiz and Steven Huff. Shown back row are (l-r) college reps Kevin Kennedy and John Weiner, Supervisor Barry Levine, college reps Mark Gorlick and Cliff O'Sullivan, and the Beat's Larry Whitman.

## Lasting Impressions



Chi-Sound's Impressions recently appeared in New York and were given a party backstage by RCA. Pictured are (l-r) RCA's Basil Marshall and Larry Palmacci, group member Sam Gooden, RCA's Sharon Heyward, group members Fred Cash and Reginald Torian, and RCA's Toni Hamilton, Hilda Williams, and Keith Jackson.

## News At Chrysalis



Chrysalis Records has just announced the signing of Huey Lewis and the News, with a debut LP due in April. Pictured at the signing are (l-r) Chrysalis Sr. VP Sal Licata, Huey Lewis, Chrysalis's Roger Watson and Steve Shmerler, and manager Bob Brown.

## Shirts Gig Whisky

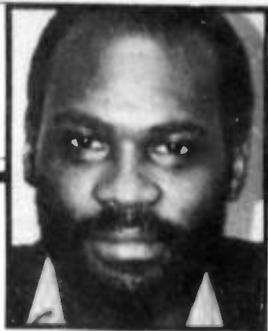


Capitol's Shirts recently appeared at the Whisky in Los Angeles and were greeted backstage by company execs. Pictured are (standing l-r) Capitol's Scott Martin, manager Hilly Kristal, group member John Criscione, Talent Tide's Jim Kramer, the band's Arthur LaMonica, Capitol VP Rupert Perry, Shirts' Annie Golden and Ronald Ardito, Capitol's Ray Tusken and Susan Scharf. Pictured in the foreground are (l-r) Capitol/EMI-America/UA President Don Zimmermann, group member John Piccolo and Capitol VP Dan Davis.

## "Special View" Of The Only Ones



Epic's Only Ones came over for their first U.S. tour to promote their debut Epic album, "Special View." Shown above after performing at L.A.'s Whisky are (l-r): E/P/A VP Stan Monteiro, Epic's Larry Schnur, the Only Ones' Peter Perratt, E/P/A's Jeff Siroty, Epic/Portrait VP Frank Rand, and E/P/A's Larry Douglas.



# Black Radio

## Bill Speed

THE R&R RATINGS RAP, PT. III

### Extended Measurement's Impact On Black Radio

In the final part of our ratings discussion with black programmers, the main subject is Arbitron's Extended Measurement. Indianapolis, where Amos Brown's WTLC is located, already has the 12-week surveys, and most major markets will start with it in 1980. It means a whole different style of planning and promoting for all radio stations, and there are special problems for black radio, as you'll see below.

**R&R:** I think from a research point of view, something agencies can accept in terms of research statistics, they have to have some kind of standardized technique in use for all the black areas. I would encourage you to talk to MSI and Arbitron and get specific with them about why don't they hire a firm to go into the major black markets, take a poll every year so they can supply updated information? That can give some of your teenagers jobs as well within the cities.

**AMOS BROWN:** Another thing they could do is admit what the status is in the fine print in the beginning of the books. They always put "ethnic weighting has been applied to project a sample," and they always give you an in-tab number, but they never print in the book where the advertiser can see it for himself and not depend on a handout on our letterhead. How much were they upweighted?

**R&R:** I'll give you an example. In Los Angeles, in an analysis of the fall book for KACE, approximately 590 came back from the high density black area in L.A. And of those, my firm was able to determine that 450 were black. So about a quarter of the diaries in the HDDB here were not black. That will vary from market to market but it is the kind of thing you have to dig out from Arbitron. You're right, Amos, they don't print that and you have to get a tab or diary count to get the actual number on it.

**BOB SCOTT:** When they take a measurement, can't they measure to the parameters of the city limits? My signal barely gets outside the beltway around D.C., whereas some people can get Harrisburg, PA or way down to Richmond, VA. I feel that penalizes me because I don't have a signal.

**R&R:** Again, standardization is the key here, because the syndicated service is supposed to be uniform across the country. What you can do, though, to build a sales story is to make a trip out to Laurel and look through the diaries.

**BOB SCOTT:** We did, and they were mostly telephone retrieval and there were no comments or anything that was useful.

**R&R:** But at least you can find out geographically how many came from the district and boil out your own little mini-book. You can calculate your own average quarter hour and come for the district — eliminate the suburban counties there and do a sales story on what the D.C. radio listeners are really listening to.

**RON KING:** Another disparity is that when Arbitron lists teenagers of minority audiences, they don't break it out as to female and male; it is lumped into one . . .

**AMOS BROWN:** Our rep is H.R. Stone. Arbitron will send them the computer tape up to their computer in New York and then we get another breakout. And it has always angered us that I'm paying X amount of thousands of dollars for a book and the right for someone to use the computer tape. The tape will come back: they'll break my teenagers out male, female; they break my exclusive come down any way by daypart, by demographics, the whole ball of wax. Yet I can't get that in the book as I'm not fortunate enough to have a computer.

**R&R:** Only about 25% of that data that is recorded in any diary is ever shown in the book. You don't know anything about zip code penetration, about your teen breakouts, you don't know who you are sharing audience with, you don't know when your audience comes or goes, etc. There's a whole lot for all you pay that you don't get. You get the right to pay more. That's the type of thing a rep or consultant can break out for you, but it is not free.

### Extended Measurement

**R&R:** Let's talk about Extended Measurement for a little. Amos, this is probably near and dear to your heart. Probably D.C. will start this fall, Bob. What will be taking place is that in markets where Extended Measurement begins this fall, you will be having 12-week sweeps. The fall one will start September 4 and go through November 26. If you are in one of the top three markets, your spring sweep starts February 28 this year. What will happen then is next January there will be another 12-week cycle (Jan.-Feb.-March) and then another 12 weeks (April-May-June). So markets will either have 36- or 48-week measurements. The implication is that you will really have to take a look at marketing your station year round. You can't just gear up for sweeps — the hypoing thing that a lot of folks try to use to influence numbers now is going to be passe unless you're a WIKS and you've got a couple hundred thousand dollars to throw away each quarter. You are also going to take a look at how to keep your sound consistent. This is really a revolution for radio.

**AMOS BROWN:** Now speaking as the token Extended Measurement person, we've had it for a year. We are going into our third Extended Measurement book in February. First of all we do not have an exorbitant promotion budget. Traditionally in this market there are about four stations in a regular rating period who knock the socks: trips to wherever, Corvettes, etc. We knew that those guys would not be hurt in the short run and that there was no way we could get into a pitching match with anybody. So, the first Extended Measurement book, a spring book, in March we went on the air with nothing. No promotions, no outside advertising, no TV. We went in with a good, strong, clean air sound. Then in April we went on the air with our major spring contest and we did some television and in May we just laid back and rested on our promotional hype and a good, clean station. In May most of the stations deal with the race (Indianapolis 500), and Extended Measurement covered three of the weekends before the race and we don't do anything with the race. So we decided to let the race people kill themselves and we would just play music. Our pattern over the first twelve weeks was we fairly struck even with an 8 the first month, went up to a 9, leveled off at an 8.6 the third month and averaged out at an 8.8 for the three-month period.

We have a problem in terms of keeping morale up on my air staff. We are on stage all the time, we have had to suffer from vacations. We run into a problem of being sick. Luckily we have a part-timer who is good enough and has a strong air voice. What we haven't yet gone and done is shift the entire air staff when one is sick. Some stations here

have done that. Now we are going into the third book, here I am about six weeks from the rating period and the contests have not yet come. I think part of it is everybody is waiting for the book to see what happened and I think everybody is tapped out battle-wise. There was an inordinate amount of money spent last year because nobody knew how to budget for it except us.

**R&R:** That's one of the challenges of Extended Measurement, doing a year-round budgeting plan.

### Planning Necessary

**AMOS BROWN:** One thing it did force us to do as a station is to plan our entire year's promotional calendar, just basically in terms of contests and big community service/public service thrusts that we were going to do. Now we are going into '80 knowing in each month which two or three projects we are going to do. I've got my program director and my promotion person thinking long-range at least through July. The Extended Measurement did force our company to allocate more money for trade, television, and raw contests which we didn't have before.

**R&R:** I think in the long run it is probably going to cost you a little more, but it won't be in the spurts that it might have been when you tried to influence a four-week survey. You are going to have your budget spread out over a longer period of time.

**AMOS BROWN:** I don't know what we'll do. Since we've already had 24 I know they are going to ram 48 weeks down our throat a year whether we like it or not. The one thing you all should remember is the black broadcasters in New Orleans and Seattle which were the first two markets voted against and are still vehemently opposed to extending it. We didn't want it; we are not currently a subscriber, and it's not so much because it is extended but because of the whole Arbitron system.

**R&R:** Arbitron is gearing up so that by 1982 virtually every market will have at least 24 weeks of measurement. Most of the middle markets will have 36 weeks and the top 20 markets will probably have 48.

**AMOS BROWN:** The really rough thing it will force Black stations to do, if you have to go to 36 or 48, is raise the quality of your part-timers — your might almost have a full-time part-timer on your staff. Someone will have to be on vacation somewhere during your rating period, and at that point you'll have to have a good strong air person ready to pop in.

**R&R:** Keep in mind one other thing. Let's say that the fall survey starts September 4. Remember that Arbitron is placing samples a month prior to that and this really heightens people's awareness when they are contacted by Arbitron. So your act has really got to be done a month or so before the official start of that book, because you are getting more and more people with heightened interest now saying, "This has been my favorite station. Let me see if I still like them so when the survey starts, I can write them in the diary."

**AMOS BROWN:** I think you have to remember that in a four-week survey you may have had 1500 to 2000. It's the same sample size.

**R&R:** Your weekly sample is a third of what it is in your normal surveys now. There is no sample increase. If you've got 1200 in your metro which, you've been getting in a four-week sweep, rather than getting 300 diaries a week, you are not getting back 100 diaries a week. That means that your monthly reports will tend to be unstable and you'll have to wait about 17 weeks from the beginning of the survey before you'll really know what happened. The monthly reports that you get are only 12+ and 18+ information and not much use.

**AMOS BROWN:** One thing the programmers will not like, but we like it in terms of management, is it gives us a little more flexibility. For example, with Extended Measurement we as management are more willing to run an hour-long news special on crime, a documentary or special feature, on the theory that one hour is not going to hurt us that bad over 12 weeks as opposed to over four.

### People

Dan Pothier has been named Program Director of XHRM-FM/San Diego. Prior to his appointment, Pothier was Music Director of the station . . . Sue Woods, assistant to Don Brooks during his programming tenure at WWIN/Baltimore, will be rejoining him at WEBB there . . . Exchanging her receptionist's desk for one in the news department is Valerie Cox of WLOU/Louisville . . . Roy Schneiderman becomes assistant Music Director of Jazz-formatted WYBC/New Haven, while Music Director Eric Strauss also assumes promotional chores at the station . . . Congratulations to the winners of the Image Awards sponsored recently by the Beverly Hills-Hollywood chapter of the NAACP. Musical honorees included Grover Washington Jr., Teddy Pendergrass, Ashford & Simpson, Donna Summer, B.B. King and the Jacksons . . . WAOK/Atlanta is on the lookout for a morning personality. Program Director Doug Harris requests tapes and resumes sent to his attention (no calls) at WAOK, 75 Piedmont Avenue, NE, Atlanta, GA 30303 . . . Remember, you don't have to be a reporter to participate in this section. Please send all materials (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

### Places

**WHY CAN'T WE BE DEEJAYS?:** That's what MCA recording group War asked themselves recently. So they got into the swing of things at KACE/Los Angeles when they took over as air personalities for the day . . . LISTENING TO THE BEAT OF A DIFFERENT DRUMMER: Stix Hooper of Crusaders fame will be doing just that in Memphis on March 1 for a contest sponsored by MCA and local station WHRK(K-97). The contest to select the most talented drummer in Memphis is also a tie-in to Hooper's latest album. The winner will receive a Pearl drum set as well as the entire Crusaders record catalog . . .

### Things

**RADIO RAPPIN':** The term "rappin'" given new life by the Sugar Hill Gang, is now being picked up by radio. KGFJ/Los Angeles has put together its own station rap which highlights each air personality as well as stresses the advantages of listening to that particular station. Rappin' Southern style is WJMI/Jackson, MS. The station is featuring a contest whereby listeners call in with their original "10 lines of rhymes" to win albums, cash and watches . . . WKWM/Grand Rapids, in association with Capitol Records, has developed an "In Bad Times, We're The Best Of Friends" promotion. Participants are to send in letters based upon that theme. The winning entry will be entitled to a night on the town which will include dinner, flowers, and a limousine . . . BLACK HISTORY MONTH: February is "Black History Month" and stations across the country are planning related activities. KAPE/San Antonio is sponsoring a black history quiz with the station giving clues to the identities of those who made significant contributions to the black heritage . . . Meanwhile, WERD (Studio 14)/Jacksonville, FL is presenting "Moments In Black History," an information program which highlights local and state black history . . .

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

### WHISPERS

"And The Beat Goes On" (Solar/RCA)

KOOL & THE GANG

"Too Hot" (DeLite/Mercury)

SISTER SLEDGE

"Got To Love Somebody" (Cotillion)

NARADA MICHAEL WALDEN

"I Shoulda Loved Ya" (Atlantic)

TAVARES

"Bad Times" (Capitol)

RAY, GOODMAN & BROWN

"Special Lady" (Polydor)

BROTHERS JOHNSON

"Stomp" (A&M)

ROBERTA FLACK & DONNY HATHAWAY

"You Are My Heaven" (Atlantic)

LOU RAWLS

"Sit Down And Talk To Me" (Philadelphia International)

VAUGHAN MASON & CREW

"Bounce, Rock, Skats, Roll" (Brunswick)

## CLIMBERS

Following are listed in order of their airplay activity.

**GAP BAND** "I Don't Believe You Want To Get Up And Dance..." (Mercury) 51% reporting activity. Added in the West at KYAC and KDAY while medium at KDIA. Added in the Midwest at WLOU; climbing at WKWM, WDAO, WCIN and WBMX. New at WYLD in the South while climbing at WGIV, WDIA, WAOK, KMJQ and KAPE and hot at WVEE and WHRK. The East reflects medium airplay at WILD and WDAS and hot rotation at WOL, WWIN and WXYV.

**PARLIAMENT** "Theme From The Black Hole" (Casablanca) 49% reporting airplay. In the East it is new at WAMO while medium at WOL, WWIN and WILD. Medium in the South at KOKY, WGIV, WAOK and WYLD while hot at KAPE, WANT and WJMI. Climbing at WCIN and WDAO in the Midwest; hot at WKWM, WJMO, WLOU and KATZ. Added at KDKO, medium at KDIA, and hot at KDAY in the West.

**RONNIE LAWS** "Every Generation" (UA) 49% reporting action. In the East it is climbing at WDAS, WWRL and WKND. Debuting at WAOK and WGIV in the South; climbing at WDIA and WYLD while hot at KOKY. The Midwest reflects an add at WCIN with mediums at KAEZ, WBMX, WTLC, WVON, WDAO, WJMO, WJLB and WLOU. New at KYAC in the West, medium at KDKO, and hot at KDAY.

**GQ** "Standing Ovation" (Arista) 46% of our reporters are on it. New in the South at KOKY, WANT, WHRK, WVEE and WJJS; medium at WDIA and WOIC. Added at WDAO, WJLB and KATZ in the Midwest and climbing at WTLC and WJMO. Debuting at WOL and WXYV in the East while climbing at WWRL and WWIN. New in the West at KDAY, medium at KDIA, and hot at KLIP.

**HAROLD MELVIN & THE BLUENOTES** "Prayin'" (Source/MCA) 44% reporting airplay. Added at KSOL in the West. Climbing in the Midwest at WJLB and KAEZ; hot at WBMX, WVON, WCIN and WKWM. New at WDIA in the South and climbing at KAPE, while hot at WYLD, WAOK, WGIV and WOIC. Climbing at WDAS, WWRL and WAMO in the East while hot at WKND and WILD.

**NORMA JEAN** "High Society" (Bearsville) 41% reporting activity. In the East it is climbing at WILD and hot at WOL. Hot at KSOL in the West and medium at KDAY and KDIA. Climbing in the Midwest at WLOU, WJMO and WVON; hot at WCIN and WJLB. The South reflects hot rotation at WAOK, WGIV, WANT and KOKY with mediums at WDIA, WKXI and WYLD.

**ANGELA BOFILL** "What I Wouldn't Do" (GRP/Arista) 41% reporting activity. The Midwest shows an add at WVON while climbing at WJMO, KATZ, WTLC and KAEZ and hot at WCIN. Added at WKXI in the South, medium at WYLD, WDIA and KOKY while hot at WAOK and WGIV. Medium at WOL in the East; hot at WWRL and WDAS.

## Album Airplay

Following are listed in order of their airplay activity.

WHISPERS "The Whispers" (Solar/RCA) "And The Beat Goes On" "Lady"  
 GAP BAND "Gap Band II" (Mercury) "Steppin' (Out)" "I Don't Believe You  
 Want To Get Up And Dance (Oops!)"  
 TEDDY PENDERGRASS "Live Coast To Coast" (Philadelphia International) "It's  
 You I Love" "Shout And Scream" Various Cuts  
 LOU RAWLS "Sit Down And Talk To Me" (Philadelphia International) "Sit Down  
 And Talk To Me"  
 BRASS CONSTRUCTION "Brass Construction 5" (UA) "Right Place"  
 PARLIAMENT "Gloryhallastoopid" (Casablanca) "Theme From The Black Hole"  
 "Big Bang Theory" "Party People"  
 ANGELA BOFILL "Angel Of The Night" (GRP/Arista) "What I Wouldn't Do" "I  
 Try"  
 RONNIE LAWS "Every Generation" (UA) "Every Generation"  
 PRINCE "Prince" (WB) "Why You Wanna Treat Me So Bad" "Sexy Dancer"  
 "I Wanna Be Your Lover"  
 RAY, GOODMAN & BROWN "Ray, Goodman & Brown" (Polydor) "Special  
 Lady"

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

**BRASS CONSTRUCTION** "Right Place" (UA) 41% of our reporters are on it. Added in the South at WDIA and WKXI, medium at WYLD, WAOK, WGIV and WJMI. Debuting at WKWM in the Midwest, climbing at WJMO and WCIN, and hot at KAEZ, WDAO and WLOU. The East reflects medium airplay at WILD, WKND and WWIN while hot at WOL.

**PRINCE** "Why You Wanna Treat Me So Bad" (WB) 41% reporting action. Medium at WWIN and WOL in the East. New in the South at KOKY, WANT, WGIV and WAOK; medium at WDIA, KMJQ and KAPE while hot at WJMI and WOIC. Midwest reflects an add at WDAO, WBMX and WCIN while medium at WJLB and hot at KAEZ. Climbing at KLIP in the West.

**SPINNERS** "Working My Way Back To You" (Atlantic) 37% reporting airplay. In the South it is climbing at WYLD and hot at KAPE, KMJQ, WDIA, WVEE, WHRK and WOIC. East reflects medium airplay at WWRL and hot at WXYV. Medium at WVON, WJMO and KMJM in the Midwest. Added at KSOL and hot at KDAY and KDIA in the West.

**YELLOW MAGIC ORCHESTRA** "Computer Games" (Horizon/A&M) 37% of our reporters are on it. Added in the West at KDAY. Climbing in the Midwest at WDAO and KATZ while hot at WKWM, WCIN, WTLC and WBMX. Added in the South at WANT, medium at KOKY, and hot at WGIV, WAOK, WVEE and WHRK. Hot at WWIN and WXYV in the East.

**INNER LIFE** "I'm Caught Up" (Prelude) 37% reporting action. Added in the Midwest at WCIN; medium at WJMO and WJLB. Climbing at KDIA and KSOL in the West. New in the South at WAOK and WGIV while climbing at WYLD, WKXI, WOIC and KOKY. Medium in the East at WWIN; hot at WILD, WKND and WAMO.

**DRAMATICS** "Welcome Back Home" (MCA) 37% of our reporters are on it. Added in the East at WXYV, WWRL and WDAS. In the Midwest it is climbing at KATZ, WLOU, WJMO, WDAO, WVON and WTLC. The South reflects adds at WOIC, WHRK and WVEE; climbing at WYLD, and hot at WDIA. Added at KDKO in the West.

**DONNA SUMMER** "On The Radio" (Casablanca) 37% reporting activity. Added in the East at WOL. Medium in the South at WOIC, WDIA and KAPE. Climbing in the Midwest at KMJM, WJLB, WJMO, WKWM, WDAO, WVON, WTLC, WBMX and KAEZ. Medium at KDKO and KDIA in the West.

## NEW & ACTIVE

**NATALIE COLE & PEABO BRYSON** "What You Won't Do..." (Capitol) 34% reporting airplay. Added in the East at WWRL, WKND and WXYV; medium at WOL. New in the South at WHRK and WVEE; medium at WKXI, WDIA and WJMI. Climbing at WTLC, WVON, WJMO, KATZ and KMJM in the Midwest.

**TERI DeSARIO w/KC** "Yes, I'm Ready" (Casablanca) 34% of our reporters are on it. Added in the South at WYLD, WHRK and WVEE; hot rotation at KMJM, WJJS and WJMI. New at WDAO in the Midwest, climbing at WKWM. Debuting at WXYV in the East while medium at WWRL and WOL. Climbing at KDKO, KDAY and KDIA in the West.

**INSTANT FUNK** "Bodyshine" (Salsoul) 32% reporting activity. New at KDIA in the West. Added at WJLB in the Midwest; climbing at KATZ, WLOU, WJMO, WDAO and WCIN. The South reflects an add at KAPE; medium at WAOK, WGIV and WOIC. New at WAMO and climbing at WOL in the East.

**RICK JAMES** "Come Into My Life" (Gordy) 29% reporting action. Added at WWIN and WOL in the East. New at WANT in the South; climbing at WJMI and WOIC while hot at WDIA. Medium at KATZ and WJMO while new at WDAO and WLOU in the Midwest. New at KDKO and climbing at KDIA in the West.

**BRENDA RUSSELL** "Way Back When" (Horizon/A&M) 29% reporting airplay. Added at WOL in the East. New in the South at WGIV, WAOK, WOIC and WDIA. Debuting in the Midwest at WCIN, WBMX, WDAO and WLOU; climbing at WTLC. Medium airplay at KDIA in the West.

**LEON HAYWOOD** "Don't Push It Don't Force It" (20th) 29% of our reporters are on it. New in the Midwest at KMJM, WLOU, WJMO and WDAO; medium at WBMX. Added at WKXI, KMJQ and WANT in the South while climbing at KOKY, WDIA and KAPE. New in the East at WKND.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

MANHATTAN TRANSFER..... Extensions (Atlantic)  
 "Birdland" Various Cuts  
 AHMAD JAMAL..... Genetic Walk (20th)  
 Various Cuts  
 BOB JAMES/EARL KLUGH..... One On One (Tappan Zee/Columbia)  
 "Karl"  
 PAT METHENY..... American Garage (ECM)  
 Title "Heartland" Various Cuts  
 TOM SCOTT..... Street Beat (Columbia)  
 Title  
 SONNY ROLLINS..... Don't Ask (Milestone)  
 Various Cuts  
 RONNIE LAWS..... Every Generation (UA)  
 Title  
 HIROSHIMA..... Hiroshima (Arista)  
 Various Cuts  
 FRIENDSHIP..... Friendship (Elektra)  
 Various Cuts  
 DAVE VALENTIN..... The Hawk (GRP/Arista)  
 Various Cuts

### NEW & ACTIVE

No Records Qualified For New & Active

EAST: WRVR/New York, NY, Herschel/Piscott; WHUR/Washington, D.C., Jessi Fax; WEA/Baltimore, MD, Cheuncey Lewis; WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requeya Ward; WTJZ/ Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Foster. WEST: KADZ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms  
Hottest  
February 15, 1980

EAST	SOUTH	MIDWEST	WEST
Ray, Goodman & Brown Kool & The Gang	Narada Michael Walden Whispers Sister Sledge Ray, Goodman & Brown	Whispers Shalamar Kool & The Gang	Narada Michael Walden

# Regionalized Adds & Hots

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

## EAST

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Rick James  
Al Johnson  
Ben E. King  
Flora Purim  
Trussel  
Sharon Paige  
Sugar Hill Gang  
Bump

**HOTTEST**  
Whispers  
Gap Band  
Oops  
Softones  
Vaughan Mason & Crew  
Ray, Goodman & Brown  
Yellow Magic Orchestra  
Prince  
"Sexy"  
Shalamar  
Brothers Johnson  
Kool & The Gang

**WKYV**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Teri DeSario  
QQ  
Dramatics  
Natalie Cole/Peabo Bryson  
"What"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Shalamar  
Kool & The Gang  
Lenny White  
Gap Band  
"Oops"  
Spinners  
Yellow Magic Orchestra

**WILD**  
Boston, MA  
Steve Crumblay

**ADDED**  
Sweet Money & Lady  
Clifton Dyson  
Pressure

**HOTTEST**  
Ray, Goodman & Brown  
Patrice Rushen  
Stevie Wonder  
Harold Melvin & Blue Notes  
O'Jays  
Narada Michael Walden  
Vaughan Mason & Crew  
Inner Life  
Lenny White  
Tavares

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Natalie Cole/Peabo Bryson  
"What"  
Leon Haywood  
Kinsman Dazz  
Southroad Connection  
Brothers Johnson

**HOTTEST**  
Ray, Goodman & Brown  
Narada Michael Walden  
Lenny White  
Shalamar  
Smokay Robinson  
Kool & The Gang  
Harold Melvin & Blue Notes  
Inner Life  
Ren Woods  
Gap Band

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
L.V. Johnson  
Sequence  
Instant Funk  
Triple S Connection  
Parliament

**HOTTEST**  
Lenny White  
Ashford & Simpson  
Patrice Rushen  
Ray, Goodman & Brown  
Sergio Mendes  
Michael Jackson  
Gap Band  
Trussel  
Inner Life  
Ren Woods

**WOL**  
Washington, D.C.  
Bob Scott

**ADDED**  
Milla Jackson  
Branda Russell  
Al Hudson & One Way  
Rick James  
Donna Summer  
Al Johnson

**HOTTEST**  
Ray, Goodman & Brown  
Narada Michael Walden  
Lenny White  
Shalamar  
Smokay Robinson  
Kool & The Gang  
Harold Melvin & Blue Notes  
Inner Life  
Ren Woods  
Gap Band

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Dramatics  
Vaughan Mason & Crew  
Sylvester  
Direct Current

**HOTTEST**  
Whispers  
Sequence  
Ray, Goodman & Brown  
Narada Michael Walden  
Angela Bofill  
Lenny White  
Roberta Flack/Donny  
Hathaway  
Sister Sledge  
Patrice Rushen  
Kool & The Gang

**WBLS**  
New York, NY  
Frankie Crocker

**ADDED**  
Brothers Johnson  
Stargard  
Grey & Hanks  
Isley Brothers  
"Don't"

**HOTTEST**  
Not Available

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

**ADDED**  
Natalie Cole/Peabo Bryson  
"What"  
Dramatics  
Teddy Pendergrass "It's"  
Kenny Nolan  
Skyy  
Merry Clayton  
Chocolate Jam Company  
Isley Brothers

**HOTTEST**  
Big Foot  
Tavares  
Brothers Johnson  
Narada Michael Walden  
Angela Bofill  
Sylvester  
Sister Sledge  
Whispers  
Whispers  
Roberta Flack/Donny Hathaway  
Kool & The Gang

## MIDWEST

**WCIN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Kool & The Gang  
Prince "Why"  
Inner Life  
Brenda Russell  
Ronnie Laws  
Hiroshima

**HOTTEST**  
Vaughan Mason & Crew  
Whispers  
Sister Sledge  
Yellow Magic Orchestra  
Fat Larry's Band  
Kool & The Gang  
Joe Betan  
Manhattan Transfer  
Stargard  
Osiris  
Kenny Loggins

**KAEZ**  
Oklahoma City, OK  
Steve Scott

**ADDED**  
Chuck Cissel  
Mighty Fire  
Milla Jackson

**HOTTEST**  
Whispers  
T-Connection  
Sister Sledge  
Betty Wright  
Brass Construction  
Kool & The Gang  
Slave  
Shalamar  
Prince "Why"  
Al Hudson

**WBMX**  
Chicago, IL  
James Alexander

**ADDED**  
Vaughan Mason & Crew  
Prince "Why"  
Mighty Fire  
Sharon Paige  
Brenda Russell

**HOTTEST**  
Kool & The Gang  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
Chapter 8  
O'Jays  
Harold Melvin & Blue Notes  
Narada Michael Walden  
Gap Band  
Eddy Grant

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Cream D'Cocos  
Stone City Band  
Lenny White "Best"  
Pleasure  
Teena Marie

**HOTTEST**  
Vaughan Mason & Crew  
Whispers  
Yellow Magic Orchestra  
Fat Larry's Band  
Kool & The Gang  
Joe Betan  
Manhattan Transfer  
Stargard  
Osiris  
Kenny Loggins

**WVON**  
Chicago, IL  
Carl Connors

**ADDED**  
Angela Bofill

**HOTTEST**  
L.V. Johnson  
Berry White  
Billy Preston/Syreeta  
Lou Rawls  
Sister Sledge  
Tavares  
Roberta Flack/Donny Hathaway  
Sergio Mendes  
Harold Melvin & Blue Notes  
Shalamar

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Brass Construction  
Sylvester  
Shadow  
Webster Lewis  
Gap Band "Oops"

**HOTTEST**  
Whispers  
Parliament  
Love Unlimited  
B.T. Express  
Leon Haywood  
Skyy  
Prince  
Five Special  
Brenda Russell  
Teri DeSario

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Jean Carm  
Leon Haywood  
Teddy Pendergrass "It's"

**HOTTEST**  
Shalamar  
O'Jays  
Kool & The Gang  
Lenny White  
Patrice Rushen  
Commodores  
Ray, Goodman & Brown  
Natalie Cole/Peabo Bryson  
Parliament  
Kinsman Dazz

**KMJM**  
St. Louis, MO  
Harry D

**ADDED**  
Stevie Wonder "Outside"  
Lenny White "Best"  
Leon Haywood  
Chocolate Jam Company  
Teddy Pendergrass  
Windsong

**HOTTEST**  
Shalamar  
Whispers  
Slave  
Michael Jackson  
Diana Ross  
Tavares  
Narada Michael Walden  
Smokay Robinson  
Lou Rawls  
Patrice Rushen

**KATZ**  
St. Louis, MO  
Earl Parnell

**ADDED**  
QQ  
Jerry Butler  
Ava Cherry

**HOTTEST**  
Sister Sledge  
Lou Rawls  
Chuck Cissel  
Lenny White  
Kenny Loggins  
Slave  
Tavares  
Shalamar  
Parliament  
Whispers

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Brothers Johnson  
QQ  
Rick James  
Ben E. King  
Love Unlimited  
B.T. Express  
Leon Haywood  
Skyy  
Prince  
Five Special  
Brenda Russell  
Teri DeSario

**HOTTEST**  
Fat Larry's Band  
Brass Construction  
Trussel  
Controllers  
Kool & The Gang  
Brothers By Choice  
Sergio Mendes  
Ren Woods  
Whispers  
Lattimore

## SOUTH

**KOKY**  
Little Rock, AR  
Jimmy Smith

**ADDED**  
QQ  
Invisible Man's Band  
Ben E. King  
Skyy  
Midnight Starr  
Kenny Nolan  
Prince "Why"

**HOTTEST**  
Whispers  
Vaughan Mason & Crew  
Ray, Goodman & Brown  
Sister Sledge  
Kool & The Gang  
Narada Michael Walden  
Ronnie Laws  
Roberta Flack/Donny Hathaway  
Tavares  
Norma Jean

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Jean Carm  
Bell & James

**HOTTEST**  
Parliament  
Peaches & Herb  
Teri DeSario  
Fatback Band  
Pleasure  
Sister Sledge  
Lou Rawls  
Milla Jackson  
Prince "Why"  
Vaughan Mason & Crew

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Brothers Johnson  
Rick James  
Chuck Mangione  
Prince "Why"

**HOTTEST**  
Yellow Magic Orchestra  
Leon Haywood  
QQ  
Parliament  
Slave  
Brass Construction  
Narada Michael Walden  
Controllers  
Lou Rawls  
Chuck Cissel  
Norma Jean

**WVVE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Teri DeSario  
QQ  
Dramatics  
Natalie Cole/Peabo Bryson  
"What"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Shalamar  
Kool & The Gang  
Lenny White  
Gap Band "Oops"  
Spinners  
Yellow Magic Orchestra

**WHRK**  
Memphis, TN  
Ron Olson

**ADDED**  
Teri DeSario  
QQ  
Dramatics  
Natalie Cole/Peabo Bryson  
"What"

**HOTTEST**  
Ray, Goodman & Brown  
Whispers  
Shalamar  
Kool & The Gang  
Lenny White  
Gap Band "Oops"  
Spinners  
Yellow Magic Orchestra

**WAOK**  
Atlanta, GA  
Doug Harris

**ADDED**  
Kool & The Gang  
Prince "Why"  
Inner Life  
Brenda Russell  
Ronnie Laws  
Hiroshima

**HOTTEST**  
Whispers  
Sister Sledge  
Yellow Magic Orchestra  
Lou Rawls  
Harold Melvin & Blue Notes  
Narada Michael Walden  
Norma Jean  
Roberta Flack/Donna Hathaway  
Angela Bofill  
Tavares

**WGIV**  
Charlotte, NC  
Chris Turner

**ADDED**  
Kool & The Gang  
Prince "Why"  
Inner Life  
Brenda Russell  
Ronnie Laws  
Hiroshima

**HOTTEST**  
Whispers  
Sister Sledge  
Yellow Magic Orchestra  
Lou Rawls  
Harold Melvin & Blue Notes  
Narada Michael Walden  
Norma Jean  
Roberta Flack/Donny Hathaway  
Angela Bofill  
Tavares

**WDIA**  
Memphis, TN  
Ron King

**ADDED**  
Harold Melvin & Blue Notes  
Ann Peebles  
Brenda Russell  
Brass Construction

**HOTTEST**  
Kool & The Gang  
Spinners  
Capt. & Tennille  
Sister Sledge  
Dramatics  
Roberta Flack/Donny Hathaway  
Andrae Crouch  
Rick James  
Tavares  
Whispers

**WJJS**  
Lynchburg, VA  
Robert Goins

**ADDED**  
Brothers Johnson  
QQ

**HOTTEST**  
Michael Jackson  
Shalamar  
Lenny White  
O'Jays  
Narada Michael Walden  
Patrice Rushen  
Ray, Goodman & Brown  
Rufus & Chaka  
Natalie Cole/Peabo Bryson  
Teri DeSario

**KMJQ**  
Houston, TX  
Jack Patterson

**ADDED**  
Stevie Wonder  
"Outside"  
Lenny White "Best"  
Leon Haywood  
Chocolate Jam Company  
Teddy Pendergrass "Where"

**HOTTEST**  
Whispers  
Shalamar  
Teri DeSario  
Slave  
Narada Michael Walden  
Spinners  
Switch  
Lou Rawls  
Smokay Robinson

**WKXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
None

**HOTTEST**  
Michael Jackson  
Mandra  
Diana Ross  
Narada Michael Walden  
Vaughan Mason & Crew  
Sister Sledge  
Controllers  
Ren Woods  
Pleasure  
Osiris

**KAPE**  
San Antonio, TX  
Rudy Greene

**ADDED**  
Asphalt Jungle  
Sharon Paige  
Instant Funk  
Shotgun  
Emotions  
Skyy  
Teddy Pendergrass "It's"

**HOTTEST**  
Lenny White  
Ray, Goodman & Brown  
Slave  
Parliament  
Sequence  
Cameo  
O'Jays  
Narada Michael Walden  
Bill Summers  
Spinners

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

**ADDED**  
Teri DeSario  
Ben E. King  
Shadow  
Gap Band "Oops"  
Michael Jackson "OH"  
Fat Larry's Band  
Brothers By Choice  
Premium  
Ava Cherry

**HOTTEST**  
Patrice Rushen  
Sequence  
Ray, Goodman & Brown  
Whispers  
Narada Michael Walden  
Harold Melvin & Blue Notes  
Tavares  
Kool & The Gang  
Sister Sledge  
Lou Rawls

## WEST

**KDIA**  
Oakland, CA  
Jerry Boulding

**ADDED**  
Brothers Johnson  
Billy Preston/Syreeta  
Brothers By Choice  
Instant Funk  
Vaughan Mason & Crew

**HOTTEST**  
Ray, Goodman & Brown  
O'Jays  
Michael Jackson  
Patrice Rushen  
Lenny White  
Kool & The Gang  
Spinners  
Narada Michael Walden  
Kenny Loggins  
Lakeside

**KDAY**  
Los Angeles, CA  
Steve Woods

**ADDED**  
Gap Band "Oops"  
Michael Jackson "OH"  
Sergio Mendes  
Al Hudson  
Controllers  
QQ  
Yellow Magic Orchestra

**HOTTEST**  
Whispers  
Parliament  
Sister Sledge  
Ronnie Laws  
Vaughan Mason & Crew  
Narada Michael Walden  
Spinners  
Stix Hooper  
Roberta Flack/Donny Hathaway  
LA Boppers

**KSOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
Tavares  
Whispers  
War  
Harold Melvin & Blue Notes  
Peaches & Herb  
Spinners

**HOTTEST**  
Ray, Goodman & Brown  
Narada Michael Walden  
Sister Sledge  
Patrice Rushen  
Slave  
Kool & The Gang  
Lenny White  
Michael Jackson  
O'Jays  
Norma Jean

**KLIP**  
Fresno, CA  
Mike Anthony

**ADDED**  
Merry Clayton  
Teena Marie  
Kleer  
Skyy  
Love Unlimited  
Chocolate Jam Company  
David Sanborn

**HOTTEST**  
Sharon Paige  
Billy Preston & Syreeta  
Topics  
Stargard  
Rufus & Chaka "Any"  
Shadow  
QQ  
Brothers Johnson  
Whispers  
LA Boppers

**KYAC**  
Seattle, WA  
Robert L. Scott

**ADDED**  
Ronnie Laws  
Chuck Mangione  
Michael Jackson "OH"  
Gap Band "Oops"

**HOTTEST**  
Not Available

**KDKO**  
Denver, CO  
John Anderson

**ADDED**  
Parliament  
Rick James  
Dramatics  
Chuck Mangione  
Sequence  
KC & Sunshine Band

**HOTTEST**  
Lenny White  
Dionne Warwick  
Michael Jackson  
Jimmy Bo Horne  
Phyllis Hyman  
Cameo  
Emotions  
Opus 7  
Vernon Burch  
Narada Michael Walden



# Jeff Gelb AOR

## AOR Market Summary - Boston

### No Ratings Woes

The October-November ARB results came as quite a surprise to WBCN, as the station slipped behind competing WCOZ in 12+ figures for the first time in a year (WBCN fell 5.2 to 4.7 while WCOZ was up 4.4 to 5.0). PD Tony Berardini refused to panic: "My response to the staff, and the response I got from management, was that we don't take any one book and live or die by it. We have to look at a number of ratings services' results over an extended period of time. If we don't we'd be panicking needlessly. Besides, we were still #1 in 18-34's."

"I don't intend to change anything structurally," he continued. "I refuse to act to a negative stimulus. WBCN changes directions for positive reasons: to accomplish something, not to react to something."

### Participatory Programming Policy

Barardini is a first-time PD whose appointment at WBCN, following Charlie Kendall's departure, was an unexpected one for him. "I am first, last and always a music person. Being PD at WBCN was the farthest thing from my mind when I first joined the station as MD. I still do an air-shift a week so I don't lose touch with the music or how it feels on the radio."

He encourages his airstaff's participation in the WBCN decision-making process. "I would be a fool not to. We have a whole range of people with different experiences here: people who have been in radio for ten years here at WBCN, or in other major markets, as well as the freshness of people who are coming in from college radio. A distillation of all those perspectives is invaluable."

### 30,000 Album Music Library

Those air personalities have what may be AOR radio's largest record library from which to choose their music sets: 30,000 albums spanning two decades. Of those albums, approximately 3000 are the "core library" of material from which the bulk of older material is chosen, while the other 27,000 are available to add spice to sets. Berardini commented on the structure of the WBCN music system, "We're not a white buzzsaw rock 'n' roll radio station. We are committed to playing a number of different genres, and to breaking new artists. At the same time we maintain the degree of familiarity necessary to reach a mass audience."

### Supporting Local Music

Among the new artists WBCN is committed to

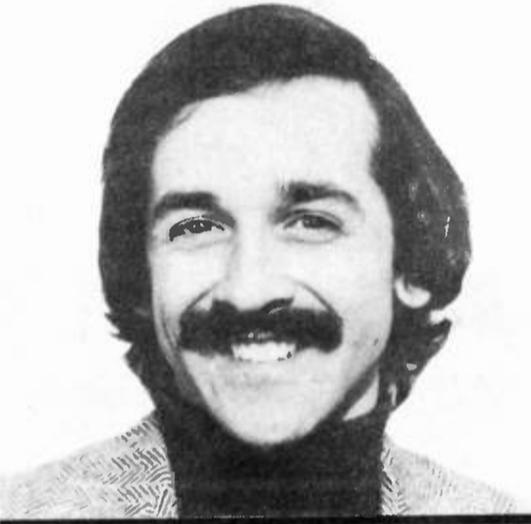


*"We're not a white buzzsaw rock 'n' roll radio station. We are committed to playing a number of different genres, and to breaking new artists."*

— WBCN PD Tony Berardini

supporting are unsigned local acts. Bands are invited to submit tapes to the station, the better of which are added in regular airplay rotations. Berardini commented, "If a piece of music is good enough to get on the air here, it's good enough to be played between the Eagles and Fleetwood Mac. Supporting local talent in this way gets the station vitally involved with the local music scene, and I believe that the healthier the local music scene is, the better a radio station like WBCN will do. Radio stations have to get off their butts and look for local music to support."

Berardini is confident that such aggressive musical attitudes will help the station continue to grow. "We're not only alive and well; we're kicking ass. For a decade-old radio station, we're not even out of our infancy stage yet in terms of what we can do from here. WBCN will continue growing and changing, as does Boston."



*"I think we'd be kidding ourselves if we thought people didn't want to hear standard familiar songs, songs people feel good about."*

— WCOZ PD Tommy Hedges

### Friendly, Familial, Familiar

At the helm of competing WCOZ is a former WBCN PD, Tommy Hedges. While at WBCN, Hedges hired back popular WBCN air personality Charles Laquidara, hired Oedipus for new wave programming, and brought aboard David Bieber as Promotion Director. As he left, partially due to these programming moves, WBCN went through the ratings roof. The employee strike in early 1979 resulted in unprecedented media coverage of and support for the strike, and the ratings went up still further.

Meanwhile, across the street at his new programming home WCOZ, Hedges hired former WBCN employee Bob Slavin as his MD. The two set about the task of rivalling their former radio station for numbers. Hedges dumped the entire airstaff with one exception (midday air personality Lisa Carlin) and brought in a variety of local and outside talents. "I now have a station of personalities," Hedges explained, "each of whom are reflective of the overall station philosophy: to be friendly, familial, and familiar. The personalities are encouraged to talk about the music and the community. They are a necessary adjunct to the music; I think it's the music people are coming to WCOZ for."

### A Familiar Music Base

WCOZ's 2500-album music library stresses the familiar with some emphasis on new music.



Hedges said, "I think we'd be kidding ourselves if we thought people didn't want to hear standard familiar songs, songs people feel good about." The music is picked with the help of focus groups that the station sponsors. "I think one of the real dangers a radio station that plays a wide variety of music can get into is getting tired of tunes that listeners like the most. If we put ourselves in the place of a person for whom radio is not the end of the world, but a companion or diversion, we're better able to provide the sort of entertainment that sort of person wants to hear. The focus groups allow us to gain that sort of knowledge about our audience."

### No TV Ads

Surprisingly, WCOZ did not use any TV in its winning October-November ratings sweep, even though its animated spot had won an advertising award. Hedges said, "We turned on the TV and noticed that every important show was saturated by spots from as many as eight local radio stations. We figured we'd be beating our heads against the wall, and besides, rates were getting more and more expensive. It seemed more sensible to concentrate on promotions the station could do on the air, like music specials."

### Counterprogramming Concert Broadcasts

Hedges is a firm believer in the promotional value of live concert broadcasts, but found that WBCN had the local music scene pretty well sewn up for concert coverage. While WCOZ was able to air some local shows, Hedges was forced to look elsewhere to find the radio concerts he knew his audience appreciated. "I ended up forming an association with the Bottom Line in New York. Most of the time we tie in with shows being broadcast by WNEW-FM. Since they'd already done the preliminary work of installing phone lines into the club, all we had to do was establish a long line and hook into their system. It wasn't too costly, and I consider it a promotional expense."

WCOZ's Bottom Line broadcasts often enable the station to air shows by area favorites whose Boston concerts were carried on WBCN. They also bring to Boston airwaves some artists who might not otherwise have radio exposure in the city.

Another major station push is the WCOZ card, good for record and other discounts and for eligibility in various station promotions. 32,000 have been distributed to date by the station's traveling promotional van.



*"We're trying to be contemporary; we call it rock without the shock."*

— WEEI-FM PD Clark Smidt

### The Soft Rock Faction

While WCOZ and WBCN locked horns for the hard-rocking AOR audience, soft AOR WEEI-FM continued its pattern of growth with the older de-

Continued on Page 40

# Jeff Gelb

## AOR Market Summary — Boston

Continued from Page 39

mographics in general (#2 adults 18-34) and women in particular (#1 women 18-34). Director of Programming and Promotion Clark Smidt offered his opinion on why WEEI-FM continues to grow while other soft AOR's have had rougher times: "Our success is a result of long hours of careful planning, and caring about the product. What we have done with our music is blend cuts from million-selling albums by well-known hip artists. We stay away from groups like Led Zeppelin, yet on the other end of the spectrum, we don't play people like Barry Manilow or the Carpenters either. We're trying to be contemporary; we call it rock without the shock. We play 12 songs on Fleetwood Mac's "Tusk" album, but not the title cut. We play a lot of Jefferson Starship, Steely Dan, and others; we just don't play the hardest songs on those records." This heavily-dayparted music also includes key jazz artists. Jazz makes up about 8% of WEEI-FM's playlist.

WEEI-FM is not a passive radio station. Its call letters are visible on billboards, on entertainment directory cards distributed free throughout Boston, and on TV spots. Additionally, the station has produced a telephone tape message with updated movie information for the city's largest theatre chain. In return, the theatres run a WEEI-FM spot before all their showings.

Smidt is enthusiastic about the station's future. "Our format is very viable and attracting the right audience." Boston in general mirrors Smidt's feelings; it's a lively community of music-

lovers who are currently supporting the polished programming efforts of three very different AOR stations. For all three, the future looks bright.

\*\*\*\*\*

*I call to your attention an excellent series of articles to be found elsewhere in R&R beginning this week. WBEN/Buffalo PD Robert Wood has taken an in-depth look at radio's relationship with TV as a means of advertising and promoting the station's activities. By reading his interviews and articles, you can learn a lot about choosing the TV spots that say what you need said, making time buys pay off, and other essentials for the radio station considering TV as a promotional vehicle.*

### PROMOTION OF THE WEEK



**KILO MAG:** Originally the concept of the magazine was centered around putting out something that would spotlight what the station is doing. It's become, additionally, a guide for area music and other leisure activities of interest to our audience.

It's free to our listeners and available through clients and at concerts. As a free publication, it's been enormously expensive for us to put out — around \$5000 or \$6000 per issue. Those expenses are partially subsidized by advertisers, though many clients who advertise on the station can't afford to duplicate their coverage in the magazine. So we have to pay a portion of the expenses.

The magazine is written both by station staff members and outside freelancers. Each issue includes a personality profile of one of the jocks along with record reviews and music information.

The KILO Mag is tremendously popular with our listeners; they call all the time asking when the next one is due out, and when they get to the record stores, they go like hotcakes. So despite the expenses involved, it's been a worthwhile promotion for the station; the exposure is unbeatable.

— Rich Hawk, PD  
KILO/Colorado Springs

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.

### EVOLUTION

Sonny Fox has relocated. The former WYSP/Philadelphia PD will be doing mornings at WSHE/Miami, while MD Michele Robinson has been upped to Programming Assistant. Dan Carlyle and Steve Huntington have both exited their airshifts at the station... Frank Barret has been upped to GM from Sales Manager at KAWY/Casper. MD Craig Martin is exiting the station, and more programming changes are in the wings. Details soon... WBUF/Buffalo is switching formats from AOR to P/A... WDIZ/Orlando's new PD is Joe Krause, who exited his PD post at WWCK/Flint for the Florida AOR. WDIZ/Orlando's new MD is Mike Lyons... Jackie Harris has been appointed MD at WXQR/Jacksonville, NC. Andrea Zywczyk is new to all-nights at the station... Jackie Forsting has exited as MD at WROQ/Charlotte... Bob Kocak has been upped to Asst. PD at WRKI/Bridgeport from afternoons... Bob Reitman has exited mornings at WQFM/Milwaukee. John Rausch has been upped to full-time at the station... Terry Gibson has joined WMAD/Madison for overnights... Danny Mofatt has joined KQFM/Portland for afternoons... Roy Edwards has joined the news department at WRXL/Richmond... Lou Katz has joined WAVA/Washington from neighboring WWDC for production... Maureen Flaherty has joined WCMF/Rochester from WYSP for nights. Bill Davis is new to WCMF from WAAL/Binghamton for mornings... Ken Noble has exited KZOK/Seattle for afternoons at KFOX/Redondo Beach.

### UPDATE

KOZZ/Reno celebrated its first anniversary with a listener birthday party featuring free beer and buffet plus door prize tickets to see Pink Floyd in L.A... WEBN/Cincinnati held a drumming marathon for the Heart Association. Those who drummed continuously for 48 hours became eligible to win a \$1300 drum set... WYDD/Pittsburgh played an hour's worth of Canadian rock music in tribute to the country's help in rescuing Americans from Iran... Z-92/Omaha sponsored Tantrum in concert for \$3.92, or \$2.92 to listeners holding the station's Rock Flock Card... KBCO/Boulder invited 1000 listeners to join them for a free night of rollerskating recently... WZAM & WMYK/Norfolk were in a bind when a recent snowfall left two jocks and the chief engineer trapped at the station for 28 hours straight. All three traded airshifts for the simulcast stations... WFBQ/Indianapolis has just released its second annual album of statewide talent, to sell for \$2.95 with proceeds benefitting the Kidney Foundation... WLPX/Milwaukee held a listener appreciation party featuring Romantics for \$1.97... WKTM/No. Charleston's Rockathon for March of Dimes raised over \$9000.

**COMING NEXT WEEK:** AOR radio responds to Polydor VP of Artist Development Jerry Jaffe's charge (in a recent R&R guest editorial) that AOR radio must shoulder much of the blame for the failure of new artists to break even in sales. As you'd expect, the responses are candid and provide further food for thought about the nature of the AOR music library.

### CONCERTS & CONVERSATIONS

**RADIO-TV SIMULCASTS:** CITI-FM/Winnipeg presented Pumps.

**PRESENTATIONS:** WSAI-FM/Cincinnati presented Romantics for \$1.94

**RADIO CONCERTS:** Angela Bofill, Dave Valentin, Bob James on WRVR/New York... David Bromberg on WLIR/Long Island... 38-Special on WAAF/Worcester... Head East, Pearl Harbor on KAZY/Denver.

**GUEST DJ'S:** Blondie on WPIX-FM/New York.

**CONVERSATIONS:** ARS, 38-Special on WDHA/North Jersey... Kenny Loggins on WMMS/Philadelphia... McGuinn & Hillman on KILO/Colorado Springs... Molly Hatchet, Styx, Outlaws on KISW/Seattle... Alan King on WBAB/Long Island... 38-Special on WAAF/Worcester... Blackfoot on WJAX/Jacksonville... Pearl Harbor on KAZY/Denver... Police, Lene Lovich on CFOX/Vancouver.

### COLOR

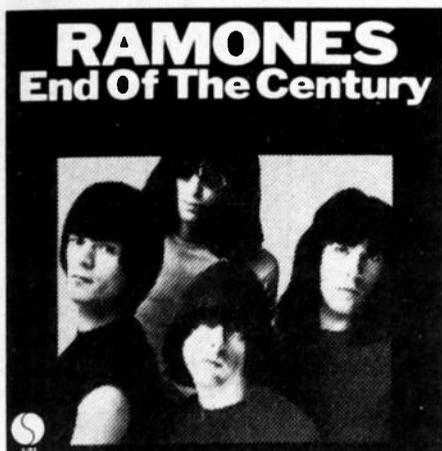
**ANOTHER BRICK PART TWO:** More and more stations are jumping on the Pink Floyd bandwagon by offering tickets, in conjunction with Columbia Records, for the group's L.A. and N.Y. appearances. M105/Cleveland is asking listeners to guess the number of bricks in an audio wall. Eighteen winning guesses will win all-expenses-paid trips to L.A. for the show, with \$105 spending money thrown in for good measure. CFOX/Vancouver had a random drawing for an expenses-paid trip to the L.A. show which was won by a C. (for Chris) Fox. The station insists it's a coincidence. WKQB/Nashville has asked listeners to send in bizarre pink items as their entries to a drawing for tickets to the N.Y. date, and has already received pink gall stones and snow sculptures. WLPX/Milwaukee has asked listeners to count the number of bricks on the walls depicted on the inner and outer covers of the Pink Floyd album. The station will send a winning response to New York's concert. WWW/Detroit has asked twenty Pink Floyd trivia questions and from the correct responses, will draw one for a winner and three friends to see the group in New York. Another 25 runners-up will receive the Pink Floyd catalogue.

**WHY ME?:** WIYY/Baltimore, in conjunction with A&M Records and the Styx album track "Why Me," asked listeners to send a postcard explaining why they feel they should win an evening with the group. The winning entry came from a person with cerebral palsy, who had never seen a rock concert before, who was treated to limo service, dinner with the band, the concert, and a special meeting with the group.

**DINNER FOR TWO:** WHNN/Saginaw is offering dinner for several pairs of listeners in a random drawing of post-card entries. One lucky listener also receives a \$250 jewelry store gift certificate. WSAI-FM/Cincinnati, in conjunction with Nempor Records and the current Romantics album, offered a pair of listeners the opportunity to enjoy a "romantic" evening with the group. Winners in the random drawing received limo service to dinner and the group's concert.

**BE MY VALENTINE:** WBLM/Lewiston-Portland is helping listeners celebrate Valentine's Day by asking them to submit names of people they'd like to receive free boxes of candy and copies of the new Tom Petty & Heartbreakers album. The station will pick twelve winners.

# RAMONES



SRK 6077

## "End Of The Century"

Tracks: "Baby I Love You,"  
"Do You Remember Rock 'N' Roll  
Radio," "Danny Says"

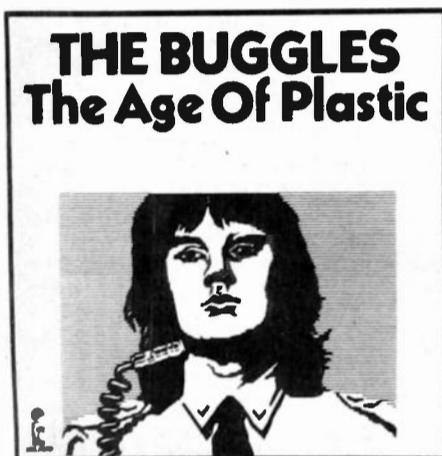
Already on: WLUP, WPLJ, WRIF, WMMR, WBCN, WABX, KWFM,  
WLAV, WCOZ, WNEW-FM, WPIX, WSHE, WNOR, KZEW, KZOK,  
KSJO, KOME, WMMS, WEBN, WXRT, Y95, WZXR, WHCN, Q107,  
WAAF, KWFM, KIDQ, WLIR, WBAB, WBUF, WRNW, KROQ...

Produced by Phil Spector

on Sire Records



# BUGGLES



ILPS 9585

## "The Age Of Plastic"

Tracks: "Clean, Clean"  
"Living In The Plastic Age"  
"I Love You (Miss Robot)"

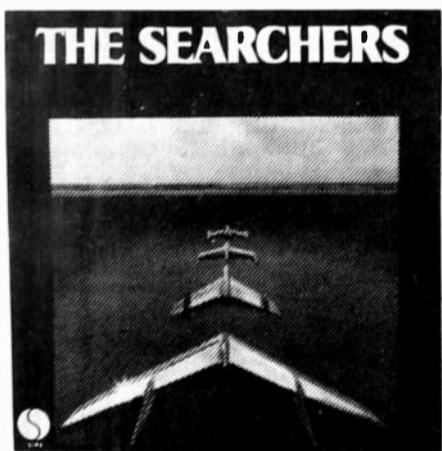
Already on: WMMS, WDVE, WSHE, WBCN, WZZO, WCOZ, WLIR,  
WNEW-FM, WOUR, WBAB, WQBK, KOME, KSJO, KZEL, K99,  
KAWY, KTYD, KEZO, KICT, WRNW, KTXQ, WCOZ, KPRI, KFML, . . .

Produced by The Buggles

on Island Records



# THE SEARCHERS



SRK 6082

## "The Searchers"

Tracks: "It's Too Late,"  
"Switchboard Susan,"  
"Hearts In Her Eyes"

Already on: WXRT, WJKL, WBCN, WCOZ, WAAF, WBLM, WOUR,  
WCCC, WPLR, WNEW, WPIX, WRNW, WLIR, WBAB, WJAX, KZOZ,  
KFML, KAWY, KOME, KSHE, WFFX, KSJO, KREM, WGIR, WPDH,  
KZOZ, K99, . . .

Produced by Pat Moran

on Sire Records



# MADNESS



SRK 6086

## "One Step Beyond"

Tracks: "My Girl,"  
"One Step Beyond,"  
"In The Middle Of The Night"

Already on: KGB, WNEW, WPIX, WLIR, WBAB, WBCN, WCOZ,  
WCAS, WQBK, WRAS, WKWF, WTYD, WAUD, WUOG, WHFS,  
WMMS, WPDH, KTIM, . . .

WATCH FOR MADNESS TO COME INTO YOUR CITY AFTER  
FEBRUARY 21st!!!

A Clanger / Alan Winstanley Production

on Sire Records



MANUFACTURED AND DISTRIBUTED



BY WARNER BROS. RECORDS

Album Airplay/ 40

Chart Summary

Chart summary table with columns 1/25, 2/1, 2/8, 2/15 and rows 1-40.

February 15, 1980

156 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table listing artists, album titles, and airplay data for 40 entries.

In the continuing battle for top airplay, FLOYD edged out PETTY this week as the British band hit the states for its two-city tour and AOR radio scheduled numerous promotions surrounding the band's arrival and album.

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.

New Entry



MOST ADDED

Table listing 'Most Added' albums with columns for chart position and airplay data.

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.

MEDIUM

Table listing 'Medium' albums with columns for chart position and airplay data.

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.

THE HOTTEST

Table listing 'The Hottest' albums with columns for chart position and airplay data.

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.

**GIVE YOUR AUDIENCE AN  
INJECTION OF FULL BLOWN  
ROCK & ROLL!**



**FRANK MARINO &  
MAHOGANY RUSH**

**FEATURING:  
"ROADHOUSE BLUES"  
"ROCK 'N' ROLL HALL OF FAME"  
"ROCK ME BABY"**

ON COLUMBIA RECORDS



# 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

- LINDA RONSTADT**  
"How Do I Make You" (Asylum)
- QUEEN**  
"Crazy Little Thing Called Love" (Elektra)
- HEART**  
"Even It Up" (Epic)
- JOE JACKSON**  
"I'm The Man" (A&M)
- KENNY LOGGINS**  
"Keep The Fire" (Columbia)
- BLONDIE**  
"The Hardest Part" (Chrysalis)
- BOB SEGER**  
"Fire Lake" (Capitol)
- GRAHAM NASH**  
"In The Eighties" (Capitol)
- JOURNEY**  
"Any Way You Want It" (Columbia)
- BLONDIE**  
"Call Me" (Chrysalis)

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

- CHUCK MANGIONE** . . . . . Fun And Games (A&M)  
"Give" "Best" "Missed" "Slowly"
- PAT METHENY GROUP** . . . American Garage (ECM)  
Title "Heartland"
- JEAN-LUC PONTY** . . . . . Taste Of Passion (Atlantic)  
"Beach"
- DAVID SANBORN** . . . . . Hideaway (WB)  
Title "Song" "Anything" "Mine"
- HIROSHIMA** . . . . . Hiroshima (Arista)  
Various
- B. JAMES/E. KLUGH** . . . One On One (Tappan Zee/Col)  
"Kari"
- TOM SCOTT** . . . . . Street Beat (Columbia)  
Title
- GIANTS** . . . . . Giants (LAX/MCA)  
"Fried..."
- RONNIE LAWS** . . . . . Every Generation (UA)  
Title
- NATIVE SON** . . . . . Native Son (MCA)  
Various

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 WQHA**  
Albany  
518-462-5555

Specials (Chrysalis)  
Hottest  
PRETENDERS (Sire)  
FLEETWOOD MAC (A&M)  
J. CELLS BAND (EMI/American)  
PAT METHENY GROUP (ECM)  
FRANK ZAPPA (World Circuit)  
CLASH (Epic)  
K. YOUNG/C. HORSE (A&M)  
EAGLES (Asylum)  
RUNDGREN/UTOPIA (Arista)  
TOM PETTY & HEARTBREAKERS (MCA)  
LINDA RONSTADT (Asylum)  
SUE SAAD & NEXT (Planet)JOURNEY (Columbia)  
POLICE (A&M)

**Baltimore**  
301-889-0098

Specials (Chrysalis)  
Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**104FM WBCZ**  
Boston  
617-266-1111

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WZZO** Allentown  
215-694-0511

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**SOFT ROCK SWEET FM**  
Boston  
617-282-5900

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**MOST ADDED**

**KNACK**  
...But The Little... (Capitol) 19/18

**SHOOTING STAR**  
Shooting Star (Virgin) 18/18

**RAMONES**  
End Of The Century (Sire) 18/15

**SEARCHERS**  
Searchers (Sire) 12/12

**SUE SAAD & NEXT**  
Sue Saad & Next (Planet) 13/8

**BUGGLES**  
The Age Of... (Island) 8/8

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

**MEDIUM**

**CLASH**  
London Calling (Epic) 28/16

**PRETENDERS**  
Pretenders (Sire) 25/16

**NAZARETH**  
Malice In... (A&M) 19/15

**ROMANTICS**  
The Romantics (Nemperor) 19/14

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

**THE HOTTEST**

**PINK FLOYD**  
The Wall (Columbia) 35/34

**T. PETTY & HEARTBREAKERS**  
Damn... (Backstreet/MCA) 34/34

**RUNDGREN/UTOPIA**  
Adventures... (Brsville/WB) 32/26

**DAN FOGELBERG**  
Phoenix (Full Moon/Epic) 32/25

**J. GELLS BAND**  
Love... (EMI-America) 31/22

**EAGLES**  
The Long Run (Asylum) 27/22

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

**WAAL** Binghamton  
807-772-8850

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WOL** Boston  
617-247-0850

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WLOM** Cape Cod  
617-255-3220

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WBLM** Lewiston-Portland  
207-783-2065

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**BRIDGEPORT**  
203-579-9995

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WHEN** Hartford  
203-247-1060

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**WVLT** Long Island  
516-587-1023

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)

**Q-FM-97** Buffalo  
716-881-4555

Hottest  
PAT METHENY GROUP (ECM)  
B. JAMES/E. KLUGH (Tappan Zee/Col)  
TOM SCOTT (Columbia)  
PAT METHENY GROUP (ECM)  
DAN FOGELBERG (Arista)  
SUE SAAD & NEXT (Planet)  
LINDA RONSTADT (Asylum)  
QUEEN (Elektra)







### MIDWEST

#### WFOB 88.5 M Stereo Indianapolis 317-257-7666

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### WIBA-FM Madison 608-274-6480

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### KFHH Muscatine 319-263-2612

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### Rockford 815-777-3075

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### Rock 101 Terre Haute 812-236-2667

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### KY 102 Kansas City 816-753-4567

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### WMAD Madison 808-249-9277

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### Z-92 Omaha 402-592-5300

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### Winnipeg Saginaw 517-802-9528 517-894-2996

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### FM 104 Toledo 419-246-3377

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### SAS Kansas City 816-531-3400

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### WLPX 97 fm Milwaukee 414-342-1111

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 92.9 Omaha 712-322-4041

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### KIXX 93 Sioux Falls 605-339-1520

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### T-95 Wichita 316-722-8123

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### FM 102 Hama Lincoln 402-432-8565

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 93QFM Milwaukee 414-276-2040

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 106 WLUKT Peoria 309-674-2000

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 106.7 St. Louis 314-842-1111

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 92 CITI FM Winnipeg 204-775-8371

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### KQ92 Minneapolis 612-545-5601

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

# WEST

### KFMG Albuquerque 505-265-8811

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 98 Bakersfield 805-832-1410

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 96 KEZYFM Anaheim 714-776-3696

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 104 Boise 208-344-6363

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### kgot Anchorage 907-349-2531

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### MOST ADDED

SHOOTING STAR	14/14
Shooting Star (Virgin)	14/14
SEARCHERS	10/10
Searchers (Sire)	10/10
SUE SAAD & NEXT	14/9
Sue Saad & Next (Planet)	14/9
KNACK	10/9
...But The Little... (Capitol)	10/9
CHUCK MANGIONE	8/8
Fun And Games (A&M)	8/8

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

ROCKETS	30/18
No Ballads (RSO)	30/18
McGUINN & HILLMAN	23/15
City (Capitol)	23/15
J. GEILS BAND	35/14
Love... (EMI-America)	35/14
NO NUKES	29/14
Various Artists (Asylum)	29/14
NAZARETH	24/14
Malice In... (A&M)	24/14
CLASH	23/14
London Calling (Epic)	23/14

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

PINK FLOYD	40/38
The Wall (Columbia)	40/38
T. PETTY & HEARTBREAKERS	38/35
Damn... (Backstreet/MCA)	38/35
DAN FOGELBERG	38/31
Phoenix (Full Moon/Epic)	38/31
EAGLES	32/26
The Long Run (Asylum)	32/26

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.

### KBCO Boulder 303-444-5600

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### Casper 307-235-1515

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### KILO 94 Colorado Springs 303-634-4896

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)

### 104 Boise 208-344-6363

ADD: THE STAR (Virgin) (Capitol)  
 SHOOTING STAR (Virgin) (Capitol)  
 SEARCHERS (Sire) (Capitol)  
 SUE SAAD & NEXT (Planet) (Capitol)  
 KNACK (Capitol)  
 ...But The Little... (Capitol) (Capitol)  
 CHUCK MANGIONE (A&M) (Capitol)  
 Fun And Games (A&M) (Capitol)





**Jim Duncan**

# Country

## News Notes

"Congressman McKinnon," the name KSON-AM-FM/San Diego owner-President Dan McKinnon is hoping for if elected next November. As announced in R&R this week (see Page 1), McKinnon is going to run for a U.S. Congressional spot. As most of you know, Dan and I served together on the CMA Board and co-produced and directed last October's "Post Awards Radio Show" for NBC Radio. Besides that, I did seven of my "wonder years" on Dan's stations in San Diego. He was a good boss and he would make a great Congressman . . . R.H. "Smokey" Hyde, GM of KRMD-AM-FM/Shreveport, was named "Broadcaster Of The Year" by the Louisiana Broadcasters Association . . . As the 1980 Winter Olympics get underway this week in Lake Placid, NY, I received word that WEET/Richmond has stopped airing the NBC radio series "Olympic Odyssey" in support of President Carter's position on the Soviet invasion of Afghanistan. According to GM Jon Hill, WEET will not broadcast the promotional tool for the summer Olympics until the Russian troops are withdrawn . . . WCXI/Detroit had some impressive coverage of their thank you to Canada (see photo, Page 1). Besides R&R, the story ran on the front page of the major Detroit newspaper and in Newsweek magazine . . . WMAQ/Chicago morning personality Lee Sherwood urged listeners to send thank you notes to the Canadian Prime Minister Joe Clark. The station reports instant response in the thousands . . . James Holley, recently with KMAK/Fresno and formerly with KSON and WSLR/Akron, has been named PD of WVM1/Biloxi, MS . . . Craig Swoop, OM of KDTH/Dubuque, IA, reports a power increase for the station. It's now 5000 watts, 24 hours a day. The station is programming Country now from 3pm to midnight, according to MD Roger Cadogan, with plans to expand . . . Jay Jackson, from WNAX/Yankton, SC, is the new morning man of KTYN/Minot, ND . . . Larry Miller has been named PD and Williams A. Beyer (Bill Barr on-the-air) appointed MD for WAXU/Lexington . . . KYAK/Anchorage has dropped automation for 24-hour live Country broadcasting. Bill Brink is PD and Don Griffin MD for the 50,000-watt AM station . . . The Country Music Association saluted "Uncle Len" Ellis, owner and President of WLJE/Valparaiso, IN, in the February "Close-Up," CMA's monthly newsletter. Ellis has been a disc jockey now for 30 years. A tip of the hat to one of the real veterans of the biz . . . Talked with Coyote Calhoun, the new assistant to OD Jerry David Melloy of WAMZ-FM/Louisville. Calhoun, who will also oversee the music for the station, was recently with KULF/Houston. He had nothing but praise for the sound of Houston station KIKK-FM . . . Speaking of FM Country, R&R's Lee Wade put together a piece on the huge success of FM Country radio featured immediately following this column ("check your local listings") . . . WLEW/Bad Axe, Michigan, celebrated its 30th anniversary last Monday (11) . . . Gene Barry, new PD of WKKR/Evansville, IN says he will be using Bill Robinson's Music Works syndicated radio service for the shows on WKKR. He is looking for a morning and afternoon personality, for the live programming during the broadcast day. For more details: (812) 425-2221 . . . That brings my "broadcast day" to a close . . . So what's news with you?

## FM Country: Coming On Strong

As country music continues expanding on all levels, one obvious contributor with a lot of clout is FM radio. The gradual listening shift from AM to FM is apparent in all music formats, and Country has already staked out territory on the FM band. One hot station is WCMS-FM/Norfolk, with a 10.9 share in the Oct/Nov Arbitron making it number one in the market. WQYK-FM/Tampa-St. Petersburg surpassed AM WSUN in the spring book, and although it dropped a bit in the fall, WQYK still tied WSUN with a 6.0 for the Oct/Nov sweep. A surprise was powerhouse WBAP/Dallas limping behind sister station KSCS-FM. Both WFMS-FM/Indianapolis and KNIX-FM/Phoenix have sizable chunks of their markets, as does KEBC-FM/Oklahoma City. Houston, a highly competitive market with three country stations, has an FM in the lead, KIKK-FM. And the success stories go on and on.

Unlike AOR, which was specifically formed as an alternative to AM Top 40's tight playlists and high-speed jocks, Country FM is more an extension, rather than an alternative, to AM. Whether or not Country FM is a haven for "Progressive Country" or "Album-Oriented Country" only time can tell. AOR, which began as "underground" radio in the late 60's, later dubbed as "progressive," wasn't a fully established format with a solid image, until 1971-72.

WJEZ-FM/Chicago PD Jon Anthony comments, "If I was programming an AM station, I'd probably do the same as I am doing now," adding that WJEZ plays more music than a typical AM, more album cuts, and that the station is a good starter station, playing a lot of new material. WJEZ jocks are personality-oriented, but "not as high-pitched as an AM would be. Exciting, but no hype."

PD Jim Walton has positioned WITL-FM/Lansing as the "information station." During morning drive, it may play only eight records per hour. "At that time we are primarily conversation, covering weather, sports, traffic. We do em-

*"We put music before the personality."*

*Mike Carta, WIL-FM*

phasize the music, but not during drive time. The best description for us would be full-service." Walton noted that at one time, WITL's AM carried the FM, but since the early 70's the FM started to gain, and has now surpassed the AM in ratings. WITL is personality-oriented, with a high profile in the community. It shares an audience with an old-line Pop/Adult and, according to Walton, "we are basically no different than an AM except for the quality of the music."

WIL-FM/St. Louis PD Mike Carta also states that music is the main focus of the station. "We have a highly researched format, with a staff of four compiling data full time. Our jocks have a degree of selectivity within the framework of the clock." The stereo factor coupled with a limited spot load (usually eight minutes, with a 12-minute maximum) further supports the music orientation. Carta produces "Country Jam," a show which features top artists' latest albums, with selected cuts airing uninterrupted for 15 minutes. The program runs weeknights from 9-9:30. WIL also airs several syndicated programs, including "Country Greats," a feature from ABC Radio, and plans to include a "New Faces" series, featuring upcoming talent. "We put music before the personality. Our approach to news and sports is limited, with 2½ minutes of news per hour in drive time. We play the same music as our AM sister station, but it is rotated differently."

Bill Conway has built WBCS/Milwaukee's image as a contemporary Country station. He discarded all non-stereo records, dropped some newscasts, and plays longer music sweeps, with spotlight artist shows featuring 15 minutes of continuous music. WBCS shares an audience with a Top 40 and a Pop/Adult station, and "with that knowledge we can add major artists like Elton John, or Kansas; artists that appeal to people who don't listen to country and which blend with our sound. We are very contemporary; in another market we might even be described as MOR." All the jocks, and Conway himself, have experience in non-Country AM radio. Conway also adds that his market doesn't have a hard-core country following.

"Generically, AM has a heavier commercial load than FM, consequently there is less music," commented Carol Parker, PD at WMZQ-FM/Washington, D.C. Her only competition is an automated Drake-Chenault format, and although Parker stresses the importance of the music, she adds, "News is also an integral part of the station, as are traffic reports, etc." Public affairs are limited to week-ends. "We carry several syndicated programs, including 'Live From The Lone Star Cafe,' 'American Country Countdown,' and 'Jamboree USA.'" WMZQ is aiming for adults 25-49, gearing programming and outside advertising to that target. TV ads are very lifestyle-oriented. Parker adds that the station segues a lot of its music, and runs a maximum of 12 commercial minutes per hour.

"The difference between an AM and our FM is the great, clear sound." Herb Allen, PD at WFMS-FM/Indianapolis clusters spots around the music, gives the jocks a clock to follow, and maintains a short playlist. His approach to non-music programming is "just like every other station" with a strong news department. "We don't use the word Country for the simple reason that I have never heard a Pop/Adult station say 'This is a Pop/Adult station.'" WFMS share an audience with another Country station (AM) and with the FM rockers.

*"The difference between AM and FM is the great, clear sound."*

*Herb Allen, WFMS-FM*

"We feel that once listeners switch from the AM band to the FM, they will stay because of the sound quality."

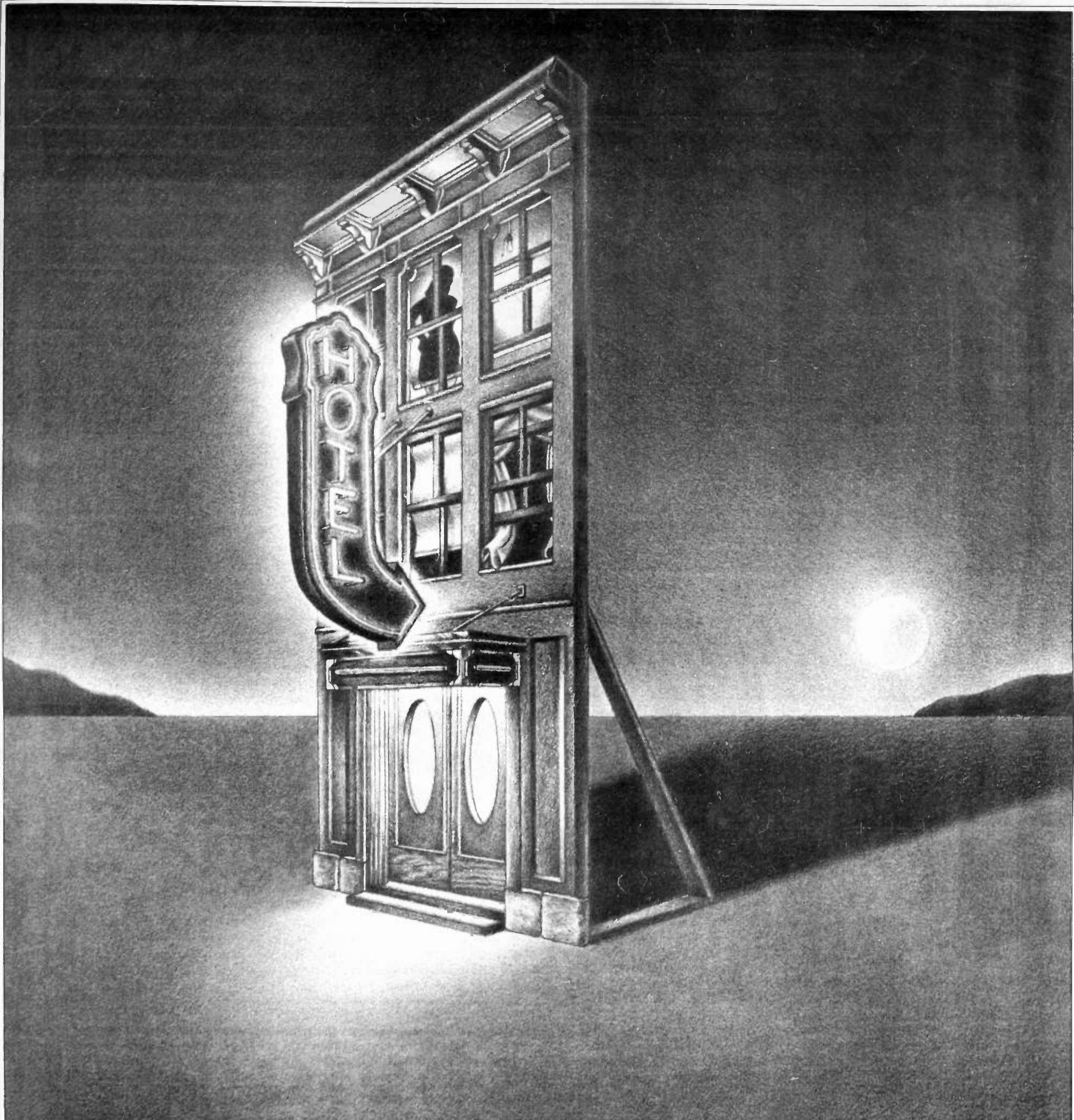
Noting the national trend away from AM to FM, WCMS-FM/Norfolk PD Russ Cassidy comments that his station was one of the first FM Country stations and has remained so for the past 15 years. "We are personality-oriented, but have fewer talk blocks than an AM." Cassidy also noted that he too shares an audience with the Pop/Adult stations in the city.

Bob English, the PD at WUBE-AM-FM/Cincinnati, also stresses that FM plays fewer commercial minutes per hour than would an AM, commenting, "The FM listener is predisposed to think he/she is hearing more music." WUBE-FM utilizes specialized syndicated programs, and plays more album cuts than the AM. "With the FM we have the leeway to test out new or different records. On the AM we are more traditional. The AM is talkier, and the FM more low-keyed."

At WKSJ/Mobile, PD Bill Robbins notes that listening spans on FM are longer, and therefore "we rotate the music differently than an AM. We do a lot of information, things not usually associated with FM, like Paul Harvey, etc." The jocks have a clock to follow, and the station does not play album cuts. Their image is based on the premise that "good radio is good radio," regardless of format. "We provide services such as mobile news, traffic reports, a meteorologist, just as a Pop/Adult station would. We would be the same even if we were AM."

The clearcut differences between Country AM and FM appear to be fewer commercials and more music, with a little bit of mellowing from the jocks. FM has made an impact, and as the number of stations continue to venture into this area, more patterns and trends will emerge. One thing is certain, Country FM is here to stay.

— Lee Wade



## •CHECK INTO DON KING'S "LONELY HOTEL"•

*Don King has created a loyal audience at radio with songs like "I've got you to come home to," "She's the girl of my dreams," "The feeling's so right tonight" and "You were worth waiting for." He has won numerous ASCAP awards and performed with such artists as Conway Twitty, Loretta Lynn, Tammy Wynette, and Tom T. Hall. And now he has delivered "Lonely Hotel," his debut single for Epic Records, which has been greeted with tremendous excitement at radio.*

REPRESENTATION: UNITED TALENT • 1907 DIVISION STREET • NASHVILLE, TENNESSEE 37203 • 615/244-9412

DON KING • "LONELY HOTEL" (9-50840) • PRODUCED BY KEN LAXTON • ON EPIC RECORDS



# Country

## BREAKERS

### CRYSTAL GAYLE It's Like We Never Said Goodbye (Columbia)

On 63% of reporting stations. This week's adds include KLAC, KSON, WDAF, CKLW-FM, KVET, WEEP, WHN, WPOR, KWMT, WKKN, KVOC, KRZY, KNIX, KRAM. Charts: 9-7 WYVA, 36-27 KSO, 17-9 KCKC, 34-25 WNRS, 16-7 KLZ, debut 30 WIL, 33-26 WTHI. R&R Chart: Debut 27.

### HANK WILLIAMS JR. Women I've Never Had (Elektra)

62% of reporters on this record. Charts: 30-24 WUNI, 32-25 WFMS-FM, 36-29 KEEN, debut 24 WLWI-FM, 27-21 WKDA, 51-29 KHAK, 32-27 WVOJ. Adds: WHOO, WDAF, WIRE, KVET, WXCL, KLVI, WEAT, KSON, WOKQ. R&R Chart: Debut 36.

## 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.

**LACY J. DALTON** "Tennessee Waltz" (Columbia) 67/15, KLAC, KMPS, WFMS-FM, KSO, WHK, WSUN, KOKE, WYVA, KGFX, WYTL, WKQC, WWOJ, KIDN, KMAK, KSON. Charts: 32-17 CKLW-FM, 44-30 KKYX, 30-26 WKDA, 38-26 KFEQ, 31-26 WXCL. R&R Chart: Debut 38.

**JERRY LEE LEWIS** "When Two Worlds Collide" (Elektra) 65/14, KNEW, KLZ, WFMS-FM, WSLR, KOKE, WEAT, WQQT, KLVI, WEEP, KMAK, KLAK, KSON, KRAM. Charts: 16-11 KCKC, KMPS. Charts: 39-29 WCXI, 37-27 KVOC, 44-28 WCXI, 37-30 WUBE, 33-28 KFGO, 35-29 WTHI. R&R Chart: Debut 39.

**ROSANNE CASH** "Couldn't Do Nothing Right" (Columbia) 64/11, KLZ, WSAI, WFMS-FM, WGTO, KOKE, WVOJ, WDN, WYVA, WKKN, WKQC, KMAK. Charts: 37-27 KFEQ, 50-30 KHAK, 15-11 WSEN, 36-30 WBAM, 33-28 WXCL, 21-18 KFTN. R&R Chart: Debut 40.

**CHARLEY PRIDE** "Honky Tonk Blues" (RCA) 58/23, One of the "Most Added" this week. KLAC, KRZY, KMPS, WJJD, WSAI, WDAF, WCXI, WSLR, WNRS, WXCL, WIL, WKKN, KEBC, KWMT, KHAK, WAXX, WUNI, WGTO, WNVY, KVET, WYII, KCEY, KKAL, 9-8 KCKC, debut 18 CKLW-FM.

**ALABAMA** "My Home's In Alabama" (MDJ), 54/16, WCMS, WQQT, KOKE, WJJD, WYTL, WTHI, KFEQ, KGFX, WADR, WHK, KWMT, KEEN, KVOC, KKAL, WSUN, KUZZ. Charts: 26-16 WUNI, 33-29 WWOK, 34-29 WSEN, 29-23 WLWI-FM, 39-25 CKLW-FM, 31-25 KSO, 40-26 KHAK, 24-19 WVOJ, 31-27 KCKC, 22-16 KFTN, debut 23 KMPS, 34-29 WXCL.

**STREETS** "Love In The Meantime" (Epic) 52/12, KLZ, KVOC, WYTL, WJJD, WYDE, KRMD, WINN, KIKX, KOKE, WVOJ, KVET, WKXA. Charts: 37-29 KEED, 27-24 WEAT, 47-26 KHAK, 37-24 KHEY.

**BRENDA LEE** "The Cowgirl And The Dandy" (MCA) 51/23, One of the "Most Added" of the week. New stations include KEED, KLAK, KUZZ, WTHI, KSO, CKLW-FM, WUNI, KZIP, WCOS-FM, WHOO, WNVY, WYDE, WVOJ, KYNN, WKMF, WKKN, WTHI, KSSS, KKAL, WSLR, KTYN, KVOO, KHEY, 30-26 KCKC.

**HENSON CARGILL** "Silence On The Line" (Copper Mountain) 51/2, WINN, KNIX. Charts: 38-28 WSAI, 30-21 WYTL, 33-22 KHEY, 27-18 KZIP, 35-29 WJJD, 39-30 KVOC, 18-14 KRMD, 15-11 WUBE, 24-18 KLZ, 18-16 KRAK, 26-20 WEAT, 28-18 KMPS, 16-11 WHK.

**REX ALLEN JR.** "Yippy Cry Yi" (WB/Reprise) 50/13, CKLW-FM, KYNN, KRAK, KLAK, KUZZ, KCEY, KHEY, WGTO, WVM, WNVY, WCOS-FM, WOKK, KLVI, debut 29 KMPS.

**RAY STEVENS** "Shriner's Convention" (RCA) 50/12, One of the "Most Requested." New at KRZY, KSOP, WNRS, WXCL, WGTO, WAXX, CKLW-FM, WHBF, KMAK, KUZZ, KVOC, KHAK. Charts: 27-23 WUNI, 10-5 WCOS-FM, 30-21 WBAM, debut 18 WHOO, 29-24 WVOJ, debut 19 WOKK, 28-19 WHK, 21-12 WSUN.

**DOTTIE WEST** "A Lesson In Leaving" (UA) 50/11, KEEN, WNRS, WSLR, WKQC, KLVI, WNOW, WPOR, WCMS, WKXA, KIDN, KUGR. Charts: 24-20 KCKC, 31-24 KLZ, debut 22 CKLW-FM, 29-25 WADR, 29-25 WUNI, 31-26 KSSS, 37-30 WQQT.

**HANK THOMPSON** "Tony's Tank-Up, Drive-In Cafe" (MCA) 50/10, WIRE, KMAK, WDDD, WYTL, KGFX, WHBF, KHEY, WGTO, KLVI, WPOR. Charts: 21-15 WUNI, 30-24 KVOC, 38-29 KSO, 30-26 KFGO.

### Others Getting Significant Action

**SHEILA ANDREWS w/JOE SUN** "What I Had With You" (Ovation) 38/6, KEEN, KRDR, WIRE, WAXX, KOKE, KLVI. Charts: 18-9 KVOC, 25-21 WOKK.

**BIG AL DOWNING** "The Story Behind The Story" (WB) 37/11, KCKC, WNRS, KHAK, WSLR, WKKN, WIRE, WIL, KWMT, WSUN, WQQT, WTHI, 47-30 CKLW-FM, 37-28 KSO.

**MEL STREET** "Sleep On It Baby" (Sunbird) 36/5, KHAK, WHBF, WTHI, KOKE, WDN, 30-25 WEAT, 34-30 KUZZ.

**DEBBY BOONE** "Are You On The Road To Lovin' Me Again" (WB/Curb) 31/24, The "Most Added" song this week. New at KNIX, KSOP, KLAK, WUBE, WHK, WYDE, WBAM, KIKX, WIRK-FM, WDN, WPOR, WYII, CKLW-FM, KEBC, KTYN, WAXX, WKMF, WCOS-FM, KYNN, KRDR, KVOC, KBET.

**DON KING** "Lonely Hotel" (Epic) 29/14, KFTN, KSSS, KHAK, KTYN, WXCL, KYNN, KFGO, KSO, KVOO, KEBC, WCOS-FM, WKDA, WVOJ, WDN.

**DIRT BAND** "An American Dream" (UA) 28/8, WIL, KKYX, WHK, KVOO, WVM, WHOO, WOKK, KRDR. Charts: 15-10 WEEP, 1-1 WPOC, 19-16 KCKC, debut 18 WHN, 31-26 WDG.

## NATIONAL AIRPLAY/40

Radio & Records

Three Weeks	Two Weeks	Last Week	This Week	February 15, 1980
5	4	2	1	BARBARA MANDRELL/Years (MCA)
14	9	6	2	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
10	7	7	3	ANNE MURRAY/Daydream Believer (Capitol)
2	1	3	4	DON WILLIAMS/Love Me Over Again (MCA)
29	18	10	5	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
6	5	4	6	JOHN CONLEE/Baby You're Something (MCA)
20	12	9	7	GENE WATSON/Nothing Sure Looked Good On You (Capitol)
3	2	1	8	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
32	19	13	9	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
1	3	5	10	OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
16	15	12	11	RAZZY BAILEY/I Can't Get Enough Of You (RCA)
11	8	11	12	JEANNE PRUETT/Back To Back (IBC)
35	25	20	13	MEL TILLIS/Lying Time Again (MCA)
33	24	19	14	TOM T. HALL/Old Side Of Town (RCA)
36	31	22	15	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
-	37	29	16	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
31	21	18	17	JOHNNY PAYCHECK/Drinkin' And Drivin' (Epic)
-	32	24	18	BOBBY BARE/Numbers (Columbia)
9	10	14	19	GAIL DAVIES/Blue Heartache (WB)
-	36	27	20	CHARLY McCLAIN/Men (Epic)
23	20	17	21	CRISTY LANE/Come To My Love (UA)
7	6	8	22	CRYSTAL GAYLE/Your Old Cold Shoulder (UA)
12	16	16	23	JERRY REED/Sugarfoot Rag (RCA)
15	14	15	24	MARGO SMITH/The Shuffle Song (WB)
-	38	30	25	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
27	22	21	26	ROY CLARK/Chain Gang Of Love (MCA)
-	-	-	27	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
-	-	37	28	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
4	13	23	29	KENNY ROGERS/Coward Of The County (UA)
-	-	35	30	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
34	23	26	31	BUCK OWENS/Let Jesse Rob The Train (WB)
-	39	33	32	JACKY WARD/I'd Do Anything For You (Mercury)
-	-	39	33	MOE BANDY/One Of A Kind (Columbia)
-	-	36	34	HOYT AXTON/Wild Bull Rider (Jeremiah)
-	-	38	35	STEPHANIE WINSLOW/Crying (WB/Curb)
-	-	-	36	HANK WILLIAMS JR./Women I've Never Had (Elektra)
19	17	25	37	JOHNNY RODRIGUEZ/What'll I Tell Virginia (Columbia)
-	-	-	38	LACY J. DALTON/Tennessee Waltz (Columbia)
-	-	-	39	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
-	-	-	40	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)

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.

New Entry

### Most Requested

LW	TW	Song
4	1	BOBBY BARE (Columbia)
9	2	CONWAY TWITTY (MCA)
6	3	GEORGE BURNS (Mercury)
1	4	KENNY ROGERS (UA)
8	5	RAY STEVENS (RCA)
2	6	WILLIE NELSON (Columbia)
7	7	WAYLON JENNINGS (RCA)
5	8	ANNE MURRAY (Capitol)
3	9	T.G. SHEPPARD (WB/Curb)
-	10	CHARLY McCLAIN (Epic)

### Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- GAIL DAVIES Blue Heartache (WB)
- CRYSTAL GAYLE Your Old Cold Shoulder (UA)
- KENDALLS You'd Make An Angel... (Ovation)
- MOE & JOE Holding The Bag (Columbia)
- WILLIE NELSON Help Me Make It... (Columbia)
- CHARLEY PRIDE Missin' You (RCA)
- KENNY ROGERS Coward Of The County (UA)
- T.G. SHEPPARD I'll Be Coming Back For More (WB/Curb)

**KENNY DALE** "Let Me In" (Capitol) 25/15, KRZY, KLAK, KRAK, KSOP, KEBC, KYNN, KSO, WTHI, KVOO, KZIP, KRMD, KIKX, WIRK-FM, WDN, KLVI.

**JIM WEATHERLY** "Gift From Missouri" (Elektra) 25/11, KEED, KKAL, KUGR, KEEN, KSON, WHK, WCOS-FM, WBAM, WVOJ, WDN, WYII.

**BILLIE JO SPEARS** "Standing Tall" (UA) 22/20, One of the week's "Most Added." Adds: KMPS, KNIX, KSOP, KVOC, KCKC, KMAK, KRAK, KSSS, WAXX, KFEQ, WTHI, KFGO, KSO, KVOO, KHEY, WCOS-FM, WLWI-FM, WKDA, KRDR, WOKQ.

**CHARLIE DANIELS BAND** "Long Haired Country Boy" (Epic) 20/13, KCKC, KRMD, KGFX, KUGR, WIRK-FM, KVOO, WWOK, WLWI-FM, WBAM, WKDA, WVOJ, WDN, WYII.

**CAROL CHASE** "Sexy Song" (Casablanca West) 17/9, WUNI, WCOS-FM, WXCL, KFGO, KSSS, WUNI, KZIP, KTYN, KVOO, debut 28 WKXA.

**JOHN WESLEY RYLES** "Perfect Strangers" (MCA) 11/11, KFTN, KHAK, KSO, CKLW-FM, KRMD, KKYX, KIKX, WKDA, WIRK-FM, WYII, WOKQ.

**DAN FOGELBERG** "Longer" (Full Moon/Epic) 11/4, WHK, WVOJ, WOKK, WPOC, 20-12 KUGR, 30-24 WMAQ, debut 15 WHN.

# HANK WILLIAMS, JR.

*Rocking the  
family tradition!*

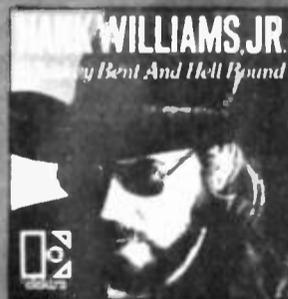
## “Women I’ve Never Had”

E-46593

*from the album*

“WHISKEY BENT  
& HELL BOUND”

6E-237



*Country*

**BREAKERS**

**HANK WILLIAMS JR.**

**Women I've Never Had (Elektra)**

62% of reporters on this record. Charts: 30-24 WUNI, 32-25 WFMS-FM, 38-29 KEEN, debut 24 WLWI-FM, 27-21 WKDA, 51-29 KHAK, 32-27 WVOJ. Adds: WHOO, WDAF, WIRE, KVET, WXCL, KLVI, WEAT, KSON, WOKQ. R&R Chart: Debut 36.



## Biff Collie Inside Nashville

**HOT STOVE LEAGUE:** Snow (up to our clavicle) has made it a real winter wonderland in Music City . . . Ralph Emery's son was seriously injured in a car-truck collision on a bad snow day last week . . . Burglars stole three gold record albums off Charlie Rich's living room wall in the middle of the night. Nothing else was taken . . . Debby Boone warmed up the cold hearts of Nashville with her presence while recording a special "worship" album at Sound Stage Studios (used to be Mercury), produced by Brown Bannister for Lion & Lamb Records . . . Lester Flatt's common-law widow Joyce Goodwin Flatt was awarded \$50,000 from his will. Alabama recognizes common-law marriage, Tennessee courts honored the ruling . . . Kenny Rogers finished an album project with Larry Butler and headed back to L.A. where he'll host the 22nd annual "Grammy Awards" on CBS on Wednesday (2-27) . . . Larry Gatlin and Super-Steeler Terry Bradshaw have a running feud re: Bradshaw's record career. Larry says he may be arrested for impersonating a singer, Terry says he'll make the Gatlin boy eat his words . . . Can you imagine that Willie Nelson's "Honeysuckle Rose" movie is a remake of the 1939 movie classic "Intermezzo," which starred Ingrid Bergman & Leslie Howard? . . . Waylon's two platinum records from Jerry Bradley honor the success of the 1975 "Outlaw" album, with Willie Jessi Colter, and Tompall Glaser. This was the first country album ever to sell over a million copies. Now it's the first country album ever to sell two million copies . . . Sally Field to play the part of Tammy Wynette in the movie version of her book "Stand By Your Man?" . . . Shorty Lavendar, a pioneer Nashville sound fiddler and lately one of our leading booking agents, recovering from cancer surgery . . . Jack McFadden, Buck Owens's longtime manager-agent, is moving to the Stockton-Modesto area to run the radio station he just bought, I understand . . . Sure glad to see Bob Neal back in the saddle, managing Johnny Rodriguez. They should be good for each other . . . Dolly Parton and Burt Reynolds are not going to star together in the Universal Studios movie production of the Broadway hit "The Best Little Whorehouse In Texas." Apparently both stars were holding out for what amounted to about \$6 million between them. The studio didn't want to play their waiting game. Looks like Willie Nelson will take over the male lead, with Barbara Mandrell and Crystal Gayle up for the female lead . . . Don Gibson has signed with Warner/Curb Records, with a first release set for February 23 . . . March 6 Roy Clark opens in the main showroom of the Frontier Hotel in Las Vegas . . . Mickey Gilley's new producer is Jim Ed Norman, the same guy who made the great productions for Anne Murray. Should be interesting to hear . . . The Kendalls' Ovation album "Heaven's Just A Sin Away" just became Canada's fifth country album to be certified platinum



# Country

Tammy Dolly and the Backup Bros. on his convertible bus.

**RADIO LUXEMBOURG**, in cooperation with Nashville Radio Workshop and London Radio Productions, will air a special opry Saturday matinee April 26 on the largest commercial radio station in Europe. This will be the first time an Opry performance has been broadcast live overseas. The two-hour special will originate at the Opry House here, and be relayed to Luxembourg via New York. Audience estimate is four million. The two production firms are selling commercial sponsorships to businesses interested in reaching the European marketplace.

A new racing team will be represented in the 1980 Daytona 500. The driver is Gary Baker, a certified public accountant, and the sponsor is Waylon Jennings. Baker & Jennings have been in business together for some time. Baker is the only true Nashville driver in this year's race.

"Good 'N' Country," a pilot program being produced by Nashville's educational station WDCN-TV, was taped Tuesday (12), including performances by Justin Tubb, Jean Sheppard, Wilma Lee Cooper, Roy Acuff. This series is a 13-week set to be aired on public television. The hope here is that it will become as successful as "Austin City Limits," the weekly Austin-originated progressive country show. Obviously the concept plans to present a "purist" alternative viewing for traditional-oriented country music fans. Crystal Gayle last week was quoted here as saying she doesn't understand why network shows don't include more real COUNTRY artists and sounds instead of the almost total diet of "crossover" hitmakers. (That's the age-old question, Crystal. Thanks!)

**JOHNNY PAYCHECK** must pay the check of \$73,000 which he says his former manager Glenn Ferguson should have paid. The judge agreed it seemed unfair that Ferguson could disburse funds to other creditors, omitting the plaintiff (Lavendar-Blake Agency) claims entirely, but it appears that he had the legal power to do so. As a result, Paycheck is now liable for the whole \$73,607. Paycheck's attorney Grant Smith says they will definitely appeal the ruling.



**TANYA, CHARLY, and BARBARA** won't "play" for **PLAYBOY**: Playboy magazine's Joe Saracco says he wanted to do a layout on the pretty ladies of country music, but they shied away. Tanya Tucker, Charly McClain, and Barbara Mandrell all turned down the opportunity to get their Bunny "ears," "bows" and "cottontails." They were reportedly after Tanya hot and heavy, even considering her for a cover, but Tanya said "No." Barbara said she won't allow the magazine in her house, and Tandy Rice, Charly's agent, said: "We feel that the Playboy thing would be an inappropriate career move at this time."

**BITS & PIECES:** The Country Music Association has just instituted an Employment Information Service. Persons looking for employment in various phases of the industry, records and radio included, can obtain a form from the CMA at (615) 244-2840. Employers interested in reviewing the files should contact the CMA's Joan Dickson . . . The 1980 Music City Song Festival for Country will be judged during the annual Country convention in Nashville during October. Again this year, the Federation of International Country Air Personalities (FICAP) will take part in the final judging. Entries will be solicited until August 20 from amateur and professional songwriters, and amateur lyricists and vocalists, as well as amateur guitar and piano players. For more details about the MCSF call (615) 244-3740.

**CLOSER:** My 10-year-old Sharon ended her prayer with: "And please God, help us to live better . . . electrically."

(sales in excess of one million) . . . Rex Allen, Stella Parton, Mel Tillis, Barbara Mandrell and Johnny Rodriguez wrap up their San Antonio Livestock Show this weekend (2-17) . . . Jerry Reed's new commercial chore for Truckstops of America has him as the voice and face of those 26 truckstops in 16 states . . . Don Williams, according to Tri-Son News, will be featured in the upcoming 41st edition of Who's Who In America.



Rex Allen, Jr.

"Johnny Cash Silver" will be compressed into only 90 minutes of a TV special. Cash says he'd love to just forget about ratings and "starpower" and do a show with all the people that he's known and loved in these 25 years; it would really be a "special." "The only problem," he said, "is it would take about six hours to do." Squeezing special moments, memories and performances from Tom T. Hall, Carl Perkins, June, the Statler Bros., Kris Kristofferson, "Cowboy" Jack Clement, Waylon Jennings, Larry Gatlin, and some special surprises into only an hour-and-a-half will keep the tape editors busy for awhile. Show will be seen this spring.

**UPDATE:** Margo Smith changed hair color (from black to blonde!) and record producers, from Norro Wilson to David Barnes & Conway Twitty . . . T.G. Sheppard taped Ronnie Prophet's "Good Ole Country Music" TV show in Toronto and Ralph Emery's "Pop Goes The Country" in Nashville . . . The Allens, Rex and Rex Jr. raised \$750,000 for the West Texas Rehabilitation Center in Abilene with their 10th annual telethon there . . . Jim Wharton reports from Columbus, Ohio that Harold Bellamy got a surprise birthday cake on stage at the Veterans' Memorial Auditorium, and the audience of 3000 sang you-know-what . . . Little Richie Johnson settled into his new office building on South Main Street in Belen, just outside Albuquerque . . . Dotsy was Grand Marshal of the El Paso Stock Show & Rodeo Parade . . . Roy Clark played in the Bing Crosby Golf Tournament, then headed for his boat off the Florida Keys . . . Former husband and wife Tammy Wynette and George Jones have announced plans to duo again, on stage. Pictured below: George Jones, Tammy and Tammy's current husband and manager, George Richey . . . Crystal Gayle voted "Best International Female Singer" in a listener poll conducted by Radio Oxford-BCC . . . Mack Trukk (he's related to WSIX/Nashville's Gerry House) has taken on the Middle East situation with a new record called "Get Off Our Back." He's promo-touring this week with his "little woman" La Wanda Jean



## A REAL STORY TO TELL.

The duet you may have thought could never happen is here. In the most talked about reunion in today's music, George Jones and Tammy Wynette have teamed their vocal talents to record "Two Story House."<sup>©-50819</sup>

"TWO STORY HOUSE"  
IS  
• GEORGE & TAMMY •  
TOGETHER AGAIN.

P R O D U C E D B Y B I L L Y S H E R R I L L

ON *Epic* RECORDS.

Representation: The Jim Halsey Co.  
5800 East Skelly Dr. • Tulsa, Okla. 74135 • 918-663-3883

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# Country

## WEST

**AKZ** Albuquerque, NM  
 1980 Young  
 1981 Young  
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## MIDWEST

**AKZ** Albuquerque, NM  
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## EAST

**AKZ** Albuquerque, NM  
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## SOUTH

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**Most Added**  
**DEBBY BOONE**  
 Are You On The Road... (WB/Curb)  
**BRENDA LEE**  
 The Cowgirl And The Dandy (MCA)  
**CHARLEY PRIDE**  
 Monkey Tonk Blues (RCA)  
**CRYSTAL GAYLE**  
 It's Like We Never... (Columbia)  
**BILLIE JO SPEARS**  
 Standing Tall (UA)

**Hottest**  
**WAYLON JENNINGS**  
 I Ain't Living Long... (RCA)  
**WILLIE NELSON**  
 My Heroes Have Always... (Columbia)  
**ANNE MURRAY**  
 Daydream Believer (Capitol)  
**RONNIE MILSAP**  
 Why Don't You Spend... (RCA)  
**CONWAY TWITTY**  
 I'd Love To Lay You Down (MCA)  
**BARBARA MANDRELL**  
 Years (MCA)

# REGIONAL ADDS & HOTS

## HOTTEST TRACKS:

- "Goodbye Marie" (UA) Kenny Rogers
- "Good Lovin' Man" (WB) Gail Davies

- CRYSTAL GAYLE** - Miss The Mississippi - (Columbia) "The Blue Side" "Don't Go My Love"
- CON HUNLEY** - I Don't Want To Lose You - (WB) "Rhythm And Blues"
- GEORGE JONES** - My Very Special Guests - (Epic) "Night Life"
- BRENDA LEE** - Even Better - (MCA) "At The Moonlight" "You Only Broke My Heart" "Keeping Me Warm For You" "I Wish I Could Hurt That Way Again"
- ANNE MURRAY** - I'll Always Love You - (Capitol) "Wintery Feeling" "I'll Always Love You" "Heaven Is Here"
- JUICE NEWTON** - Take Heart - (Capitol) "Tear It Up" "You Fill My Life"
- KENNY ROGERS** - Kenny - (UA) "Goodbye Marie" "I Want To Make You Smile"
- DOTTIE WEST** - Special Delivery - (UA) "A Lesson In Leavin'" "We've Got Tonight"
- HANK WILLIAMS JR.** - Whiskey Bent & Hell Bound - (Elektra) "The Conversation" "Outlaw Women"

# Country

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

**BILL ANDERSON** - Nashville Mirrors - (MCA) "Nashville Mirrors" "I Want That Feelin' Again"

**GAIL DAVIES** - The Game - (WB) "Like Strangers" "Good Lovin' Man" "Never Seen A Man Like You" "The Game"

**ELECTRIC HORSEMAN** - Soundtrack - (Columbia) "Midnight Rider" "Hands On The Wheel" "Mamas Don't Let Your Babies..."

**DONNA FARGO** - Just For You - (WB) "Walk On By"

**LARRY GATLIN** - Straight Ahead - (Columbia) "Taking Somebody With Me"



# Mike Kasabo

# P/A

# POP/ADULT®

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# P/A

POP/ADULT®

## BREAKERS®

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

### STARLAND VOCAL BAND

#### Loving You With My Eyes (Windsong)

54% of our reporters are on it. Solid action reported at most stations in the first week of play — adds this week include WTAE, KOGO, WFTL, KEX, WHAM, KMPC, WTIC, WCWA, KGGF, KHOW, WDIF, KFMB. Key moves: 26-22 WORG, 22-18 WSM-FM, 21-17 WLVA, 36-30 KRKO, debut 22 WBOW, debut 24 KVI, debut 29 WVMT, debut 30 WIBW, debut 30 WPRO. Heavy rotation: WTMJ, WYMC, KSFO, WASH. Jumps 34-25 on P/A chart.

### BILLY PRESTON & SYREETA

#### With You I'm Born Again (Motown)

55% of our reporters are on it. Now taking a strong hold on many playlists — adds include WTMJ, WHEN, WEBC, WBN, WNEU, WJBO, WEL, WSGW, WDFD, WCWA, WSBA, KVI. Key moves: 21-17 WHAG, 36-30 KBLF, 30-26 WRIE, 17-12 WFYR, debut 20 KEX, debut 23 WORG, debut 24 WBOW, debut 26 WPRO, debut 30 KSTP. Heavy rotation: WASH, WDIF. Jumps 33-26 on P/A chart.

## NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**MELISSA MANCHESTER** "Fire In The Morning" (Arista) 48/13 adds include WGIR, KRNT, WHAM, KNBR, WDBO, WISN, WLVA, WCWA, WIS, KHOW, WDFD. Key moves: 30-26 WBT, 36-26 WSGW, 24-21 KMPC, 25-20 WSM-FM, debut 30 WJBO, debut 34 WHAG. Debuts at No. 30 on P/A chart.

**GEORGE BURNS** "I Wish I Was Eighteen Again" (Mercury) 41/6 add KRNT, WHAG, WIP, KHOW, WGY, KOGO. Key moves: 31-29 KRKO, 30-27 WCWA, debut 29 WJBO, debut 29 WRIE. Heavy rotation: WOOD, KSFO, WSBA. Increased 38-31 on P/A chart.

**MICHAEL JOHNSON** "The Very First Time" (EMI America) 40/5 add WATR, WORG, WHAG, KSTP, WBOW. Key moves: 24-21 WBN, 19-15 WSM-FM, 31-25 WBT, debut 19 WDFD, debut 20 WISN. Heavy rotation: WDIF, WSIX. Increased 39-36 on P/A chart.

**CRYSTAL GAYLE** "It's Like We Never Said Goodbye" (Columbia) 46/12 adds include WASH, WIBW, WDBO, KFOR, WQUA, KUGN, WTMJ, WEBC, KFMB. Key moves: 35-28 WHAG, 29-26 WJBO, 29-16 WSGW, 30-24 KLTE, debut 18 WISN, debut 23 WBOW. Heavy rotation: WHIO. Increased 40-36 on P/A chart.

**KOOL & THE GANG** "Too Hot" (DeLite/Mercury) 36/14 adds include WIS, KGGF, WNEU, WCBM, WISN, WREC, WSM-FM, WPRO, WBT, WBZ, KFOR. Key moves: 24-21 KOLO, 28-22 WRIE, 28-20 WOWO, debut 18 WFYR, debut 25 KWOS, debut 35 WHAG. Heavy rotation: WHIO. Debuts at No. 37 on P/A chart.

**DAVID GATES** "Where Does The Lovin' Go" (Elektra) 42/13 adds include KFOR, WISN, WJON, WIBW, WBOW, WOOD, WYMC, KHOW, WIOD, WDIF. Key moves: 31-27 KBLF, 36-27 WSGW, debut 28 WSM-FM, debut 28 WLVA. Debuts at No. 38 on P/A chart.

**AIR SUPPLY** "Lost In Love" (Arista) 36/10 add KSFO, KOY, KRKK, WQUD, WISN, WWWY, WYMC, KSL, WCBM, WBN. Key moves: 35-27 KRKO, debut 24 KOLO, debut 26 WSM-FM, debut 27 WRIE, debut 28 WPRO, debut 29 WLOW, debut 30 WORG. Debuts at No. 39 on P/A chart.

## Radio & Records POP/ADULT AIRPLAY / 40

February 15, 1980

Three Weeks	Two Weeks	Last Week	This Week	
2	1	1	1	NEIL DIAMOND/September Morn (Columbia)
8	3	2	2	DAN FOGELBERG/Longer (Full Moon/Epic)
6	5	5	3	ANNE MURRAY/Daydream Believer (Capitol)
3	2	3	4	BARRY MANILOW/When I Wanted You (Arista)
11	9	6	5	BARBRA STREISAND/Kiss Me In The Rain (Columbia)
4	4	4	8	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
22	13	10	7	SPINNERS/Working My Way Back To You (Atlantic)
16	12	9	8	DIRT BAND/American Dream (UA)
30	18	13	9	RUPERT HOLMES/Him (MCA)
20	15	11	10	STEVE FORBERT/Romeo's Tune (Nemperor)
7	7	7	11	FLEETWOOD MAC/Sara (WB)
36	25	18	12	CHUCK MANGIONE/Give It All You Got (A&M)
31	26	19	13	NICOLETTE LARSON/Let Me Go, Love (WB)
32	22	17	14	QUEEN/Crazy Little Thing Called Love (Elektra)
10	8	8	15	MICHAEL JACKSON/Rock With You (Epic)
1	6	12	16	DIONNE WARWICK/Deja Vu (Arista)
—	30	21	17	ANDY GIBB/Desire (RSO)
—	31	23	18	TOMMY JAMES/Three Times In Love (Millennium)
39	35	24	19	TOTO/99 (Columbia)
38	36	28	20	DONNA SUMMER/On The Radio (Casablanca)
9	11	16	21	KENNY ROGERS/Coward Of The County (UA)
5	10	15	22	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
14	17	20	23	KENNY LOGGINS/This Is It (Columbia)
17	14	14	24	JOHN STEWART/Lost Her In The Sun (RSO)
—	39	34	25	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
—	38	33	26	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
13	20	22	27	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
12	19	26	28	STEVIE WONDER/Send One Your Love (Tamla)
35	32	29	29	JACK JONES/Theme From The Love Boat (MGM)
—	—	—	30	MELISSA MANCHESTER/Fire In The Morning (Arista)
—	—	38	31	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
34	34	32	32	ROD STEWART/I Don't Want To Talk About It (WB)
18	21	27	33	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
23	29	31	34	EAGLES/The Long Run (Asylum)
—	—	39	35	MICHAEL JOHNSON/The Very First Time (EMI America)
—	—	40	36	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
—	—	—	37	KOOL & THE GANG/Too Hot (DeLite/Mercury)
—	—	—	38	DAVID GATES/Where Does The Lovin' Go (Elektra)
—	—	—	39	AIR SUPPLY/Lost In Love (Arista)
—	—	—	40	PEACHES & HERB/I Pledge My Love (Polydor)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry

### Others Getting Significant Action

**BARBARA MANDRELL** "Years" (MCA) 29/7 add WBT, WPTF, WSIX, KEX, WSGW, WBOW, KRKO. Moves 10-7 WHAG, 20-15 WHIZ, 10-8 WJBO, 21-18 WIBW.

**KENNY NOLAN** "Us And Love (We Go Together)" (Casablanca) 29/7 add KPPL, WCHV, KGGF, WIP, WCSH, KRMG, FM97. Moves 28-25 WHAG, 38-30 WSGW, debut 25 WPRO.

**FELIX CAVALIERE** "Only A Lonely Heart Sees" (Epic) 28/10 add KSTP, WORG, KHOW, KPPL, KFMB, WTMJ, KSL, WJON, WSGW, KGGF. Moves 29-23 WSM-FM, 32-29 KBLF, debut 28 WWWY.

**ROBERTA FLACK & DONNY HATHAWAY** "You Are My Heaven" (Atlantic) 25/3 add KFOR, KRKK, WPRO. Moves 14-11 WSM-FM, 28-25 WWWY, 23-18 WBT.

**MAUREEN McGOVERN** "We Could Have It All" (WB/Curb) 22/15 adds include KSFO, WBAL, KLYD, WRIE, WSIX, KWOS, WHAG, KSL, KUGN, KFMB, KMRJ.

**DR. HOOK** "Sexy Eyes" (Capitol) 18/13 adds include WBT, WHIO, KWOS, WGY, WATR, KRMG, WDIF, KSTP, WGY, WJBO. Debuts 27 WSM-FM, debut 29 WPRO.

**AMERICA** "All Around" (Capitol) 18/6 add KRMG, KFMB, WSIX, KPPL, WHIO, KFOR. Moves 30-28 WJBO.

**FOGHAT** "Third Time Lucky" (Bearsville/WB) 17/1 add KGGF.

**WILLIE NELSON** "My Heroes Have Always Been Cowboys" (Columbia) 16/3 add KVI, KRNT, WCER. Debuts 27 WIBW.

**JIM KIRK & TM SINGERS** "Voice Of Freedom" (Capitol) 15/11 add KFOR, KRMG, WPTF, WCBM, WIOD, WRIE, WBZ, WBAL, WFYR, WHIO, KRKO. Heavy rotation: WPTF.

**RAY, GOODMAN & BROWN** "Special Lady" (Polydor) 15/8 add WIP, WCBM, WCWA, FM97, WHOK, WCHV, WGY, WOWO. Moves 34-29 WBT, debut 20 WBZ.

**WAYNE NEWTON** "Years" (Aries II) 14/4 add KUGN, WDFD, KSFO, WGYR.

**J.D. SOUTHER** "White Rhythm And Blues" (Columbia) 13/8 add WSB, WBT, WHIO, WJBO, KRKO, WTMJ, WSGW, KBLF. Moves 25-20 WORG.

**PEACHES & HERB** "I Pledge My Love" (Polydor) 31/6 add KOGO, WIBW, WIS, WOOD, WWWY, WJON. Key moves: 27-21 WBT, 22-19 WORG, 14-9 WHAG, 39-22 FM97. Hot at WIP. Debuts at No. 40 on P/A chart.

### Most Added:

**TOMMY JAMES**  
Three Times In Love (Millennium)  
Added at 17% of our reporting stations.

**MAUREEN McGOVERN**  
We Could Have It All (WB/Curb)  
Added at 16% of our reporting stations.

**KOOL & THE GANG**  
Too Hot (DeLite/Mercury)  
Added at 15% of our reporting stations.

**DR. HOOK**  
Sexy Eyes (Capitol)  
Added at 14% of our reporting stations.

**DAVID GATES**  
Where Does The Lovin' Go (Elektra)  
Added at 14% of our reporting stations.

**MELISSA MANCHESTER**  
Fire In The Morning (Arista)  
Added at 14% of our reporting stations.

**STARLAND VOCAL BAND**  
Loving You With My Eyes (Windsong)  
Added at 14% of our reporting stations.

### Hottest:

**DAN FOGELBERG**  
Longer (Full Moon/Epic)  
Reported hot at 61% of our stations.

**NEIL DIAMOND**  
September Morn (Columbia)  
Reported hot at 45% of our stations.

**RUPERT HOLMES**  
Him (MCA)  
Reported hot at 43% of our stations.

**SPINNERS**  
Working My Way Back To You (Atlantic)  
Reported hot at 42% of our stations.

**DIRT BAND**  
American Dream (UA)  
Reported hot at 35% of our stations.

**BARBRA STREISAND**  
Kiss Me In The Rain (Columbia)  
Reported hot at 34% of our stations.

# POP MUSIC FROM SOLAR/RCA

## SHALAMAR

### "The Second Time Around"



#### HERE'S WHAT YOU HAVE TO SAY:

**KRTH — BOB HAMILTON**  
"HAS GOOD DEMOGRAPHIC APPEAL AND IT'S GOT LEGS."

**CKLW — ROSALIE TROMBLEY**  
"BIG MASS APPEAL RECORD."

**KSQ — PHIL IRONS**  
"WITH A JUMP FROM 19-9 THIS RECORD HAS REACHED A LEVEL OF OVERALL MASS ACCEPTANCE."

**KFRC — SANDY LOUIE**  
"SHALAMAR HAS A POP SOUND AND FEEL; WE DO NOT THINK OF IT AS DISCO. SELLING WELL IN THE ENTIRE BAY AREA INCLUDING MANY POP & ROCK STORES."

**KRBE — CLAY GISH**  
"TOTAL MASS APPEAL RECORD."

**WRKO — RICHARD WOODWARD**  
"THE SECOND TIME AROUND" IS A TRIPLE PLAY: STRONG REQUESTS, STRONG CALL-OUTS, AND STRONG RETAIL SALES."

**KFI — ROGER COLLINS**  
"LP A SMASH. SINGLE LOOKS THE SAME WAY ALSO."

**WMC-FM — MARK WILLIAMS**  
"CONSISTENTLY TOP 10 SALES; HASN'T EVEN PEAKED YET."

WABC 11  
WXLO 11-8  
WKBW deb 26  
WCAO 9-5  
F105 add  
WRKO 18-15  
WPGC 13-10  
CKGM 29-23  
KRBE 7-2  
Z93 add  
Y100 28-20  
Q105 27-21  
WLCY add  
WNBC

KILT 4  
KVIL add  
CKLW 13-5  
KSLQ 19-9  
WGCL add 19  
WOKY add 30  
KEARTH 14-12  
KRLA 5-4  
KFI 28-23  
KFRC 19-16  
KOPA add  
KTLK 3  
WFBR 8-7  
WOLF add

WTRY add  
WBLI 26-18  
WTIC-FM 28-19  
KC101 17-8  
WICC add  
PRO-FM 22-19  
JB105 add 33  
Q106 on  
WKBO 24-18  
WHYN 30-21  
14Q add 27  
WKEE 22-17  
WQXI add  
WBZ-FM add

WMC-FM 10-5  
WLAC 29  
KAUM add 26  
KELP 31-16  
KINT 24-21  
WTIX 10-8  
WNOE 8-7  
KEEL deb 29  
WFMF add  
Z98 deb 32  
WJDX add 23  
WSGN add  
WAXY 27-19  
Y103 add 39  
WAPE deb 28  
WSGA 8-6  
95SGF on  
WBBQ 3-3  
FM100 10-5  
WHBQ 9-7  
92Q on

WSKZ deb 27  
WRJZ 28-21  
WNOX 20-13  
WKIX 5-18  
WAYS 11-7  
WGH 17-11  
WRVQ add  
KSTT 30-22  
KOFM on  
KWEN add 35  
KRAV add  
WISM on  
WZZP add 30  
KHJ 17-8  
KMJC 29-21  
KERN add  
KFXM 29-25  
KENO 25-20  
KGB 25  
WGUY deb 27  
WYRE 13-10

WCIR 10-8  
WAAY 14-9  
G100 31-28  
KX104 22-17  
WSEZ 23-23  
WISE 26-20  
WFLB 1-15  
WTMA 26-24  
WANS-FM on  
WROV 25-20  
CK101 24-18  
FM99 8-1  
KWIC add  
KPUR 33-16  
WAKX deb 32  
WNAM deb 28  
KDZA on  
KBDF deb 23  
KRLC add  
KBIM 16-16

## WHISPERS

### "And The Beat Goes On"



#### HERE'S WHAT YOU HAVE TO SAY:

**FM99 (WXLO) — RICK BISCEGLIA**  
"A TOP 10 CROSSOVER SONG IN ANY MARKET."

**WKIX — RON MCKAY**  
"HUGE SINGLE AND LP SALES — WE'RE ON 'AND THE BEAT GOES ON & LADY.'"

**KIJ — CHUCK MARTIN & SHAUNE McNAMARA**  
"COMING ON REAL STRONG."

**KRLA — RICK STANCATO**  
"CROSSOVER SMASH OF THE YEAR."

**WHBQ — DAVE NICHOLS**  
"A COMPLETELY MASS APPEAL RECORD. SELLING EQUALLY WELL, BOTH WHITE AND BLACK. HUGE ALBUM SALES."

**FM99 (WXLO) — RICK BISCEGLIA**  
"A TOP 10 CROSSOVER SONG IN ANY MARKET."

WABC 8  
WXLO 17-11  
KTLK 36  
KHJ deb 19

WHBQ deb 28  
WNOE deb 38  
KILT 40  
KRLA 21-19

WSGA add 30  
KIIS-FM 4-1  
WBEN-FM 22-13  
WBLI 30-22

WKIX 21-19  
WSEZ deb 40  
WFLB 23-17  
FM99 34-27

WJDQ 29  
WXIK 39  
WHYN

**NEW:**  
Y100 KNOW  
WKY WNIX  
WPGC KC08



Manufactured and Distributed by **RCA** Records



# OPPORTUNITIES

## Openings

**Program Director needed immediately** for Washington D.C. Contemporary. WWDC-AM 1260 (DC101 sister station) seeking qualified person. Airshift and music duties. Contact Eddie Sacks, GM, (202) 828-9932. EOE M/F (2-15)

**News Director needed to manage news staff** at low AM/FM. Heavy emphasis on punchy local news. Applicant must have outstanding people management skills. If you have the ability and the drive, you can write your own ticket at this group flagship. Air work secondary to creative and management skills. Salary and benefits commensurate with experience. Send materials to Bob Hanabery Assoc., Inc., 136 E. 55th St., New York, NY 10022. (2-15)

**Mature announcer wanted for Big Band format** on Florida's sun coast. Needed March 1st. Call (813) 849-2285. EOE (2-15)

**KBFM/McAllen-Brownsville** looking for creative, up-tempo morning man and high-energy night jock. If you'd like to work in the sun and play on Padre Island on the weekends, send tapes and resumes to Steve Owens, KBFM, Box 3784, McAllen, TX 78501. EOE M/F (2-15)

**14QPD/Lakeland, FL** searching for morning comedians with energetic entertaining approach. Excellent pay. No beginners. Contact John Jenkins, Operations Dir., WQPD, Box 827, Lakeland, FL 33802. EOE M/F (2-15)

**WTAO/Murphysboro, IL** is seeking combo AOR-DJ/Chief Engineer. Pleasant surrounding, university town. Contact Earl Jive, RT5, Box 286, Murphysboro, IL 62968. (2-15)

**WANTED: Aggressive hard working news pro** for largest news staff on Long Island. Must take direction and work well under pressure in a locally-oriented intensive news operation. Tapes and resumes to WGBB, Box 130, Merrick, NY 11566. EOE (2-15)

**Immediate opening for full-time 12mid-8am** announcer at WVMI. Must have some commercial radio experience or related educational background and be able to work at least 36 hours per week. Send tapes and resumes to Bob Lima, Operations Mgr., WVMI, 570 DeBuys Rd., Biloxi, MS 39531. (2-15)

**Five top 100 markets** are looking for air talent with Rock, Album and mass appeal Rock orientation. Tapes and resumes to Ed Shane Media Services, 8911 Alcott Dr., Houston, TX 77080. EOE (2-15)

**KBOX/Dallas** has opening for evening personality. Adult and very human sounding presentation of Country music required. Stability and positive attitude a must. Send tapes, resumes and salary requirements to Jack Weston, KBOX Radio, Dallas, TX 75238. Absolutely no calls. EOE M/F (2-15)

**Need tapes and resumes for future openings.** Hit Country format. Experienced operators only with desire for team work atmosphere. This is not an 8-5 job, hours sometimes long. Good pay and benefits. If you're willing to work hard, send info to Doc Phillips, KOJO/KIOZ, Box 818, Laramie, WY 82070. EOE M/F (2-15)

**WJAR/Providence** looking for weekend/vacation fill-in personality. Send tapes and resumes to Peter Mokover, WJAR, 111 Dorrance St., Providence, RI 02903. New England people only. EOE M/F (2-15)

**WANTED: Technician for radio.** 3rd class license. Job entails working with automation system and assisting with production. Contact Jim Howie, WEAT, (305) 965-5500. EOE M/F (2-15)

**KYOU COUNTRY/Greeley, CO** looking for announcers who "love" Country music. If you like to play lots of Country music and you have a good voice and would like to live in a country town of about 80,000, send tapes and resumes to PD, KYOU, Box 1607, Greeley, CO 80631. (2-15)

## Openings

**WCOS/Columbia, SC** now accepting tapes for future openings. Good production a must. Tapes and resumes to Hunter Hering, PD, Box 748, Columbia, SC 29202. (2-15)

**#1 rated station in El Paso.** KINT 98 is looking for an entertaining and creative morning personality. Great salary in a great city. Send tapes and resumes to Jhani Kaye, 5710 Trowbridge, El Paso, TX 79925. EOE M/F (2-15)

**We don't sound like any other radio station** in the country and we're #1 in the ARBI. Those two distinctions rarely come together. If you're interested in a late night air shift and some music research duties in a large Mid-west metropolitan city, send tapes and resumes to Charlie Quinn, KZ93, 3131 N. University, Peoria, IL 61604. EOE M/F (2-15)

**Brend new KSLQ/St. Louis** seeks air talent. Human sounding community involved broadcast professionals, minimum 3 yrs experience in top 50 markets preferred. If you're an aggressive, bloodthirsty radio-a-holic, send tapes and resumes to Kevin Matheny, KSLQ, 111 S. Berniston, St. Louis, MO 63105. EOE M/F (2-15)

**KTAC/Tacoma** looking for top of the line off-air Program Director. Must be prepared to live in God's country and have multi-track experience. Tapes and resumes to Rick Hansen, KTAC, 200 Tacoma Mall Office Bldg., Tacoma, WA 98411. EOE M/F (2-15)

**Position open for nighttime communicator** with personality with a flair. 50,000 watt station covering Philadelphia and New York. Send tapes and resumes to Sam Lit, 218 Ewingville Rd., Trenton, NJ 08638. EOE M/F (2-15)

**WCFR** is now accepting tapes and resumes for future openings. Beginners need not apply. Tapes and resumes to John Frawley, Box 800, Springfield, VT 05156. EOE (2-15)

**WKYX-WKYQ/Paducah** has an opening for a news-person. Must be reliable and a self-starter. Contact Buddy Scheerer, (502) 442-8311. (2-15)

**WANTED: Good newperson** to fill combination street and anchor slot on a top rated AM/FM in Indiana's second largest city. Send tapes and resumes to Diane Kepley, ND, WQHK/WMEF-FM, Box 8000, Ft. Wayne, IN 46896 or call (219) 227-8397. EOE M/F (2-15)

**Two air personalities wanted** for immediate openings in small market radio building a good air staff. Top 40. Above average pay for market size. 1 yr minimum experience. Send tapes and resumes to WETZ, Box 249, New Martinsville, WV 26155 or call (304) 455-3030 and ask for Don Steats. EOE M/F (2-15)

**KLOK/San Jose** looking for dynamic experienced communicator for morning co-anchor reporter position for growing San Francisco Bay area. Send tapes and resumes to Ray Hasha, ND, KLOK, Box 21248, San Jose, CA 95151. No calls please. EOE M/F (2-15)

**KQHU-FM/Yankton, SD** may have a rare daytime opening in the near future. We're looking for a competitive Top 40 jock with production to work in a 4-station market. Please send tapes and resumes and salary requirements to Craig Metz, PD, KQHU, Box 794, Yankton, SD 57080. No calls please. EOE M/F (2-15)

**KDON/Selinas** seeks qualified applicants for future possible openings for Programming and Production Director and automation system operators. Send tapes and resumes to Dan Leonard, KDON, Box 1460, Selinas, CA. EOE M/F (2-15)

**Immediate opening for female announcer.** At least 2 yrs experience with production skills. Send resumes and tapes to Larry Williams, WBLX, Box 2823, Mobile, AL 36601. EOE (2-15)

**WAYX/Waycross, GA** has two openings. One for production wizard and the other for salesman. Tapes and resumes to Frank Kelly, PD, WAYX, Box 1989, Waycross, GA 31501 or call (912) 283-1230. EOE (2-15)

## Openings

**WNDE-WFBO/Indianapolis** needs Chief Engineer familiar with state of the art equipment. Good business sense. Understand operating and capital budgets as well as preparation thereof. New ownership and management. Tapes and resumes to Tom McMurray, WNDE/WFBO, 6181 Fall Creek Rd., Indianapolis, IN 46220. EOE (2-15)

**KTEM/Temple, TX** is looking for a sharp news person. Minimum 1 yr broadcast experience. A good opportunity to develop your skills. Contact Don Norman at (817) 773-5252. EOE M/F (2-15)

**KHOW/Denver** is accepting tapes and resumes for future openings. Applicants must be professional communicators with the ability to entertain adults. Medium and major market experience only. Send correspondence to Brian Scott, KHOW-AM, Petroleum Bldg., Denver, CO 80202. EOE M/F (2-15)

**98WTRY/Albany** needs a unique and creative morning personality. If you're really good and think you deserve big bucks, we want to hear from you. Send tapes, resumes and latest ARB results to Dan Martin, PD, WTRY, 1054 Troy-Schnectady Rd., Latham, NY 12110, or call (518) 785-9065. EOE M/F (2-15)

**KODA-FM/Houston** looking for a bright and warm midday announcer. Experienced in the execution of a Beautiful Music format. Excellent company benefits, exciting city. Call Bruce Williamson at (713) 822-1010 or write 4810 San Felipe, Houston, TX 77056. EOE (2-15)

**Excellent money for adult communicator.** Midwest Country format. Tapes and resumes to Box 5092, Albany, NY 12205. (2-15)

**Rare opening for daytime shift** at major Midwest AOR station. This is our first opening in nearly 3 yrs. Personality, enthusiasm and the ability to relate a must. If you would like the opportunity to work for a growing company in a good market, rush tapes and resumes to Barry Taft, KQKQ-FM, Box 31777, Omaha, NE 68131. EOE M/F (2-15)

**Immediate opening for experienced air talent** for Top 40 format. Stable operation and good benefits. Rush tapes and resumes to Kris Earl Phillips, WLPL, 6823 Reisterstown Rd., Baltimore, MD 21215. No calls please. EOE M/F (2-15)

**WJBO-WFME** has immediate opening for News Director. 3 yrs news experience with previous management experience. Send tapes and resumes to Randy Rice, 444 Florida Blvd., Baton Rouge, LA 70821. EOE (2-15)

**WVVO/Berryville, VA** looking for mature, personable medium energy DJ willing to work as a team member. Job available March 3rd. Send detailed resume and tape to Barry Lupton, WVVO, 8 S. Church St., Berryville, VA 22611. (2-15)

Longtime Midwest legend getting older (25 44). Need air personalities and serious, yet personable news talent. Tapes and resumes to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067. EOE (2-15)

**Great opportunity for AOR PD** with new broadcast company. Launching new AOR this spring in Midwest medium market that's one of the best! If you're an AOR PD that's strong on music, people, research and market involvement and like good money, write now. Send resume, cassette and background on your programming philosophies to 103 Concord Dr., McMurray, PA 15317. EOE (2-15)

**WQUD-FM/Memphis (QUAD104)** is looking for a talented, versatile experienced newperson. Tapes and resumes to Dan Baccaro, WQUD-FM, 2272 Central Ave., Memphis, TN 38112, or call (901) 274-3400. EOE (2-15)

## Openings

**News Director for AM & FM simulcast** news in Fargo-Moorhead, MN market. Other duties include public affairs and public service programming. Good writing skills and ability to communicate essential. Send tapes, resumes and salary requirements to Charlie Bennett, PD, KVOX, Box 97, Moorhead, MN 56560. EOE (2-15)

**WANTED: Morning personality.** must have track record, maturity, have ego under control and know who they are while remaining wacky enough to be the #1 Pop/Adult morning personality in Indianapolis. Teams encouraged. Premium dollars for the right person(s). Cassettes and resumes to PD, WNDE, 6181 Fall Creek Rd., Indianapolis, IN 46220. Under new management and ownership with commitment to winning. EOE (2-15)

**Need Extra Income? Independent program-**mers/music directors needed in various music formats (P/A, AOR, Country, Jazz) for work with national Foreground Music company. Work from your own production facility. Send brief work history/resume to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067.

**WTRC** seeking morning drive newperson. Air work and street reporting necessary. Experienced, degree or both. Tapes and resume to Curt Miller, WTRC, Box 699, Elkhart, IN 46515. EOE (2-8)

**Chance of a lifetime.** Professional night-time personality wanted. Send tape and resume to Mitch Michaels, WLUP, 875 North Michigan, Chicago, IL 60611. No calls. EOE M/F (2-8)

**WANTED: Morning man for Country station** in Bellingham, WA. Should have mature adult approach. Salary depends on experience. Contact Steve Lewis (206) 734-8555 or resumes to Box D, Bellingham, WA 98225. EOE M/F (2-8)

**KSEI/Pocatello, ID** needs air talents with production skills. Send tapes and resumes (on cassette if possible) to J. Walker, Box 162021, Sacramento, CA 95816, or call (916) 372-6519. EOE M/F (2-8)

**Looking for a good one-to-one communicative** newperson. Tapes and resume to R. Charles Snyder, Box 1745, Medford, OR 97501 or call (503) 779-3131. EOE M/F (2-8)

**Zeta 4, Miami's #1 rock station** in Oct/Nov ARB, needs upbeat, positive talent who can relate to album format. Background in AOR essential; additional experience in Top 40 helpful. Great opportunity for a young medium market jock to move up to key shift in the majors. Mail tape and resume ASAP to Keith Laley, PD, Zeta 4, 4330 N.W. 207 Dr., Miami, FL 33055. No calls. EOE (2-8)

**50,000 watt medium market Top 40 FM** going live in two weeks. Now accepting tapes and resumes. Send to Box 54344, Washington, DC 20032. (2-8)

**KVOY/Yuma, AZ** has an opening for an aggressive afternoon newperson. Work with expanding news coverage and growing facility. Need you yesterday. Send tapes and resumes to Rich Whitley, KVOY, Box 228, Yuma, AZ 85364 or call (602) 782-4321. EOE M/F (2-8)

### 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

**CHRIS CURTIS** doing all nights at KLAZ-FM/Little Rock, AR.  
**DAVE TAYLOR**, formerly with WAGO/Athens, GA, joins KLAZ-FM/Little Rock, AR.  
**MARK WALLACE** joins KLAZ-FM/Little Rock, AR.  
**MARTY WHITE** joins KPLS/Santa Rosa, CA as PD.  
**MATT COATES**, former PD WFTN/Franklin, NH, named MD and midday jock at WFMD/Frederick, MD.  
**ALEX MITCHELL**, former afternoon drive at WDON/Wheaton, MD, to same slot at WFMD/Frederick, MD.  
**BUD BECKER** joins WKTK/Baltimore, MD as Promotions Director.  
**JOHN STEVENS** promoted to MD at WISE/Asheville.  
**PAUL PIERCE** joins KRLA/Los Angeles, CA as producer-reporter for Pasadena outlet's new "Focus On" series.  
**KEN CARVER**, formerly with KRID/Odessa, TX, joins KHOO-FM/Waco, TX as Operations Manager and 7pm-12mid person.  
**JOHN McCALL** to KHOO-FM/Waco, TX, from KIXS/Killeen, TX.

### Industry

**BOB ELLIOT**, PD of WLCS/Baton Rouge, LA, joins Burkhardt/Abrams/Michaels/Douglas and Associates.

### Record

**REGIS SILAS** promoted Manager, A&R Administration for RCA Records.  
**VITO FERRANTE** named Director of Business Affairs for Atlantic Records.

### Station Line-Ups

**WCMF/Rochester, NY LINE-UP:** 6am-10am Bill Davis, 10am-12noon Trip Reeb, 12noon-4pm Bill Martin, 4pm-8pm Maureen Fieherly, 8pm-12mid Ted Edwards, 12mid-6am Uncle Roger.  
**KQFM/Portland, OR LINE-UP:** 12mid-6am Sleepy John, 6am-10am Bill Slater & Mike Turner, 10am-2pm Mark Newell, 2pm-4pm Norm Gregory (PD), 4pm-8pm Danny Moffatt, 8pm-12mid Rick Miller.  
**KLAZ-FM/Little Rock, AR LINE-UP:** 12mid-5:30am Chris Curtis, 5:30am-10am Craig O'Neil, 10am-3pm Woody, 3pm-7pm Carl E. Jones, 7pm-12mid Dave Taylor.  
**KIDQ/Boise, ID LINE-UP:** 3am-9am Dave Freeman, 9am-3pm Jay Michael Pipas, 3pm-9pm Dan O'Brien, 9pm-3am B.J.  
**WFYV/Jacksonville, FL LINE-UP:** 6am-10am Greg Wells, 10am-2pm Red Messick, 2pm-7pm Bobby Ellerben, 7pm-12mid John Brownlee.  
**WIGY/Bath, ME LINE-UP:** 6am-10am Jne McMillan, 10am-2pm Steve Rogers (PD), 2pm-7pm Jack Kramer, 7pm-12mid John McKay (MD), 12mid-6am Mike Ed Rice. Weekends: Ross Bailey, J.C.  
**WFMD/Frederick, MD LINE-UP:** 6am-10am Tommy Grunwell, 10am-3pm Matt Coates (MD), 3pm-7pm Alex Mitchell, 7pm-1am John Schreiner, 1am-6am Carl Foster. Weekends: John Fieseler, Dave Sheppard, Art LaPanotiera.  
**KPLS/Santa Rosa, CA LINE-UP:** 6am-10am Jay Stone (MD), 10am-2pm Marty O'Brien (PD), 2pm-7pm Roger Shannon, 7pm-12mid Big Tom Wade, 12mid-6am Bob Saleig

# OPPORTUNITIES

## Openings

**AM/FM combo needs mature, bright morning man.** Production a must. FCC 3rd, 2 yrs college preferred, or equivalent. Send tapes and resumes to Bob Johnson, Century Communications, Inc., Box 170 Wilson, NC 27893. EOE (2-8)

**California Country giant needs tapes for future openings.** Country music knowledge and good production a must. Excellent opportunity and salary for professional team worker. Rush tapes and resumes to K.C. Adams, 732 N. Van Ness, Fresno, CA 93728. EOE (2-8)

**Creative morning personality needed now at KKYK-FM/Little Rock.** Tapes and resumes to Jim Cassidy, 4021 W. Bth, Little Rock, AR 72203. (2-8)

**KPUG/Bellingham, WA looking for afternoon news person.** 10,000 watts covering beautiful North Western Washington. Provides a great opportunity for the right person to learn and grow with the company. Tapes and resumes fast to Pete Kremer, KPUG, Box 1170, Bellingham, WA 98225 or call (206) 734-1170. Females encouraged. EOE M/F (2-8)

**KSLM/Salem, OR looking for news reporter.** College or 1 yr on-air experience preferred to join the #1 station in the capital metro area. Good starting point. Tapes and resumes to T.L. Fuller, ND, Box 831, Salem, OR 97308 or call (503) 585-4836. EOE M/F (2-8)

**Priority One: Need killer, dynamic, aggressive News Director plus one person at KHYT.** Rush tapes and resumes to Rich Robbin, KHYT, 2307 E. Broadway, Tucson, AZ 85719. EOE (2-8)

**WLAV-AM-FM/Grand Rapids, MI seeks combination anchor/reporter for Adult Contemporary and AOR formats.** Conversational delivery a must. Send tapes and resumes to Bruce McKay, ND, 101-C Waters Bldg., Grand Rapids, MI 49503. No calls please. EOE (2-8)

**WANTED: Reporter/News Anchor.** Will work both as street reporter and news anchor. Must have at least 1 yr commercial radio news experience. Ideally will be familiar with both reporting and anchor techniques. Salary negotiable. Send airticket and resume to Hank Schmitt, ND, WHYY, 3435 Norman Bridge Rd., Montgomery, AL 36105 (2-8)

**Production Manager/Operations Supervisor.** Commercial delivery. Creative. Promotion-minded. Send tapes and resumes to Box 1320, Cincinnati, OH 45201. (2-8)

**First major opening for a News Director in 3 yrs at KSSS/Colorado Springs.** Looking for hard working, nose into the news type for morning drive shift and other news duties for one person department. If you want to be your own news department this job might be for you. Those out for a good time in the mountains need not apply. Good salary, health insurance, vacation benefits and car all go with this position. Tapes and resumes to Bob May, PD, KSSS, Box 740 Colorado Springs, CO 80901 No calls please EOE (2-8)

**WIXK-AM-FM needs News Director who will keep our news ahead of the competition.** Send tapes and resumes to Chuck Rang, WIXK, 125 E. 3rd St., New Richmond, WI 54017 (2-8)

**KCMQ/Columbia, MO accepting tapes and resumes for airshift and production positions and possible PD/MD opening.** Info to Tom Arnold, KCMQ, Box 459, Columbia, MO 65205. No calls please. EOE M/F (2-8)

**Immediate opening for personality/News Director.** Phone (503) 484-4304 and ask for Mike Anthony at KBDF/Eugene. (2-8)

**News person needed immediately.** Tapes and resumes to Mike Murphy, Box 6067, Beaumont, TX 77705 or call (713) 842-2210. (2-8)

**WANTED: Experienced radio personality for afternoon drive opportunity in LaCrosse, WI.** Send tapes and resumes to Kevin St. John, WIZM, Box 99, LaCrosse, WI 54601. EOE M/F (2-8)

**Experienced announcer for Top 40 format needed yesterday.** Production and good board work a must. Call KAMP radio in El Centro, CA at (714) 352-2277. EOE (2-8)

**Be a part of a top-notch professional team in a young expanding company.** Send tapes and resumes to Rick Scott, KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (2-8)

**Immediate opening for 1st ticket Country jock with good pipes in medium market operation.** Minimum 2 yrs experience, excellent new facilities and fast growing organization. Tapes and resumes to Kent Hopper, OM, KEYE, Box 979, Modesto, CA 95380 or call (209) 883-0433. EOE (2-8)

**KKKQ/Phoenix has opening for Pop/Adult communicator not intimidated by a format.** Tapes and resumes to Don Richards, 2021 E. Thomas, Phoenix, AZ 85046, or call (602) 838-3062. EOE M/F (2-8)

**Part-time announcer needed immediately.** Tapes and resumes to Mike Murphy, Box 6067, Beaumont, TX 77705, or call (713) 842-2210. (2-8)

**Colorado's fastest growing progressive Rocker is searching for a News Director.** KILO/Colorado Springs. Call Rich Hawk, PD at (303) 634-4896. EOE (2-8)

**KZLK-AM-FM/Seattle has opening for mid-day air person.** Tapes and resumes to Armand Chianti, KZLK, 1426 5th Ave., Seattle, WA 98101 or call (206) 223-3913. EOE M/F (2-8)

**KFIM is accepting tapes and resumes for News Director.** Send to Johnny Thompson, 5411 N. Mesa, Suite 31C, El Paso, TX 79912. EOE M/F (2-8)

## Goods & Services

### Lola's Lunch

**DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks.** Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Dr., Ypsilanti, MI 48197.

### You'll Be Funnier!

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample. CONTEMPORARY COMEDY, 5804-D Twineing, Dallas, TX 75227. Phone (214) 381-4779.

### World's Largest!

Why is FRUITBOWL the world's largest weekly humor and information service? Topical jokes, humorous vignettes, artist bio's, 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.

### Comedy Material

Comedy bits for all formats. Gary Owens KMPC loves it. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069.

### Looking For A House In Los Angeles?

Premiere homes or investment real estate. Call Michael Allen at (213) 872-3518 or (213) 788-3911.

### Phantastic Phunnies

Highly respected... proven worldwide audience builder! Hilarious... original... 'quick-quip'... topical humor!! Introductory month's 400 topical one-liners and 'BONUS'... just \$2.00!!! 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.

### Broadcast Calendar

**BROADCASTERS:** Want to sound like you've prepared your program for days: Try our service, used by top radio & TV personalities all over the U.S. and Canada. Free sample of Bob Barry's NEWSLETTER & BROADCAST CALENDAR from: P.O. Box 577, Lannon, WI 53046.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 653-4330, or write us at 1930 Century Park West, L.A., CA 90067

## Positions Sought

**6 yrs major market experience, 4 yrs major O&O** Available now for suburban or small market programming position. Call KEITH at (213) 936-2797. (2-15)

I'm looking for a Pop/Adult station in medium sized market. Currently doing morning in Northern Maine, worked several formats, production and news experience. Call MARK MICHAND (207) 764-5600 or write 42 Chapman St., Presque Isle, ME 04789. (2-15)

**8 yr pro in major and medium markets seeking competitive programming position.** Currently Ass't PD in reputable medium market station. References. Phone (318) 832-0980. (2-15)

**Sportscaster with extensive experience in play-by-play, reporting, sales and promotion.** Call (315) 342-3102. (2-15)

**Avocado look alike.** Green with envy of those who work at your station. Inventive, experienced, dedicated Pop/Adult personality. Call (315) 342-2503. (2-15)

**TOM DANIELS formerly WPGC, last 2 1/2 yrs WJDX,** still looking for right offer in top 50 markets. 9 yr pro, excellent production, air, sales experience, MD. Good track record (Pulled 18 1/2 middays in last book.) Looking for immediate move. Medium market PD/MD considered. Call (601) 368-0384 anytime. (2-15)

**I'm still looking.** Country pro with major market experience and background in programming has strayed from radio and wants back. Tight, mature tape and solid references. Call (218) 427-2068 anytime. (2-15)

**Music Director available.** Looking for a medium market Pop/Adult station not afraid to play hits before they become hits. PD, production and DJ experience but my main interest is music. Call today (314) 364-1590 ask for DENNY.

**Announcer looking for any market.** Experienced in music department KIIS-FM. Commercial writer KUTE, announcer 2 yrs KSUL Long Beach. Call MARK WADE (213) 433-7296. (2-15)

## Positions Sought

**MITCH McCracken looking for AOR programming** gig in major or medium market. 11 yrs experience at WRNO, WNOE-FM, WMC-FM, WZXR & KGGG. Former owner & editor of Radio Magazine. Research Director for Burkhart-Abrams. Did market analysis in top 100 markets as Director of Station Relations for Golden Egg. Call (213) 839-7210. (2-15)

**Experienced News Director/Reporter.** 3 times AP Broadcaster award winner. Recipient of AP's National Single Story coverage award for 1978. Looking for new challenge. Willing to relocate. Call MARK JOHNSON at (507) 289-8551 or (507) 437-3652. (2-15)

**Female Reporter/News Director, BA mass communications,** looking for job in medium market as street reporter. 4 yrs experience in radio. Contact PAT at (405) 225-0246 or (405) 225-3333. (2-15)

**Tired of the same old stuff on the air? PD, 13 yrs in business, all phases.** Air personality, Production Director, MD, news, etc. You name it, I've done it. Looking for PD position with good company that wants hard working pro to create different contemporary sound for the 80's. Large medium/major market only. Available soon. Phone GEORGE BENSON (609) 547 4377. (2-15)

**Attention PD's in the South and Southwest.** Long time radio enthusiast who has strayed from radio seeks new challenge for the 80's. Top 40, Pop/Adult or Disco formats considered. Also interested in PD of MD duties. Contact PAT at (713) 988-3546 or write PAT McDERMOTT 8080 Creek Bend #704-3, Houston, TX 77071. Call or write now. Available immediately. (2-15)

**Program Director. I can design a format change** or get your current format running smoothly and profitably. Call LEO at (302) 654-1146 and we'll talk about it. (2-15)

**GARY O. KEENER, KTKT, KLOZ, X-ROK 80.** Seeks major, medium market, West, Midwest, East. First phone. Call (602) 886-0246 evenings. (2-15)

**Young aggressive Top 40 personality with major** market experience available immediately 8 yrs in radio, Will relocate. Experience includes WNOE, WEZB. Call TED at (219) 942-8255. (2-15)

**KEN E. MARKS looking for Top 40 or Pop/Adult** gig. Super production. Will travel. Currently working on the air part-time in Los Angeles. Write 9315 Cattaragus Ave., Los Angeles, CA 90034 or call (213) 838-5364. (2-15)

**Experienced jock/play-by-play man.** Good production and copywriting skills seeks challenging West Coast opportunity. Call TONY DENMARK (213) 451-0142. (2-15)

**LEE MICHAELS formerly of 92FLY-FM/Albany, NY** and WTRY/Troy, NY seeks full-time medium market Top 40 or Pop/Adult gig. Good pipes and good references. Call anytime (518) 869-1228. (2-15)

**5 yrs in broadcasting including education/degree.** Impressive track record. Currently part-time air personality seeking full-time combo air work and support staff or sales. Call KIRK at (517) 393-1320. (2-15)

**CRAIG MARTIN, MO/afternoon jock at KAWY/Casper** looking for new opportunity. Will relocate. Prefer Western U.S. Let's talk. (307) 235-0617. (2-15)

**Experienced female jock/newsperson/copywriter** needs permanent position. L.A. area. Call (213) 320-6471. (2-15)

**News woman with 4 yrs experience.** Currently News Director of station abandoning local news for network. Florida preferred, will consider elsewhere. Call MONICA (305) 622-8490 (home) or (305) 844-6343 (work). (2-15)

**SHAUN O'TOOLE looking for a contemporary or** AOR gig. Formerly WLCS, WVOC, WDAK. 6 yrs experience including MD. Good pipes, production, references. Call (504) 387-6184. (2-15)

**CAN DO excellent sports, play-by-play, news,** production and on-air work. Desire full-time news and/or sports position with a station proud of its news, sports and music. 2 yrs play-by-play and news experience. Presently News and Sports Director at WYAN (96FM)/Upper Sandusky, OH. Will relocate in Pacific Northwest, upper Great Lakes and New England. Not a floater. Call TOM RETTIG at (419) 927-8745 after 5pm EST. (2-15)

**DJ, 10 yrs experience on-air and sales.** Member of CMA. Seeking all Country format with station that can provide livable salary and benefits. Reliable and ready to move into programming, sales or management in small or medium market. Will consider combination of announcing and other duties. Call (502) 485-2925 nights or weekends. (2-15)

**11-yr pro G98, Zip 106 and others.** Co-founder of Radio Stage. Extensive music and programming background. Excellent track record and references. Can put the right elements together for you. Contact MAX HEYWOOD (216) 456-2592. (2-15)

**Minority jock looking for position in Southeast or** Southwest station. Currently working as MD and afternoon drive personality. Call BILL MORGAN (601) 864-3750. (2-15)

**Warm and witty ex-DJ out of business 1 1/2 yrs (now in sales)** wants to return to a personality Pop/Adult station. 10 yrs experience including some major markets. Never PD, but would consider. Midwest 1st choice. Call FRANK at (414) 543-4179 or (414) 267-2157. (2-15)

## Positions Sought

**12 yrs experience in jockeying, and programming in** live and automated situations. Expert in successfully programming automation with and without music service. Currently part-time WNYR/Rochester. Formerly PD and MD FM99/Rochester. Willing to relocate, preferably to a warmer climate, but money can keep me warm too. Call LEE O'DAY (718) 338-3880. (2-15)

**Professional female DJ with major market experience** seeks top 30 market to play rock & roll. Excellent numbers, Superstars and other AOR experience. Production Director, tight production. Immediate availability. Call (317) 842-5133. (2-15)

**I would like a job or something.** Can drive truck, like to paint logs. Not cheap but can be had. Call CHUCK MCKAY (701) 280-0478. (2-15)

**GLEN MILLER, aka BUICK MCKANE, AOR and Top** 40. 5 yrs experience with 1st phone. Formerly KXFM/Santa Maria, now available. Will relocate but prefer Southern California. Call anytime (714) 980-6651. (2-15)

**For sale or lease, used (7 yrs) 3-speed air personality** with extras like 1st phone. KEN CASE (505) 623-2810 days. (2-15)

**Knowledgeable Pop/Adult programmer with award** winning production and promotion talents available now. Interested in talking to GM's who are having problems turning their AM Top 40 or old-line MOR stations around. Will consult or program. 9 yrs experience in medium or major markets. Call PETE STEWART at (309) 745-9817. (2-15)

**Bright, stable, young one-to-one communicator 6** yrs experience seeks small or medium market programming or medium or large market announcing job in SC, NC or VA. Talented, hard working and dedicated. Experienced in automation. The only thing holding me back is opportunity end that's where you come in. Phone MIKE at (919) 835-4416. (2-15)

**Aggressive young pro, currently in top market** seeking full-time on-air position in Top 40 or Pop/Adult medium market on up. 7 yrs experience including day-parts, programming and music. Call LARRY at (203) 223-7487. (2-8)

**Ready to change fun in the sun for dough in the snow** if necessary. Black announcer with Top 40 and AOR experience. Call SPENCE at (305) 484-1400 or write 1017 Mayflower #5, Ft. Pierce, FL 33450. Top 50 markets only. (2-8)

**Last 2 yrs spent in the top 10 on a 50K contemporary** chain facility. Got a new PD, need a new gig. Call ERIC at (617) 272-5028 anytime. (2-8)

**I have gone from night-time jock/anchor to afternoon** drive to morning drive to PD in 15 months. I am now looking for a challenging position in the Northeast. If you want someone who will work long and hard for you call JOHN at (806) 872-2404. (2-8)

## Miscellaneous

**Our music has one foot in the grave.** Please help. Adult Contemporary LP's and 45's needed from all labels. Send to Doug Griffin, KWRM, Box 100, Corona, CA 91720. (2-15)

**KFMU serving Steamboat Springs, CO needs all soft** AOR record service. Contact Teresa Harris, Box 66, Oak Creek, CO 80467. (2-15)

**KBUF/Garden City, KS needs record service from all** labels including Oldies. Call Scott Anderson at (316) 276-2366 before 2pm. (2-15)

**KCLU-AM-FM, college market in need of Pop/Adult,** Rock and instrumental albums from all labels. Also super oldies, 45's and LP's for afternoon show. Send to Denny Lee, KCLU, Box 728, Rolle, MO 65401. (2-15)

**KPUG/Bellingham is hunting for an exciting new jingle** package designed to grab that listener's ear and never let go. If you've got such a package, please rush a demo to Bruce Butterfield, KPUG, Box 1170, Bellingham, WA 98225, or call (206) 734-1170. (2-8)

**KXRX/San Jose, CA comedy show needs service from** all labels. Send to Michael Packner, KXRX, Box 167, San Jose, CA 95103. (2-8)

**Radio station KFMU is in dire need of record service** from everyone. Contact Jim Douglas, MD, KFMU, Box 66, Oak Creek, CO 80467 or call (303) 879-0989. (2-8)

**WBAX/Wilkes-Barre, PA, Country format, expanding** album airplay. Needs service from all labels for albums. Send to 1 Broadcast Plaza, Wilkes-Barre, PA 18703. (2-8)

**WZVZ/Kokomo, IN is looking for contemporary public** affairs programming samples. Send to Box 2208, Kokomo, IN. (2-8)

**New AOR station needs immediate 45 and album ser-** vice. All labels, distributors, promoters please write to Conemough Communications Corp., Landmark Bldg., 516 Main St., Johnstown, PA 15901. (2-8)

**We are stuck. We need your stickers.** Send us your station bumper stickers for our college bumper sticker display project. We'll take anything from anywhere. Send to Keith Abrams, WCCB, Clerion State College, 102 Harvey Hall, Clerion, PA 18214. Your help is greatly appreciated. (2-8)

**We've changed formats at KDAP/Douglas, AZ from** Pop/Adult to Pop/Adult-AOR. We're in need of record service, especially new artists. Send to Harry Tee, MD, Box 1179, Douglas, AZ 85607. (2-8)

# OPPORTUNITIES

## Openings

Pop/Adult KRKK and Country KQSW expanding news department. If you like clean air, no traffic jams and great people to work with, let's talk. Tapes and resumes to Rod Tucker, Box 2128, Rock Springs, WY 82901, or call (307) 382-3793. EOE M/F (2-8)

News person for #1 news operation in 100,000 market. Latest RENG equipment, car, profit sharing. Need a good voice as well as good street ability. Tapes and resumes to Dave Knight, Box 166, St. Joseph, MO 64502 or call (816) 279-6346. (2-8)

KIKX/Tucson has one full-time opening. We need experienced Country announcer for 7-12midnight shift. If you're interested in working in a city with an excellent climate, send tapes and resumes to Tim Tyler, PD, Box 5566, Tucson, AZ 85703 or call (602) 299-9711 between 12noon-2pm MST. EOE M/F (2-8)

Pop/Adult KRKK is accepting presentations for mid-February announcer opening. Experience in production and on-air an absolute must. Tapes and resumes to PD, Box 2128, Rock Springs, WY 82901 or call (307) 362-3793. EOE M/F (2-8)

"The Pass," the Southwest's premiere Rocker needs aggressive air personalities. AOR and/or Top 40 experience. If you're good and want to be better call BO at (915) 533-8211. EOE M/F (2-8)

Accepting tapes and resumes for future full and part-time openings. Move into highly competitive Savannah market. Minorities and females encouraged. Rush tapes to PD, Box 9705, Savannah, GA 31401. WXLN is live 100KW AOR. EOE (2-8)

Attention morning personalities. If you can be an individual and still work within guidelines, we want to hear from you. Our AM signal covers 1.5 million in South FL. Send aircheck, track record and resume to Fulton Radio, Box 5143, Ft. Lauderdale, FL 33310. EOE M/F (2-8)

Be a part of the 80's at central New York's original and best AOR. WOUR is now accepting tapes for future openings. Send attn, Tom Starr, WOUR-FM, 288 Genesee St., Utica, NY 13502. (2-8)

WIRL/Peoria needs highly skilled Production Director immediately. Excellent writing and production abilities required. Superb working conditions, good people. Tapes and resumes to Lee Malcolm, WIRL, Box 3335, Peoria, IL 61614. No calls please. EOE M/F (2-8)

Growing FM/AM station in medium market is seeking a mid-day announcer. Tight board, easy manner a must. Send tapes, resumes and salary history to Kurt Larsen, KAOH, Box 6167, Duluth, MN 55806. EOE (2-8)

KVOC/Casper, WY needs some air talent. Tapes and resumes to Dick Grogg, PD, KVOC, Box 2090, Casper, WY 82602. No calls please. EOE (2-8)

KXOA-AM/Sacramento is looking for high powered talent. High energy entertainers who can "talk to me." Tapes and resumes (no sooner than yesterday) to Terry Nelson, Box 1677, Sacramento, Ca 95808. EOE M/F (2-8)

Here news opening! WSGW/Saginaw-Bay City, MI is looking for a digger and hard worker with authoritative presentation to join our solid news organization. Contact Dave Maurer, (517) 752-3456 or write Box 1945, Saginaw, MI 48605. EOE M/F (2-8)

VAVW/Vero Beach, FL the only FM Country station in Florida's treasure coast has an opening for a drive-time jock. Good climate, good pay. Send tapes and resumes to Bob Rowland, Box 489, Vero Beach, FL 2960. EOE M/F (2-8)

OKK is looking for news person with the ability to gather and deliver news to an 18-49 audience. Talented beginners urged to apply. Tapes and resumes to Scott Meyers, KOKK, Box 931, Heron, SD 57350. EOE (2-8)

Major Southern California radio station seeking top-notch news person that lives, eats and breathes news and information. You will be the News Director of a News/Talk/Sports leader. Excellent opportunity for dedicated news person. Excellent money and benefits and a brand new news car. Call (714) 889-2651 and ask for Mike Matthews or send tapes and resumes to MEN-129, Box 12909, San Bernardino, CA 92402. EOE M/F (2-1)

Need morning man. Mature, bright with bite. Production a must. Send tapes and resumes to Bob Johnson, Century Communications, Inc., Box 170, Wilson, NC 7893. EOE M/F (2-1)

New 100,000 watt FM powerhouse on Florida's Gulf coast looking for top adult personalities. All shifts open. Good production a must. New facilities and equipment. Excellent pay and benefits. Full and part-time openings. Send tapes and resumes to John Canterbury, PD, 140 Irston St., Pensacola, FL 32505. EOE (2-1)

Announcer/Producer opening for Adult Contemporary format. On-air experience. Send tapes and resumes to Andy Bickel, WBT, 1 Julian Price Place., Charlotte, NC 28208. No calls please. EOE (2-1)

McHuron Broadcasting, Houston is looking for a radio engineer. Must be well versed in AM/FM equipment. All brand new studios. Must have experience. Resumes to Ron Haney, 2 Greenway Plaza East, Houston, TX 77048. EOE M/F (2-1)

## Openings

Immediate opening for one-to-one communicator for contemporary FM in Charlotte, SC. Send tapes and resumes to Tony Jameson, WPIX-FM, Box 31089, Charleston, SC 29407. EOE M/F (2-1)

KSAL/Salina, KS has immediate opening for air personality/production person. Experience highly desirable. Tapes and resumes to Bill Reed, OM, KSAL, Box 180, Salina, KS 67401 or call (913) 823-3701. EOE M/F (2-1)

Y102/Reading, PA is now accepting tapes and resumes for possible future openings. All shifts. Good pay and benefits for the right Pop/Adult personalities. Send material to Mike Shannon, PD, 2325 Perkiomen Ave., Reading, PA 19606. (2-1)

Night rocker to maintain our top numbers. Send tapes and resumes to Jim Cameron, WILQ, Box 1176, Williamsport, PA 17701. (2-1)

KUIC-FM/Vacaville, CA has immediate opening for adult contemporary jock with 1st phone and an interest in engineering. Tapes, resumes and salary requirements to Andy McCoy, OM, 4199 Mason St., Vacaville, CA 95688. EOE M/F (2-1)

KRMD/Shreveport, LA is looking for a qualified mid-day personality. Tapes and references (which will be checked) to Tom Phifer, Operations Director, KRMD, Box 21739, Shreveport, LA 71120 or call (318) 221-6176. (2-1)

A morning communicator/personality is being sought at Country station WCHY-FM. Tapes and resumes to Doug McElvein, PD, WCHY-FM, Box 1247, Savannah, GA 31402 or call (912) 236-7794. (2-1)

Modern Country station in a growing South Western market needs an afternoon drive personality. Tapes and resumes to Barry Sykes, KYXX, Box 3509, Odessa, TX 79760 or call (915) 332-5791. (2-1)

Engineer/Technician wanted. 1st phone for studio and transmitter maintenance. Pays \$950 a month to start. Phoenix area, AM/FM station KDKB. Box 4227, Mesa, AZ 85201. EOE (2-1)

WTSL is looking for a conscientious person with some news experience to work in a two person department. The job involves an afternoon shift and coverage of night meetings. Ability to write and dependable transportation are minimum requirements. Interested applicants should send current resume and demo tape to Lee Jones, ND, WTSL, Box 1400, Lebanon, OH 03766. EOE (2-1)

KCKN/Kansas City has immediate opening for experienced reporter and news announcer with at least 3 yrs commercial experience. Tapes and resumes to News Director, Box 1165, Kansas City, KS 66117. EOE (2-1)

WGUY/Y101 Maine's only simulcast contemporary station looking for future air talent. Send tapes and resumes to Kirk Sherwood, 7 Main St., Bangor, ME 04411. No calls please. EOE (2-1)

KFMH-KWPC/Muscataine, IA seeking News Director. News experience necessary, three person staff. Excellent community within minutes of metro area. Great facility and staff. Tapes and resumes to Steve Bridges or Jeff Martin, Box 116, Muscatine, IA 52761 or call (319) 263-2442. EOE (2-1)

1070 KENR/Houston looking for all-night personality. A mellow one-to-one communicator. Tapes and resumes to Joe Wade Formicola, 2 Greenway Plaza East., Houston, TX 77046. EOE M/F (2-1)

Looking for jocks interested in taking a shot at doing creative radio. Numerous shifts open. Tapes and resumes to WLSQ, Box 5000, Montgomery, AL 36101 or call (205) 832-4295 and ask for Gary Franklin. (2-1)

Program Director who wants to move up with aggressive company. Must have on-air and production talent. 250,000+ market. Top pay, excellent studios. Tapes and resumes to Don Hoberg, WEBC, 1001 E. 9th St., Duluth, MN 55805. EOE M/F (2-1)

WANTED: Production Wiz. Excellent pay and the finest production facilities. Full-time production man needed at stable contemporary station in one of the country's leading secondary markets. Tapes and resumes to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108. EOE M/F (2-1)

Z103/Oklahoma City has opening for early evening personality. Let's create an Oklahoma legend. Tapes and resumes to Benjamin King, Box 1000, Oklahoma City, OK 73101. EOE M/F (2-1)

WYNF (Y95)/Tampa, FL. Taft Broadcasting looking for morning man. If you can have fun on the radio and would like to enjoy the sunshine, plus brand new studios, send your tape and resume to Mark Elliott, PD, WYNF (Y95), Box 96, St. Petersburg, FL 33731. EOE M/F (2-1)

62KMNB has opening for a MD and news person. Applicants must have 2-3 yrs experience. MD must be experienced in all areas of music research. If you've stuck it out in a small market and are ready to be part of a progressive approach to radio in a medium market, we need you now. Ask for Pete at (712) 268-0628. Tapes also for future openings to Box 177, Sioux City, IA 51102. EOE M/F (2-1)

KVOC/Casper, WY is looking for a couple of air personalities. Tapes and resumes to Dick Grogg, PD, Box 2090, Casper, WY 82602. No calls please. (2-1)

## Positions Sought

#1 morning man in 4 consecutive ARB's in million plus West Coast market. Major markets only. Call STEVE at (408) 353-3872. (2-8)

Southeast 6 yrs experience, quality voice, good production and news. Reliable. AOR, Pop/Adult, Top 40. Call MARC at (404) 262-7079. (2-8)

Female announcer 5 yrs experience formerly KZAP, KFIG, KTLK. Looking for new position. West Coast preferred. Good production and Music Director experience. Call (916) 448-3294. (2-8)

Good pipes, experienced Top 40 Jock seeks stable medium market gig, any shift. East Coast only. Good references. Call BILL at (516) 423-0167. (2-8)

Do you want a person with experience in all facets of station operations from programming to engineering and automation with 1st phone? Country to AOR formats. Interested? Call CHARLIE in Central California at (209) 625-9473. (2-8)

JOSEPH KING former PD/MD, all air shifts, 5 yrs experience looking for a permanent gig in small to medium market. Call (805) 834-7323 or write 3804 Cinnamon, Bakersfield, CA 93309. (2-8)

10 yr experienced pro looking for medium market PD or major market air slot in Top 40 or AOR. I know the biz and I'm a tireless worker. Excellent references. Prefer California but will consider Oregon or Washington. Call PHIL DRAKE at (916) 392-9209. (2-8)

Successful PD/MD/Air talent available for challenging position. 16 yr pro. Heavy on promotion, community involvement, budgeting, staff motivation. Sales experience. Strong on-air and production skills. Call (216) 864-6662. (2-8)

Attention Pop/Adult Programmers! Nighttime ratings dragging you down? My "high energy" telephone talk will cure your negative trends. 15 yr veteran with 5 in top 10 Southeast market currently knockin' 'em dead. If you want a better book next time let's talk about my unique approach. Write TALK HOST, c/o 323 Franklin, #804T-83, Chicago, IL 60606. (2-8)

7 yrs experience in album rock radio. Excellent production. Super copywriting. Seek on-air position at top 30 market AOR station. Rock & Roll and radio are in my blood. If your station needs a transfusion, call MIKE BEECHER 9-5pm at (203) 762-9362. (2-8)

ARB time-tested AOR winner. Get the best... 12 yrs experience, last 3 in Superstars, #1 all the way! Phoenix, AZ 14 share, #1 12+, Columbus, OH, 19 share #2 12+, both 7-12midnight. Everything but GM under my belt, medium/major market. Call FRANK at (317) 893-4549. (2-8)

Top 40, Pop/Adult, AOR, Disco, AM/FM likable personality with PD/MD/PSA Director/Promotion and remote and production experience. Desire full-time opening as DJ with responsibilities. Aircheck and resume available by calling (216) 478-1206 or (216) 478-0440 anytime. Young but mature. LARRY D. (2-8)

BOB BAILIE 9 yr vet, 4 in major market. Excellent track record as PD. Educated and articulate. Available now for medium or major market. Prefer Southwest or West Coast locale. AOR, Top 40, Pop/Adult and BM formats all worked. Call (602) 993-8228. (2-8)

I've still got it... but it's going fast! Looking for Top 40/Pop/Adult FM'er in medium/major market. Can program, produce and star. Call me now. I'm fading fast. MIKE WEINER (301) 593-2697 after 5pm EST. (2-8)

Female announcer. 4 yrs experience, production manager, Rock/Country/Easy Listening/Pop/Adult. Call ANN at (212) 925-0174. (2-8)

BOB MOHR, WEAM, WYCB, WLPL, is looking. Call (301) 790-1222. (2-8)

End your play-by-play search. Sportscaster with commercial experience looking to move up. Altrahit, production and sales. Single and willing to relocate. MITCH (318) 992-8594. (2-8)

Former Top 30 market jock with programming background. Most recently MD at FM93 AOR station in Fresno area. Formerly air person at KCKC/San Bernardino. Call ANDY TYLER at (209) 826-3218 anytime. (2-8)

3 yr pro seeks stable MD/Production directorship or mid-day position. AOR or Top 40 format. Formerly KYNO-FM, KTFM, WXOR. Community involvement. Killer production and promotions are my specialty. No "sell-line" here. Performance speaks for itself. West Coast medium and major market programming teams who seek a new team member and offer a positive, professional experience call JEFF at (209) 439-8841. (2-1)

RAY ST. JAMES afternoon drive and former PD of QV93/Harrisburg, PA is looking to return to the Tampa/Orlando area. Great air work, production wiz and ready to go yesterday. Call (717) 232-9351 or (717) 667-2234 evenings. (2-1)

CARL WOLFE KCII/Iowa City, 1 yr experience looking for full-time position in Top 40 or Pop/Adult. Call (319) 386-3883 or (319) 868-7666. (2-1)

MIKE McCARTHY, creative, communicative personality. 13 yr veteran, good ratings. Most recently mornings KOMA & KAKC. Looking for Pop/Adult, Top 40 drive time slot with stable 1st class operation. Call (405) 329-1291. (2-1)

Former KRST/Albuquerque PD seeks AOR major or medium market programming or jock position. Call (518) 465-3692 anytime. Keep trying! (2-1)

## Positions Sought

Top 40, Pop/Adult, AOR and Disco DJ (personality). Has PD/MD/PSA Director, promotion, remotes and production experience. Desire full-time openings as a DJ. Please call LARRY B at (216) 478-1206 or (216) 478-0440 anytime. (2-1)

Energetic reporter/anchor looking for a good move out of a small market. Excellent voice. Willing to dig for stories. Have done some investigative work. Call LYNNE CANTWELL (219) 362-6144 (afternoons) or (219) 326-1329 mornings. (2-1)

DJ with 10 yrs experience looking for Country station. Prefer Southeast or Ohio. Call nights (502) 465-2925 (2-1)

Asst PD in major market would like the chance to program a station of his own. Skilled in a variety of formats and market research. Call (314) 868-1478. (2-1)

A male/female morning team looking for small or medium market. Casual, personable, habit forming. Ready to build your morning show around your market. Call MICHELE at (612) 589-3131. (2-1)

6 yr experienced pro PD and MD background; WOKY, WBCF and WRKR. Extensive automation background. Now small market PD seeks medium market PD or large market jock. Solid background in all formats. Learned from bottom up. Ready to put my ambition to work for you. Call CHRIS at (612) 589-3131. (2-1)

Biscuit needs oven, or at least a personality oriented station with AOR, Pop/Adult or contemporary format. Team worker, good MD or PD. I've got the background if you've got the chemistry. Call (301) 288-6596 anytime. (2-1)

If you've got the job, we've got the jocks. Talented on-air people available for Top 40, Pop/Adult, and AOR formats. Strong production is an important asset of these jocks. For tapes and resumes call MEDIA CONSULTANTS (317) 474-5888. (2-1)

JEFF (THOMAS) WETHERN last gig mornings and MD at KOSY. Looking for a challenge. Prefer the West. Call (214) 792-2531 anytime. (2-1)

RUDY FERNANDEZ, 7 yrs experience 3 1/2 yrs at KRBC. Medium market experience. Worked as PD, MD, Public Affairs Director, PR Director. Seeking MD or PD position or anything related. Production wizard. Willing to relocate. call (915) 677-5383. (2-1)

Experienced jock looking for a challenge in Chicago area. STEVE SHO VAN (312) 631-1843. (2-1)

5 yr broadcasting pro; currently Sports Director, Talk Show Host, Sports Talk Show Host and main play-by-play man for Midwest AM/FM. Looking to move into top 100 market as soon as possible. Have also done news. Contact ED WARREN at (614) 283-4747 or write 320 Market St., Steubenville, OH 43952. (2-1)

Black female communicator with 6 yrs reporting experience looking to move to major market. Call (405) 942-8453. (2-1)

ALAN YOUNG, former PD WYXI (WMAD)/Madison seeks new programming or music post. While at WYXE, brought station up from 1.5 to 8.4 in ARB's. Contact for more information and resume call (502) 368-7444 (1-25)

Country pro with major market experience and programming background has strayed from broadcasting and wants to come back. Tight, mature sound and solid references. (216) 427-2068. (1-25)

LARRY WOODSIDE formerly morning drive KROQ-FM is looking. Will consider all size markets. Call (213) 378-0995 anytime. (1-25)

Young Black announcer looking for any market. Experienced in music department at KILS-FM. Commercial copywriter for KUTE and 2 yrs announcer KSUL Long Beach. MARK WARD (213) 433-7295. (1-25)

Experienced female jock seeking full-time employment in Southern California. Call (213) 320-8417 after 4pm. (1-25)

MATT HUDSON former MD of KLIK/Jefferson City, MO waiting for programming opportunity in medium market. 5 yrs experience. To discuss philosophies call (507) 374-2727 or (507) 281-2400. (1-25)

Young energetic hard working jock with 2 1/2 yrs experience as PD, MD at small Oklahoma station. Ready to move to medium market in West or Southwest. If you're looking for a hard worker call (405) 226-3333 or call collect at (405) 226-2364. STEVE JONES. (1-25)

Currently working. 7 yr pro looking. Experienced in Contemporary, Country and Talk. Big voice. Agency production. Tapes, resume and last ARB in the mail with a phone call to (219) 361-2368 evenings after 7. Leave message. (1-25)

Like the experience of 12 yr pro on your team with good ratings and references to back it up? Looking for Pop/Adult or Country format. Let's chat. Call (406) 262-6780. (1-25)

# THE BACK PAGE

## BREAKERS

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

### CHRISTOPHER CROSS Ride Like The Wind (WB)

77% of our reporters on it. Moves: Up 61, Same 21, Down 0, Adds 57 including WKBW, WFIL, WIFI, CKGM, KRBE, Y100, CKLW, KDWB, KSLQ, WGCL, Q102, WOKY, KFI, B100, WBLI, Y95, WAXY, WKIX, KWEN, KHJ, KRSP, KLUC. See Parallels, charts at number 26.

### CHUCK MANGIONE Give It All You Got (A&M)

72% of our reporters on it. Moves: Up 84, Same 19, Down 0, Adds 28 including WCAO, WGCL, KJR, WTRY, WICC, WAEB, KAUM, KEEL, KXX106, WGH, WVIC, KZ93, WNCI, KLUC, KX104, KFJR. See Parallels, charts at number 27.

## 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.

**TOMMY JAMES "Three Times In Love" (Millennium) 104/12**  
Moves: Up 77, Same 15, Down 0, Adds 12 including WIFI, WRKO, WPGC, KFI, WBLI, KELP, KMJC, KFXM, KCBN, 94Q 14-12, CKLW 30-26, KDWB 18-13, KIMN 26-21.

**EAGLES "I Can't Tell You Why" (Asylum) 101/67**  
Moves: Up 25, Same 7, Down 2, Adds 67 including WFIL, F105, CKGM, KRBE, Z93, Q105, WLCY, CKLW, KWK, KBEQ, KIMN, WTRY, 14Q, WSGN, WBBQ, KRAV, WHB, KERN.

**BOB SEGER "Fire Lake" (Capitol) 98/96**  
Moves: Up 0, Same 2, Down 0, Adds 96 including 96KX, WPEZ, F105, WRKO, WPGC, CHUM, CKGM, Z93, 94Q, Q105, CKLW, KDWB, KWK, KSLQ, KBEQ, Q102, WOKY, KEARTH, KFRC, B100, KJR, KOPA.

**J. GEILS BAND "Come Back" (EMI America) 98/16**  
Moves: Up 55, Same 27, Down 0, Adds 16 including 94Q, WTRY, WPST, KSTT, 14WK, WCGQ, KWIC, KKLS, 96KX 28-25, WRKO 22-17, KIMN 29-25.

**ZZ TOP "I Thank You" (WB) 97/13**  
Moves: Up 64, Same 18, Down 2, Adds 13 including WKBW, KBEQ, BJ105, KFXM, KLUC, WHY, KENI, CHUM 25-20, 94Q 24-20, KSLQ 30-25, KJR 17-13, KIMN 30-26.

**SHALAMAR "The Second Time Around" (Solar/RCA) 95/23**  
Moves: Up 59, Same 10, Down 3, Adds 23 including F105, Z93, WLCY, WGCL, WOKY, KOPA, WOLF, WICC, WSGN, WRVQ, WZZP, KERN, WCAO 9-5, KRBE 7-2, Y100 28-20, CKLW 13-5, KSLQ 19-9, KFI 28-23.

**MOLLY HATCHET "Flirtin' With Disaster" (Epic) 88/7**  
Moves: Up 56, Same 24, Down 1, Adds 7, WKBO, KSTT, WNCI, KLUC, KFJR, WAKX, WGBF, WKBW 23-21, WIFI 16-12, KSLQ 34-30, Q102 30-26, KOPA 23-20.

**KNACK "Baby Talks Dirty" (Capitol) 83/13**  
Moves: Up 43, Same 27, Down 0, Adds 13 including WOLF, WTRY, WBBQ, WGH, KTAC, KLUC, WIFI 26-21, CHUM 27-16, WAEB 29-19, WNOE 40-29, KZ93 21-15, KRSP 28-20.

**NICOLETTE LARSON "Let Me Go, Love" (WB) 78/7**  
Moves: Up 52, Same 15, Down 4, Adds 7, Y100, KJR, 92Q, KSTT, WOHO, KFXM, WTRU, WFIL d-25, KDWB 25-17, KRLA d-28, KOPA 24-21.

**RAY, GOODMAN & BROWN "Special Lady" (Polydor) 73/21**  
Moves: Up 42, Same 9, Down 1, Adds 21 including F105, CKLW, KSLQ, KOPA, KC101, WICC, WAEB, WFMF, WRJZ, KSTT, WHB, WOW, WNCI, KMJC, KFXM, KENO, KTKT.

**AIR SUPPLY "Lost In Love" (Arista) 71/35**  
Moves: Up 23, Same 13, Down 0, Adds 35 including WXLO, WKBW, WPEZ, WCAO, Z93, WLCY, KBEQ, KFI, KJR, WFBR, WHYN, WSGN, KZ93, KERN, KING.

**HEART "Even It Up" (Epic) 70/24**  
Moves: Up 24, Same 22, Down 0, Adds 24 including 94Q, KDWB, KUPD, WPST, Q106, KXX106, Y103, WSKZ, KOFM, KROY, KCPX, WAAY, WISE, KDZA.

**BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 64/10**  
Moves: Up 36, Same 18, Down 0, Adds 10, WLS, KFI, WNOE, KEEL, 95SGF, WOW, KMJC, WHEB, WXIL, FM99, WXLO 28-22, WPGC 4-2, Z93 26-19.

**DR. HOOK "Sexy Eyes" (Capitol) 62/28**  
Moves: Up 24, Same 10, Down 0, Adds 28 including WFIL, KBEQ, KRLA, KOPA, WKBO, WNOE, WFMF, 95SGF, KIOA, KLEO, WMEE, KJRB, KTKT, WTSN, WTMA, KBOZ.

**BETTE MIDLER "When A Man Loves A Woman" (Atlantic) 60/7**  
Moves: Up 43, Same 9, Down 1, Adds 7, Z97, WAPE, WRJZ, KSTT, KOFM, KBDF, KBOZ, WKBW 14-12, WPEZ 22-19, F105 29-20, WGCL 30-22, Z98 21-14, KXX106 6-3.

## Radio & Records

# NATIONAL AIRPLAY/30

## February 15, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
3	3	2	1	QUEEN/Crazy Little Thing Called Love (Elektra)
4	1	1	2	DAN FOGELBERG/Longer (Full Moon/Epic)
19	16	7	3	SPINNERS/Workin' My Way Back To You (Atlantic)
6	5	4	4	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
1	2	3	5	FLEETWOOD MAC/Sara (WB)
7	6	5	6	STEVE FORBERT/Romeo's Tune (Nemperor)
22	15	10	7	TOTO/99 (Columbia)
17	11	6	8	NEIL DIAMOND/September Morn (Columbia)
26	23	15	9	RUPERT HOLMES/Him (MCA)
25	19	12	10	DONNA SUMMER/On The Radio (Casablanca)
16	10	9	11	DIRT BAND/An American Dream (UA)
28	21	14	12	ANDY GIBB/Desire (RSO)
-	30	21	13	PINK FLOYD/Another Brick In The Wall (Columbia)
20	17	13	14	ANNE MURRAY/Daydream Believer (Capitol)
-	27	25	15	LINDA RONSTADT/How Do I Make You (Asylum)
-	-	29	16	KOOL & THE GANG/Too Hot (DeLite/Mercury)
30	26	22	17	BARRY MANILOW/When I Wanted You (Arista)
15	12	16	18	STYX/Why Me (A&M)
5	7	11	19	MICHAEL JACKSON/Rock With You (Epic)
2	4	8	20	EAGLES/The Long Run (Asylum)
12	9	17	21	PRINCE/I Wanna Be Your Lover (WB)
-	-	27	22	TOM PETTY/Refugee (Backstreet/MCA)
-	28	26	23	PAT BENATAR/Heartbreaker (Chrysalis)
-	29	28	24	BABYS/Back On My Feet Again (Chrysalis)
8	8	18	25	TOM PETTY/Don't Do Me Like That (Backstreet/MCA)
-	-	→	26	CHRISTOPHER CROSS/Ride Like The Wind (WB)
-	-	→	27	CHUCK MANGIONE/Give It All You Got (A&M)
9	13	20	28	KENNY ROGERS/Coward Of The County (UA)
11	18	23	29	CAPTAIN & TENNILLE/Do That To Me One... (Casablanca)
27	25	24	30	LED ZEPPELIN/Fool In The Rain (Swan Song)

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

BOB SEGER "Fire Lake" (Capitol)  
EAGLES "I Can't Tell You Why" (Asylum)  
CHRISTOPHER CROSS "Ride Like The Wind" (WB)  
BLONDIE "Call Me" (Chrysalis)  
AIR SUPPLY "Lost In Love" (Arista)

Complete Regionalized Listings on Pages 28 and 29.

### HOTTEST

DAN FOGELBERG "Longer" (Full Moon/Epic)  
QUEEN "Crazy Little Thing Called Love" (Elektra)  
SPINNERS "Workin' My Way Back To..." (Atlantic)  
RUPERT HOLMES "Him" (MCA)  
PINK FLOYD "Another Brick In The..." (Columbia)

### MICHAEL JACKSON "Off The Wall" (Epic) 50/19

Moves: Up 26, Same 5, Down 0, Adds 19 including WABC, WBLI, 14Q, WTI, WNOE, WAXY, WBBQ, 92Q, KRAV, WOHO, Y94, KFXM, KTKT, Y100 26-16, KEARTH 17-8, KFRC 25-15.

### Others Getting Significant Action

#### BLONDIE "Call Me" (Chrysalis) 48/37

Moves: Up 2, Same 9, Down 0, Adds 37 including WPGC, CKGM, Q105, KEARTH, WICC, WKEE, Y103, WBBQ, WAYS, WNAP, KROY, WKBW on, WRKO on, 94Q 29-19, KFRC on, B100 on.

#### FOREIGNER "Women" (Atlantic) 44/15

Moves: Up 15, Same 14, Down 0, Adds 15 including WKBW, CKGM, WOKY, 14Q, WAPE, KZ93, KTKT, WLBZ, WROV, WRBR, WPGC d-28, KUPD 28-26.

#### 38 SPECIAL "Rockin' Into The Night" (A&M) 40/6

Moves: Up 19, Same 14, Down 1, Adds 6, WIFI, WKEE, WSKZ, Y94, WRBR, KBIM, Z93 28-24, KDWB 28-23, KSLQ 26-19, KUPD 10-7.

#### BARBRA STREISAND "Kiss Me In The Rain" (Columbia) 39/6

Moves: Up 20, Same 12, Down 1, Adds 6, WRKO, KFI, KRUX, KAAY, WTRU, KENI, WCAO 25-19, KIMN 10-8, 14Q 18-14, WZZP 23-15, KING 15-11.

#### KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 38/10

Moves: Up 14, Same 12, Down 0, Adds 10, Y100, WOKY, KFI, KINT, WTI, WAYS, KWEN, KFXM, WFBG, WISE.

#### TURLEY RICHARDS "You Might Need Somebody" (Atlantic) 26/3

Moves: Up 15, Same 8, Down 0, Adds 3, Y103, WVIC, WNAP, WTI 37-31, KEEL 38-31, KXX106 15-11, WBBQ 26-22.

#### UTOPIA "Set Me Free" (Bearsville/WB) 24/14

Moves: Up 0, Same 10, Down 0, Adds 14 including 96KX, WPEZ, 94Q, KXX106, WFBG, WANS-FM, WSPT, KYSN.

#### GARY NUMAN "Cars" (Atco) 24/9

Moves: Up 5, Same 10, Down 0, Adds 9, PRO-FM, WNOE, WNAP, KRUX, WFLB, WANS-FM, KFJR, WGBF, KENI, WSPT 21-14, KCBN 25-19.

#### RUSH "Spirit Of The Radio" (Mercury) 23/6

Moves: Up 6, Same 11, Down 0, Adds 6, 96KX, WPEZ, Q105, WKEE, WFLB, WANS-FM, CHUM 17-13, KWK 7-4, KSLQ 17-11, KUPD 25-15.

#### DAVID GATES "Where Does The Lovin' Go" (Elektra) 23/5

Moves: Up 9, Same 9, Down 0, Adds 5, WFIL, WKEE, WJDX, WNOX, WFLB, KDWB 30-25, WZZP 30-22, WIGY 34-31.

#### PRETENDERS "Brass In Pocket (I'm Special)" 22/9

Moves: Up 6, Same 7, Down 0, Adds 9, 96KX, B100, KJR, WPST, KEEL, WSKZ, WLBZ, 13FEA, KQDI, 94Q 22-15, PRO-FM 26-22, CK 101 40-34.

#### ROCKETS "Desire" (RSO) 21/7

Moves: Up 3, Same 11, Down 0, Adds 7, 92Q, WLBZ, WXIL, KX104, WISE, KDZA, KBIM, Q105, B100 on, KJR on, KUPD 21-19.

#### PEACHES & HERB "I Pledge My Love" (Polydor) 20/3

Moves: Up 15, Same 2, Down 0, Adds 3, WGCL, WKIX, KFXM, WKBW 17-7, KRLA 9-5, JB105 20-13, WAYS 30-16, WXIL 2-1.

Continued on Page 32