

Radio & Records

ISSUE NUMBER 322

THE INDUSTRY'S NEWSPAPER

MARCH 7, 1980

COMPANY FREE TO ACQUIRE OTHER STATIONS

FCC Approves Charter's WMIL-FM Purchase

The FCC approved Friday (2-29) the purchase of WMIL-FM/Milwaukee by WMIL, Inc., a move hailed with great enthusiasm by Charter Broadcasting. Charter, 100% owner of WMIL, Inc., had been in limbo with regard to new acquisitions for two years after its Miami station, WMJX, was denied

renewal for fraudulent contests (an appeal is still pending before the Commission).

At issue in the WMIL decision was whether Charter was accountable for WMJX's alleged infractions, having assumed, as the FCC decision expressed it, "de facto control" of former owner Bartell at

"the time of the wrongdoing at WMJX." The FCC announcement said that the administrative law judge in the WMJX case "did not suggest that any of the owners or management of Charter were in any way involved," and added that Charter "has taken steps to prevent recurrences of the wrongdoing at any of its stations." Therefore, the Commission said, it feels that "Charter will ensure that WMIL-FM is operated properly." Because the WMJX action is still pending, with the FCC Broadcast Bureau a party to the proceedings, the recommendation for the WMIL approval came from the FCC's General Counsel's Office, as is customary in such cases.

Clearing The Air For Charter

Charter President Russ Wittberger expressed relief and delight at the decision. He told R&R, "It's a positive move for us and the industry. It's cleared the air for further acquisitions; now we can buy other radio and TV properties. For two years it's been very frustrating, and we've lost a number of good opportunities." Charter presently owns two AM and four FM properties, allowing the purchase of five more AM's and three FM's, in addition to TV properties.

WMIL-FM, purchased from Stebbins Communications for about \$1.6 million, has been dark since March 1, 1978 owing to the former owners' hardship conditions. Wittberger told R&R that Charter planned to have the station back on the air in 60-90 days, with a relocated transmitter and power boosted from 19,000 to 50,000 watts. He said the new facility would provide an excellent complement to Charter's Milwaukee AM Top 40, WOKY, adding, "It gives us an opportunity to be a force in Milwaukee forever." No format has been chosen for WMIL at the present time.

Dorton Named Gannett Radio President

Joseph L. Dorton has been officially appointed President of the Gannett Radio Division, as previewed in R&R (2-29). Dorton, a 15-year broadcasting veteran, was most recently President of radio rep firm Torbet Radio, Inc., owned by Bonneville International Corp.

Allen H. Neuharth, Chairman/President of parent newspaper/broadcast operation Gannett Co., commented, "Joe Dorton has an outstanding track record as a radio manager in many markets, and his experience in heading a national radio sales firm gives him special expertise and a unique perspective to head our radio division." Dorton, who takes up his new duties March 24, will be based in St. Louis.

Dorton told R&R, "I'm leaving



Joseph L. Dorton

a super company. Bonneville has been as good to me as any company could be. I'm attracted away from a great situation for a number of reasons, among them that Gannett is one of the fastest-moving

DORTON/ See Page 18

OVERSEES SALES, PROMOTION, ADVERTISING

Faraci Named VP/Director Of Marketing At Elektra/Asylum

Vic Faraci has been appointed to the newly-created position of VP/Director of Marketing at Elektra/Asylum Records, as forecasted in last week's R&R. Faraci, most recently Executive VP at WEA, will supervise all areas of marketing, including sales, promotion, and consumer advertising arranged through WEA. A member of the WEA Labels Executive Council, he will also act as liaison between E/A and the WEA distribution network.

E/A Chairman Joe Smith commented, "We are especially delighted to have Vic Faraci join E/A Records. His great background working with independent distributors and with WEA qualifies him in every way to take over the marketing responsibilities here. He is the best in the business, and we're all looking forward to hooking into his energy and enthusiasm."

Faraci started his career in

independent distribution in Chicago, and was named Regional Branch Manager for WEA in that city in 1971. In 1974 he relocated to Los Angeles as VP/Director of Marketing for WEA, and he was named Executive VP for the company in 1977. His E/A appointment follows the departure last week of E/A VP/Sales Stan Marshall.

\$2.5 MILLION SUIT; CONTEST WINNER ARRESTED

WGCL, WWWE Promotions Wind Up In Court

A pair of unrelated on-air promotions by Cleveland radio stations WGCL and WWWE have resulted in unexpected legal actions. In the former, local car dealer Charles Miller is suing WGCL, Program Director Bob Travis, the Cleveland Plain Dealer newspaper, and one of its writers, Jim Strung, for allegedly making "false and defamatory statements" in a newspaper article detailing Miller's

involvement in the station's "Christmas Wish" contest.

Reportedly, WGCL gave Miller \$1000 worth of on-air mentions in return for his donating an auto to the Top 40 outlet, which the station gave to one of the contest winners. The car, a '74 Plymouth Duster with a reported 70,000 miles on it, allegedly minus muffler, taillights, and dashlights, was refused by the winners on the grounds

Supreme Court Will Decide FCC Format Change Policy

The Supreme Court agreed Monday (3-3) to hear arguments on whether the FCC should decide if particular formats are in the public interest. The long-running dispute has been going on since 1974 between the Commission, which does not want to dictate formats (the FCC is required to review entertainment format program changes in cases of license renewals and transfers) and the U.S. Appeals Court, which maintains the Commission should have an "endangered format" policy to protect certain diverse programming, such as classical music or foreign language formats.

"We are encouraged by the Court's decision, but don't want to be too optimistic now because it may reflect nothing more than the fact that the case is important," said Dave Saylor, FCC Deputy General Counsel.

NAB General Counsel Erwin Krasnow, who filed a supporting brief, was more enthusiastic. "We're hopeful the FCC will be vindicated," he told R&R.

PAST CMA CHAIRMAN EXITS WIRE-WXTZ

Nelson Forms Broadcast Brokerage Firm

Don Nelson, one of Country radio's most prominent executives, has resigned as VP of Mid America Radio and GM of WIRE-WXTZ/Indianapolis to form Don N. Nelson & Associates, a full-service broadcast brokerage firm based in La Jolla, CA. The new company will deal in the buying and selling of radio, TV, and cable properties, and will become involved in radio station management, programming consultation, executive placement, and sale of computerized broadcast information, sales, and accounting systems.

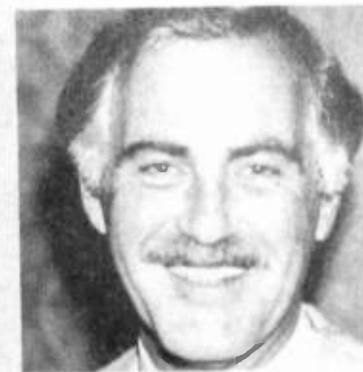
Nelson, who started with Mid America in 1960 as an air person-

FCC Disputes Court's "Untested Conclusions"

In seeking the Supreme Court review, government lawyers argued, "The Court of Appeals has substituted its own untested factual premises and policy conclusions for the Commission's judgment that regulation of entertainment formats is unnecessary..."

The Commission put forward in a July 30, 1976 policy statement a rejection of the Appeals Court's format doctrine as being inconsistent with the Communications Act of 1934, noting that a 1940 Supreme Court ruling had said that "the field of broadcasting is one of free competition."

Supporting the court's format doctrine were the United Church of Christ, the Mexican Legal Defense Fund, the National Latino Media Coalition, the National Council of La Raza, the Bilingual Coalition on Mass Media, Classical Radio For Connecticut, and several other listener coalitions. Oral arguments will be heard in October.



Don Nelson

ality and salesman at WQUA/Moline, IL, commented, "It is unusual to spend 20 years in this business working for the same company, but the Small family (owners of Mid America) are very unusual people. They have afforded me every opportunity to grow."

Nelson became VP/GM of WIRE in 1967, and in addition to his duties there, served as Chairman of the Board for the Country Music Association, Chairman of the Arbitron Advisory Council, President of the Indiana State Broadcasters Association, and as a Director of the RAB. He is also President of Marathon Communications, owners of WIBX-WIBQ/Utica, NY.

CLEVELAND/ See Page 18

"THINK ABOUT ME"

THE NEW SINGLE BY

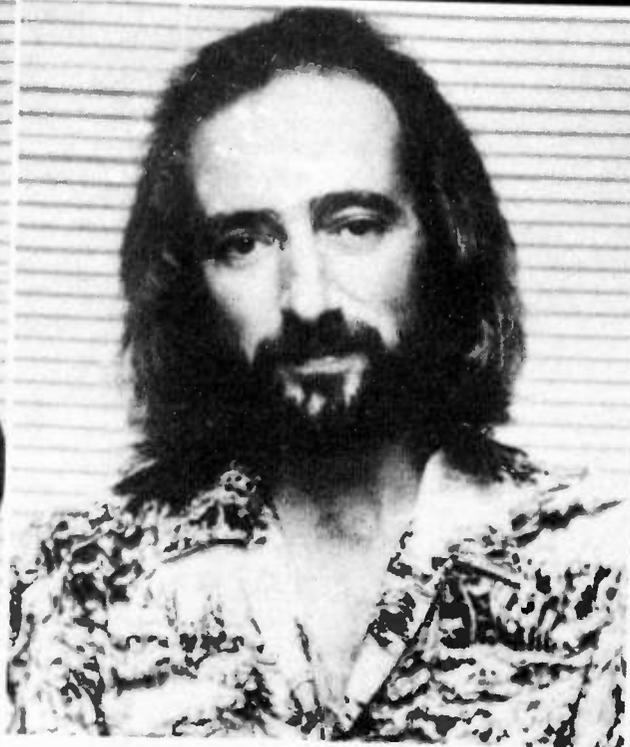
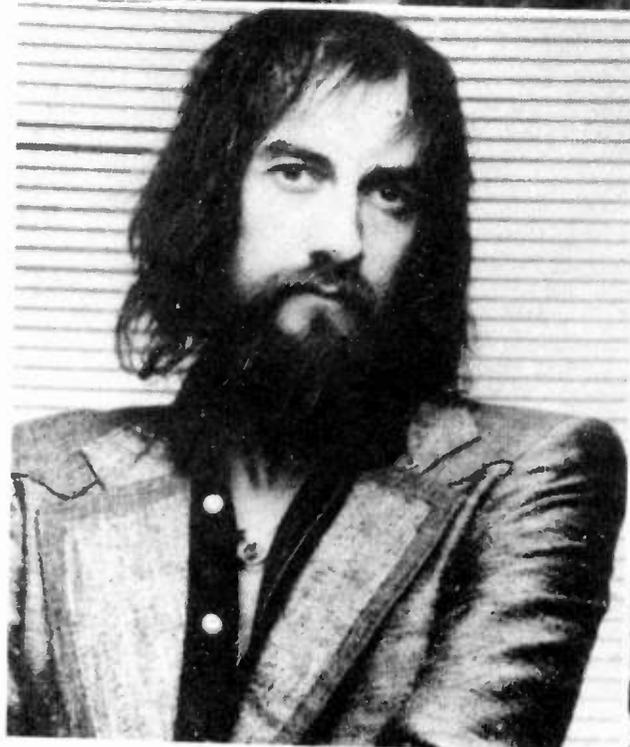
FLEETWOOD MAC



PRODUCED BY
FLEETWOOD MAC
(SPECIAL THANKS TO LINDSEY BUCKINGHAM)
WITH RICHARD DASHUT
AND KEN CAILLAT



ON WARNER BROS. RECORDS



Former ABC Radio President Neal Dies

Harold L. (Hal) Neal Jr., President of ABC Radio for more than six years until March, 1979, died Thursday (2-28) at his Connecticut home following a heart attack. Neal was 55 and had been with ABC since 1943.

ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule stated, "The entire ABC family is shocked and saddened by the death of Hal Neal. Truly one of radio's pioneers, he was a creative, dedicated professional whose career was marked by innovation and success. He was one of a small handful of people at ABC who helped bring the company through the early rough years to the prominence it enjoys today. He was a giant in the radio broadcast field."

Green Hornet To Radio Networks

Neal joined ABC in 1943 at WXYZ/Detroit, where he was the announcer-narrator for "The Green Hornet," "The Lone Ranger," and other top network pro-

grams of the era. He became GM of WXYZ in 1956, moving to WABC/New York in 1960 as VP/GM. In 1963 Neal was named President of the ABC Owned Radio Stations, and under his leadership the ABC Owned FM Stations Division was formed. Appointed President of ABC Radio in July, 1972, he supervised the four ABC Radio Net-

works and the ABC Owned AM and FM Radio Station Divisions.

In addition to his ABC accomplishments, Neal served on the Board of Directors of the NAB and RAB, and was a Board member of both the New York and Michigan Association of Broadcasters. He leaves his wife Shirley and three children.

Seattle Arbitron Survey Faces Possible Recall

The fall 1979 Extended Measurement ratings book for Seattle may have to be recalled again by Arbitron. Reissued once for a relatively minor problem, the book faces a more significant issue this time. Golden West Broadcasters' KPLZ may have been shortchanged approximately 14,000 cume persons, mostly in the station's target demo.

During a client diary review at

Laurel, it was discovered that 18 diaries which had entries to the rounded frequency "101" were credited in their entirety to KSEA, a Beautiful Music station which uses "Stereo 101" as its slogan. KPLZ, a contemporary station, uses "K-Plus 101." Arbitron apparently gave the entire credits in the 18 diaries to KSEA. Golden West Research Director Jan Horning requested the book be recalled after computing that a standard division of credit would improve KPLZ's numbers by 10% or more.

Arbitron Radio VP Rick Aurichio told R&R that "there was an error" in handling the situation. Later, Penny Giddens, Manager of Client Service, who supervises Laurel diary review visits, told R&R that the decision had been made to call back the persons involved to try to determine which station should get credit. Of the 18 diaries, three were from persons 60+, and the rest were from respondents in the 12-40 range. Arbitron expects to have the situation resolved by week's end.

McCartney and Wings' "London Town," Paul Simon's "Greatest Hits, Etc.," and Barry Manilow's "Even Now." The indictments stem from a two-year investigation into record and tape counterfeiting carried out by the Brooklyn-Queens office of the FBI (R&R 2-8), with further indictments expected in the future.

BISSON NEW PD AT WWOK

WQAM Shifts Format To "Sun Country" Approach

WQAM/Miami, a longtime Top 40 station which had recently moved in a more Pop/Adult direction, has changed formats to Country under recently appointed PD Dan Halyburton (R&R 2-22) and GM Ron Beckey. The station marked the changeover to what Halyburton calls "Sun Country" with a special ten-minute montage of past WQAM jingles and promotional spots (see Jim Duncan's "News Notes," Page 54).

Halyburton told R&R, "Just as the Country format was successful in Minneapolis at WDG" (a switch directed by Halyburton), "I feel this market is right for a top-flight Country radio station. We will be a personality station with an MOR approach to our mass-appeal country music. WQAM will have a strong news operation, traffic reports in drive times, and will stress community involvement in all areas."

WWOK Changes

In another Miami Country radio development, Colleen Cassidy stepped down as PD/MD of WWOK to rejoin sister Top 40 station Y100 in a music research capacity, after three months at the WWOK helm. Air personality Ron Bisson, former PD of WGMA/Hollywood, FL, has been named WWOK's PD, and will assume morning drive duties as well, replacing exiting Tony George. Larry Coates has been named MD.

Bisson denied reports of WWOK's impending conversion to an automated format, telling R&R, "The station is live and kickin', and we have no plans to do otherwise. We're not going automated..."

Sherwin Named PD At KABC

Wally Sherwin has been appointed Program Director at KABC/Los Angeles, replacing Bruce Marr, who recently joined KVI/Seattle. Sherwin was most recently President of Syndication at Western International Media Corp., and had been hosting a Saturday evening show on Talk-formatted KABC since October, 1979.

of KABC. I'm confident that his understanding of the industry and the complex L.A. market will be of great help in furthering the station's growth..."

Sherwin was Program Director at KHJ-TV/Los Angeles for eight years, and was involved in the creation of "Tempo," claimed to be the first American TV telephone talk show. He has 20 years' experience in broadcast media and production to his credit. Sherwin will continue his Saturday shift until a replacement is named.

BEAUTIFUL MUSIC:

THE WEZI WAY TO SUCCESS

WEZI/Memphis Has Become No. 1 In Its Market, And GM Dave Thomas Gives The Lowdown On The High Numbers.

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this week ...

RADIO ON TV: COST AND PLACEMENT

Doubleday's Gary Stevens offers hard facts about high TV costs and making sure you know when and where your spot will air.

Page 12

PUTTING RECORDS TO THE TEST

Very few liked the idea in the past, but perhaps it's time for record companies to follow other industries and pretest records, and perhaps radio should take the results more seriously.

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FCC'S WASHINGTON:

POLICY TOWARD MINORITIES

The Commission's Frank Washington is interviewed about broadcasting issues relating to minorities, and presents the FCC's overall philosophy on the subject.

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THE AOR RATINGS SCOREBOARD

The complete Arbitron standings for AOR, revealing who's hot and who's not.

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February Mediatrends For Four Top Markets.

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Washington Report

Broadcasters' Bottom Lines To Be Bared?

Shiben Announces New Financial Form In Works

Two North Carolina radio broadcasters were at the forefront this week in defending broadcasters' right to keep P&L statements out of citizens groups' hands.

Seven Commissioners will usurp control of stations from managers because public interest groups will always be asking the FCC to judge if broadcasters are spending enough of their profits on special kinds of programming, whether it's country music or children's TV, Wade Hargrove, North Carolina Association of Broadcasters Exec. Director/GC explained. Hargrove, who also owns a small market station, said that "before buying a new transmitter or any other piece of equipment, broadcasters would have to check with their FCC attorney about allocating those dollars for equipment rather than programming."

Hargrove was responding to a question from Rep. Ron Mottl (D-OH) who contends that his bill, H.R. 5430, will only require broadcasters to expose the bottom line to determine if it's reasonable for the public to expect more public affairs programming.

Nets Vs. Radio Vs. Oil Profits

Rep. Jim Collins (R-TX) questioned broadcasters' manner of reporting finances of Congressmen and not their own. He also hit on the flashy style used to report oil company profits. "You're not running a business," NRBA President Sis Kaplan (WAYS/Charlotte) told Collins. She said that comparing Congressmen's finances to broadcasters' is an apples and oranges comparison, adding, "Who passed the law requiring you to disclose your finances anyway?" Collins said he was definitely opposed to industries reporting their earnings, except for broadcast-

NAB Board Chairman Tom Bolger, responding to Mottl's criticism of how broadcasters treat oil companies, noted that 1) the networks, like all publicly held companies, have to report their profits to the Securities & Exchange Commission anyway, and 2) that the oil companies can hide high earnings at the pump or in other areas because they are diversified, which most broadcasters are not.

Loss Of A Competitive Edge

Picking up on statements made by FCC Broadcast Bureau Chief Dick Shiben, Blackburn & Co. broker Joe Sitrick noted that disclosing earnings would put broadcasters at a competitive disadvantage with other media and related industries. Sitrick opposed the bill, but added it would be great for brokers since it would lead to more mergers, takeovers, and sales.

Look For New FCC Financial Form

Shiben, who appeared to be op-

posed to the bill, said that the FCC uses the data it now collects from Form 324 to chart trends and make marketplace determinations in comparative hearings. He added that it has been used in the past to determine the extent program duplication should be limited, and may be used again soon to study crossownerships. Shiben predicted

a changing of financial reporting requirements within a month.

Only One Citizen Group Testifies

Citizens Communications Center, a public interest law firm, favored the Mottl bill. Exec. Director Nolan Bowie told R&R, "We want to make sure profit is reinvested in programming. If a broadcaster says he can't afford it, the only way for us to know is to see the money. Also, we want to see salary ranges for minorities and women to make sure there's no discrimination."

The Week In Review

- Supreme Court to hear format change case (see Page 1).
- NAB Board election results in.
- Congress holds hearings on financial disclosure.
- FCC considers adding new FM's.

— Jonathan Hall

Commission Considers More FM Stations

Responding to two broadcasters and the National Telecommunications and Information Administration (NTIA), the FCC proposed last Thursday (2-28) to increase the number of FM stations. The Commission said although the FM spectrum looks fully utilized on paper, many FM signals don't radiate over their entire protected area.

It refused to comment on how many new stations could be added other than saying "substantial." The proposed new rules would make protection areas more precise through computer generated protective contours.

Specifically the FCC proposed:

- To allow Class A stations (3 kw, antenna height 300 ft.) to operate on B and C channels.
- To allow two new classes of stations, B1 (30 kw) and C1 (100 kw).
- To expand the area in which class B stations (50 kw, antenna height 500 ft.) can operate to include most of the country except the Northeast and California.
- To make sure existing Class B and Class C stations (100 kw, antenna height 2000 ft.) operate at a certain minimum power or be reclassified to a lower class.

Chairman Charles Ferris called the action "one of the most effective tools we have for encouraging program diversity and minority expression, enabling us to reduce governmental intrusion into radio programming." Ferris indicated, however, that the FCC will not spend money for technical research.

NTIA To Undertake Further Study

NTIA's proposal asked the FCC to consider reduced FM spacing, terrain shielding, and directional

antennas. NTIA Broadcast Engineer Jeff Close told R&R the proposed changes present no technical problems. He also said NTIA expects to undertake a study of FM receivers to determine whether adjacent channel interference would result from reduced spacing, and a terrain shielding field study, possibly next fall.

Broadcasters Invited To Comment

Several broadcasters have been after the Commission to approve more FM stations, among them Max Blakemore, owner of WCVP-AM/Murphy, NC, who told R&R he's spent between \$10,000 and \$20,000 during the past 10 years trying to get an FM for Murphy.

Clifford Bond, attorney for WLNC/Laurinburg, NC, who petitioned the FCC five years ago to allow lower-powered stations to operate on channels reserved for high power, told R&R, "In highly competitive markets, broadcasters need an FM outlet."

FCC attorney Kathryn Hosford told R&R she expects more broadcasters to comment now that the notice of proposed rulemaking is out. Comments are due June 13, reply comments August 13. Broadcasters had previously been asked to do so in the Commission's "Further Notice of Proposed Rulemaking on FM Quad," but most failed to do so.

NEW NAB BOARD MEMBERS ELECTED

Reorganization Takes Hold At Broadcast Associations

NAB Taps Schanzer While RAB Adds Mullin As Sr. VP's

Both the Radio Advertising Bureau and the National Association of Broadcasters have had committees studying their organizational structures during the past year and a half. And in both cases the Presidents (Miles David at RAB and Vincent Wasilewski at NAB) have been set apart from the daily running of their shops, with that responsibility turned over to Executive VP's (Bob Alter at RAB and John Summers at NAB).

The result of the study has been to create new Senior VP positions for various departments, who in turn answer to the Executive VP's. During the past two weeks, holes have been filled in both associations' tables of organization.

Schanzer And Mullin

Almost simultaneously, RAB and NAB made announcements last week of new Senior VP's whose jobs will be similar in many aspects.



Mark Mullin

NAB's new head of government relations is Ken Schanzer, a former lobbyist with NBC in Washington and a past NAB lobbyist from 1973-75. Like Schanzer, RAB's new head of National Sales, Mark Mullin, will be charged with the day-to-day lobbying and selling of the industry.

The changes were ushered in by separate committees, with Cap Cities Sr. VP Bob King chairing NAB's "Futures Committee" and RKO Radio President Dwight Case chairing a similar RAB committee.

Other Changes

Also named Senior VP's at NAB were George Bartlett (Engineer-



Ken Schanzer

ing), who expects to retire within a month; Shaun Sheehan (PR); and Jerry Lansner (NAB Code). Already in the Sr. VP role are Erwin Krasnow (Legal) and Jim Hulbert (Broadcast Department).

New VP's at NAB include Ron Irion (Station Services), Dwight Ellis (Minority and Special Services), and Larry Tierney (Membership).

Completing RAB's Senior VP lineup are Dick Montesano (Research and Member Services), Joe Vincent (Local Sales and Membership), and Howard Braum (Finance).

NAB Regular Board Election Results

Winners were Martin Beck, WBLI/Babylon, NY; Bob Hilker, WCGC/Belmont, NC; Charlie "Chuck" Cooper, WKOR/Starkville, MS; Mike Lareau, WOOD/Grand Rapids, MI; Bob Thomas, WJAG/Norfolk, NE; Fred Conger, KWBW-KHUT/Hutchinson, KS; Roy Maple, KIML/Gillette, WY; Cliff Gill, KWVE/San Clemente, CA. Hilker, Lareau, Thomas, and Maple are all former NAB Board members.

People

A former engineer-announcer at WMON/Montgomery, WV, Jim McKinney takes over as FCC's Acting Chief of the Field Operations Bureau. McKinney had been Deputy Chief since 1974 and before that Chief of both the FCC's Enforcement Division and Monitoring Systems Division. He replaces retiring Chief Phyll Horne.

Terry Banks named Acting Chief of the FCC's Office of Opinions and Review. The former Assoc. General Counsel joined the FCC a year ago from the Equal Employment Opportunity Com-

mission. He replaces Dave Warren, who retired last week after being at the Commission for close to 30 years, 25 of which were spent in O&R.

Broadcasters facing a hearing may get extra scrutiny because of the new appointment of Ed Kuhlman as an Administrative Law Judge. Kuhlman, who's been at the Dept. of Labor for the past seven months, spent two years as an attorney with the Citizens Communications Center, where he was very active on behalf of citizens' groups. From 1966-72 he was a member of the FCC's General Counsel's Office.

Record Mileage @ 45 RPM



MICHAEL JACKSON "Off The Wall"

THE BACK PAGE®

BREAKERS®

MICHAEL JACKSON Off The Wall (Epic)

63% of our reporters on it. Moves: Up 81, Same 6, Down 2, adds 21 including KVIL, KBEQ, B100, WBEN-FM, WAEB, Q106, KELP, KEEL, KSTT, KOFM, KLEO, KMJC, KJRB, KCPX. See Parallels, charts at number 23.

FELIX CAVALIERE "Only A Lonely Heart Sees"

Average Move: +3

94Q deb 30
KC101 20-18
WICC 26-24
PRO-FM add
WHYN add
KXX106 on
WNOX add
WKIX add
WVIC add
WZZP deb 26
KRUX on
WTSN deb 21
WHEB 19-17
13FEA on
K104 27-21
WCIR add
WXIL 22-17
WHHY deb 29
KX104 on

WFOX on
WANS-FM add
KENI 38-26
KBDF 29-27
KOOK 24-22

POP/ADULT AIRPLAY/40 #30
NEW & ACTIVE
MOST ADDED

Produced by
Felix Cavaliere

Produced by Quincy Jones for Quincy Jones Productions
Management and Direction by Weisner/Demann Entertainment Inc. and Joe Jackson

NEW MUSIC FROM
NEW MUSIK "STRAIGHT LINES"

ON

RECORDS

FCC: At A Glance

Commissioners Balk At "Frivolous" Challenges

When the question of frivolous petitions to deny broadcasters' licenses surfaced at the Commission's meeting last Thursday (2-28), Commissioner Jim Quello expressed outrage. "We get the most ridiculous petitions," Quello said. "We've had a petition from a man who's been convicted of molesting five coeds and from students filing petitions to deny as part of an exercise for a course." (One of those petitions from a college student resulted in KIFM/San Diego losing its license.)

Responding to a question from Commissioner Tyrone Brown, Broadcast Bureau Chief Dick Shibben reminded the Commissioners they had asked to know about all petitions, frivolous and legitimate. Now the Commissioners say they don't want to be bothered and asked Shibben to recommend a new procedure for dealing with so-called "frivolous" petitions. Meanwhile, Bob Bruce's General Counsel's Office is reportedly working on a legal definition of "standing" which would qualify citizens' groups.

WHBB Complies With Logging Rules, Gets Hit On EEO

WHBB/Selma, AL had its license renewed last week on the condition that it submit periodic EEO reports. The station had been granted a short-term renewal in 1978 for logging violations. The Commission later reviewed WHBB's record and found the logging problem had been corrected, but said the station wasn't employing enough blacks. Out of 16 employees in 1978, four were black, and none

were in the top-four job categories. The FCC said WHBB had not tried hard enough to recruit, train or promote minorities and required the station to submit minority hiring goals within 30 days.

Minority Ownership Policy Affirmed

WDRK/Greenville, OH asked the Commission to revoke the policy of giving special consideration to minority applicants, but the FCC refused last week. The FCC said it was proper to award merit for minority ownership where such ownership would increase diversity in the market.

United Church of Christ Gets More Deregulation Files

Acting on a Freedom of Information Act request by the United Church of Christ, the Commission reviewed 178 documents and concluded that nine of them contained only factual material and could be released. The other 169

were interoffice communications discussing FCC decisions and will not be made public, the Commission said.

Gas Crunch No Reason To Move Main Studio

Saying the security of gas was making it too hard for employees to commute to work, KAGY/Port Sulphur, LA asked the Commis-

sion to let it move its main studio to Belle Chase, 30 miles closer to New Orleans. KAGY contended that numerous employees live in New Orleans and Belle Chase, and there is no public transportation to Port Sulphur. But the Commission said no, since a move would force Port Sulphur residents to travel 30 miles to visit the studios of their only broadcast facility.

Sales Talk

WTMC/Ocala, FL sold by William Hunter and Sara and Vernon Annette to Charles Jackson for \$1.1 million. Hunter also owns WDOT/Burlington, VT and is a minority shareholder in WDAT/Daytona Beach, FL. Broker was Blackburn.

WOHN/Herndon, VA sold by United Communications Corp. to New York businessman Ernest Peltz for \$475,000. Buyer has no other broadcast interests. Broker was Keith Horton Co.

Radio ads will increase in the 80's. That prediction came at a presentation to advertisers and media officials by Ogilvy & Mathers last week in New York, which cited radio's flexibility in targeting ads at specific consumers. RAB President Miles David said afterwards, "It's interesting from radio's point of view that one of the agency's 12 recommendations to advertisers for this decade was the suggestion that advertisers increase their understanding of radio. Radio was the only medium referred to in this way."

News/Talk

KTAR Opens "News Trek"

"It's a dream come true," said KTAR/Phoenix PD Dave Zorn. "I've had an opportunity few broadcasters have." Zorn designed the station's new studios, which were formally dedicated last week. Ray Karpowitz, head of Pulitzer Broadcasting (KTAR's owner), and KTAR GM Steve Glueck were on hand.

The studios are fondly referred to by the staff as "News Trek." The outstanding piece of futuristic equipment, according to Zorn, is the "Space Command Module," a screen suspended from the ceiling on which meteorological data, meter readings, and other information appear in digital readouts.

Zorn says outside light in the newsroom is conducive

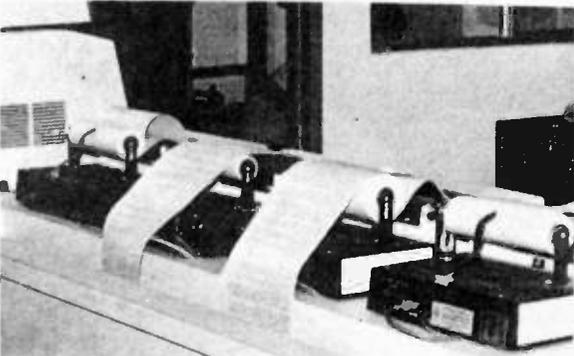
to creativity. "Now when we're talking about the weather, we can look out at it. Dust storms can't sneak up on us any more," he said.

The staff all had a say in the design. "We wanted to know what would make their jobs easier," Zorn said. "If someone needed more working space or better equipment, we got it. We wired the phone lines into the engineers' room so they don't have to be in the control room if there's a problem with a line. We put the phone buttons in the middle of the board so the air person can reach them easily."

Broadcasting from the new studios began January 14, prior to floods which devastated the area. "If the rains had hit during the move it really would have been chaotic. As it was, we were able to devote full time to helping Phoenix weather the storm," Zorn said.



DESIGNER AT WORK — KTAR PD Dave Zorn, who designed new studios with help from staff.



WIRE COPY FINAL SOLUTION — One of Zorn's ideas, a trough for wire copy to fall into, so it doesn't pile up in mounds on the floor getting in everybody's way.



BEAM HIM UP — Myron Drake, Midday News Anchor who's been with KTAR almost 40 years, sits under "space command module."

News/Talk Personalities



Esther Peterson, Pres. Carter's Asst. for Consumer Affairs, will join WXYZ/Detroit's consumer expert Jane Prescott at the Business Law Institute Conference in that city May 1.

Dick Pomerantz, WSOC/Charlotte, NC talk show host had a two-hour phone interview show with former Iranian Prime Minister Shapur Bakhtiar last month. Speaking from exile in Paris, Bakhtiar answered questions from Pomerantz and Charlotte reporters.

Gov. Jerry Brown (pictured) appeared recently on WOR/New York with host Sherrye Henry to answer questions about his presidential campaign. Meanwhile, another Governor, New Jersey's Brendan Byrne, hosted morning drive with WOR's John Gambling last month.

WIND/Chicago listeners will be able to question candidates running for the Senate seat vacated by retiring Adlai Stevenson III this month. WIND is also running a series of tax tips prepared by ABC radio correspondent Tony Sargent.

Trial lawyer E. Duke McNeil named WIND Sat. 8-midnight Talk Host. He replaces Lonna Saunders, who moves to the midnight-5am weekend slot.

Dan Miller, Editor of Crain's Chicago Business Magazine, began local business reports on WIND last Monday.

KOA/Denver, which already runs "CBS Mystery Theater," premiered "Mutual Radio Theater" this week. KOA is still looking for a sponsor for its own locally produced live radio drama, proposed to start on a weekly basis next fall (R&R 2-22).

Art Flemming joins KMOX/St. Louis on "Total Information PM" weekdays from 4-6. Flemming, former host of CBS Radio's "College Bowl," will also host various feature Talk Shows with guest celebrities.

KYW/Philadelphia's suburban Bureau Chief Jay Lloyd and Editor Bob Kotowski hosted a 20-part series, "A Veteran's Viewpoint." Show featured vets from Vietnam, World War I and II and even the Spanish-American War.

AMERICA'S FOREMOST SPOKESMEN OF ROCK



JOURNEY

**ARE PROUD TO ANNOUNCE THEIR FIRST
SINGLE OF THE '80's**

"ANYWAY YOU WANT IT"

**NOW PLAYING
ON THESE FINE STATIONS:**

ADDED This Week!

**WIFI add
F105 add
KDWB add 29
WOKY add
PRO-FM add
Q106 add
WKEE add
WFMF add
95SGF add
WBBQ add**

**K104 add
14WK add
V100 add
WHHY add
CK101 add 38
FM99 add
KQWB add
KBDF add
WVBF add
KNUS add
WIGY add**

And Moving On These Stations:

**96KX 28-24
WPEZ deb 29
CHUM deb 29
Q105 on
KWK 4-2
KSLQ 8-5
KBEQ on
KFRC 24-17
KIMN on
KUPD 23-20
KAUM on**

**KEEL on
WLAC deb 28
WVIC deb 39
KZ93 on
WISM on
WNAP 24-21
WNCI deb 22
92X on
KROY 29-27
KCPX on
KRSP 24-20**

**KLUC 28-24
KROQ 30-18
WCIR on
WXIL on
KX104 on
WISE on
WFLB on
KPUR deb 21
KKXL 29-25
WSPT deb 24
KCBN deb 39
KRLC deb 30**

"ANYWAY YOU WANT IT" IS ON THE BRAND NEW JOURNEY ALBUM DEPARTURE

ON COLUMBIA



RECORDS

FC 36339

WHAT'S NEW

CONVENIENCE STORE WARS

7-11 Charges Arco Minimarkets' Ad Theme Too Close For Comfort

Atlantic Richfield Co.'s recent foray into the convenience store market has touched off cries of "foul" from the Southland Corp., owners of the huge "7-Eleven" chain. Arco, which began converting gas stations into "AM/PM Minimarkets" in January, will introduce a \$3.5-4.5 million ad campaign based around the theme "Just around the corner, all around the clock" within a month. Southland, which has been using an ad campaign featuring the phrase, "If it's not around the house, it's just around the corner," feels the Arco slogan is just a little too similar to theirs and has asked Arco to alter its ads.

While acknowledging receipt of Southland's request, Arco is planning to introduce the campaign as scheduled. Southland, which values its advertising highly, upping its ad volume 15 percent last year (\$7 million of which went to radio) and registering an 18 percent gain in profits as a result, has not yet decided whether to pursue the matter further. But whatever the outcome, the convenience store war is far from over.

Old Grand-Dad's Vintage Radio Offer

The Old Grand-Dad Distillery Co., manufacturers of Kentucky straight bourbon whiskey, is offering LP, 8-track or cassette recordings of 12 classics from the "Golden Age Of Radio," at a special reduced rate. The offer, advertised in several national magazines, allows consumers to purchase such classics as "Gangbusters," "The Shadow," "Fibber McGee & Molly," "Fred Allen," and "The Green Hornet" for either \$2.99 per LP or \$3.99 per tape.

For further information contact "The Old Grand-Dad Radio Offer" at Nostalgia Lane, Inc., 200 West 57th St., New York, NY 10019.



The All-Day Cassette

Got a lot on your mind? Get it all down on the Norwood "XLP4," the only cassette recorder that can record up to 24 hours on one C-180 cassette. The unit runs at one-quarter speed and utilizes four tracks to make the extra length possible. For further information contact Norwood at 3828 S. Main St., Salt Lake City, UT 84115. Cost: \$129.95.

Multimedia's Profits, Revenues Up 20% In '79

Multimedia has reported that year-end profits for 1979 increased 20 percent to \$18.7 million, up from \$15.6 million in the year previous. Year-end revenues rose 21 percent to \$133.4 million, up from \$110.6 million in 1978.

Fourth quarter profits for the broadcasting-publishing firm climbed 15 percent to \$5.5 million, up from \$4.8 million for the equivalent period of 1978, while fourth quarter revenues rose 21 percent to \$38.2 million, up from \$31.5 million in the year previous.

"Black Music America" Air Special Upcoming

"Black Music America," a six-hour radio special tracing the history of black music in America from gospel,

blues and ragtime to rock 'n' roll, jazz and disco, will be aired on about 100 Black-formatted radio stations across the country on behalf of the United Negro College Fund. Cohosted by noted singer Lou Rawls and television personality Don Cornelius, the air special mixes the works of black

artists with background on the performers and station breaks for local phone pledge fund-raising activities. The special was produced by a grant from the Anheuser-Busch Companies Inc., and will be supported with display materials and marketing efforts supplied by the brewery.

Lin Posts Record 4th Qtr. Year-End Results

Lin Broadcasting Corp. has announced record profits and revenues for its fiscal year and fourth quarter ended December 31. Year-end net earnings for the firm rose 17 percent during 1979 to \$13.5 million, up from \$11.5 million in the year previous, while revenues increased 13 percent to \$57.9 million from \$51.2 million in 1978.

Fourth quarter profits climbed eight percent to \$4.1 million, up from \$3.8 million for the year before, while fourth quarter sales gained 12 percent to \$16.7 million from \$14.9 million in the equivalent period of 1978.

AIM TO INCREASE RADIO AD DOLLARS

Voter Registration PSA's Available

The failure of 18-34 year olds to register to vote in primaries means fewer political campaign dollars for radio, according to a McGavren-Guild sampling of political media advisors who purchase campaign time. Therefore, in an attempt to increase radio's advertising dollars in 1980, McGavren-Guild commissioned New York-based communications expert Tony Swartz to produce three 30-second public service announcements, "11% Mayor," "Elected Officials," and "Put On."

The spots are designed to increase voter registration among this key radio demographic and have been given to all McGavren-Guild stations. They are available (free) to all other radio stations as well by writing to Ralph Guild, President, McGavren-Guild, 154 East 46th Street, New York, NY 10017.

SALES BEST BET FOR BEGINNERS

IRTS Survey Finds College Broadcast Training Unrealistic

A recent survey conducted by the International Radio and Television Society concerning station hiring patterns criticized college broadcasting courses as being overly concerned with theoretical aspects of broadcasting at the expense of writing (and other communications skills) and on-air training. The survey, results of which were revealed at a recent IRTS seminar for broadcasters and educators held at Glen Cove, NY, found that only one-third of the 136 radio station managers responding claimed to look outside the station to fill openings and that all but 21 percent of these sought experienced people to fill the positions.

In addition, the survey reported that the average number of people hired by these stations over the past several years was five, with public broadcasting facilities hiring far more than the average. Sales, the area with the fewest applicants, was the field with the greatest number of openings, while positions such as production, engineering, copy/promotion, traffic, and programming department jobs were the least likely to have openings. News was the department most glutted with applicants.

RADIO VS. NEWSPAPERS

497% More Time Spent Listening

The Radio Advertising Bureau has compiled a 16-page booklet of data documenting how "Radio Delivers More Than Newspapers." For example, adults spend 497 percent more time listening to the radio than reading newspapers.

Additional RAB findings include statistics showing that the number of radio sets in operation has increased by 114.8 million over the past eight years, while newspaper circulation has remained virtually unchanged; that radio reaches 15.1 percent more people per day (and 11 percent more people per week) than newspapers; and that radio's average daily reach has increased 11 percent since 1970, while newspapers' average daily reach has declined nine percent during this same period.

Furthermore, the RAB's data supports claims such as radio reaches more upscale (\$20,000+ annual income) consumers, almost doubles figures for newspapers as the first news source of the morning, and delivers greater reach and frequency

when placed head-to-head with newspapers (given equal ad budgets). For further information, contact the RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

Execs Want More Than Before

When thinking about changing jobs, executives are asking for substantially higher pay raises than in previous years, according to a recent survey of chief executives conducted by New York-based Russell Reynolds Associates Inc. Half of the executives responding claimed compensation raise requests currently ranged from 21 percent to 30 percent, as opposed to 11 percent to 20 percent a year ago.

For people who care about sound

PRESERVATION AND RESTORATION OF SOUND RECORDINGS

First book ever written on professional care and maintenance of sound collections—records, tapes and cylinders. Discusses recording media, improved sound reproduction technology, storage, repair and restoration. Lists manufacturers, suppliers, major sound archives. A must for all serious collectors, sound libraries. \$8.95/150 pages/illustrated quality paperback

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**THE HOTTEST STATION
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FUTURE MEDIA CORPORATION



...COULD LOOK LIKE THIS

On television, in print, outdoors, and in the imaginations of your listeners.

This promotional campaign for rock/AOR stations is available now in selected markets. Your 30-second and 10-second TV spots are fully customized, along with any other media production you need.

For information on exclusive licensing in your market, and a demo video cassette, contact Vallery Kountze, Marketing Director, Future Media Corporation, collect at (213) 392-8348.



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WHAT'S NEW

"TAKE OUT SOME INSURANCE ON ME BABY"

Pink Floyd Invests In Lloyd's

Although many of the 18,500 members of noted insurance firm **Lloyd's of London** are descendants of the original merchants and shippers who underwrote risk on maritime trade when the company was first established 300 years ago, nowadays almost all of Lloyd's members are absentee underwriters, drawn by the likely possibility of making 100 percent or more on their working capital per year. Among the current number of absentee investors are rock group **Pink Floyd**, tennis star **Virginia Wade**, transatlantic air-fare shaver **Sir Freddie A. Laker**, and former Illinois governor **Richard Ogilvie**.

However, not just anyone can become a member of Lloyd's. Because, in order to join, a member must accept unlimited personal liability for all claims against his share of any risk his syndicate underwrites. Furthermore, prospects must prove they have unencumbered capital of at least \$230,000 (\$270,000 for Americans), a hefty lump sum even for big rock groups. And, although the potential for profit is as attractive as ever, several maritime disasters, lost satellites, bankruptcy-threatened computer-leasing firms, and a lack of strong internal controls — have left the venerable firm faced with a variety of financial troubles, including increased competition from corporate-funded U.S. insurance companies.

ATI Intros "MicroAmp Series"



ATI has recently introduced the "MicroAmp Series," a line of compact, high performance stereo turntable, dual microphone, and dual line amplifiers. All units in the series utilize an integrated amplifier designed especially for audio applications, resulting in high output with low noise and minimum harmonic and TIM distortion.

All models in the "MicroAmp Series" are available in three output configurations: transformer output models, for optimum protection in high RF environments; differential output models, featuring lowest distortion and widest frequency response; and single-ended output models, which offer the greatest economy. Additional "MicroAmp Series" features in-

clude dual concentric gain controls, allowing use in either stereo or dual mono modes; self-contained shielded power supplies, and compact packaging that enables the units to be desk-mounted, stacked, or single or two-abreast rack-mounted in 1 3/4 inches.

For further information contact ATI at 328 W. Maple Ave., Horsham, PA, (215) 443-0330.

TWO TUNES ON ONE SIDE

Axe's Wax A

Double Grooved Disc

A double-grooved 12-inch disc has been produced on behalf of **MCA/Curb** recording group **Axe**. The promotional-only item contains two songs, "Living On The Edge" and "I Can't Help Myself," on the same side of the record, using different grooves and heard on alternate playings.

While the concept has historical antecedents, including 12-inch foreign pressings of **M's** "Pop Muzik" from last year and a **Knickerbockers/Lloyd Thaxton** collaboration from the mid-Sixties, the **Axe** waxing could give new meaning to the term "splitting airplay."

PRO:MOTIONS

Blackburn Upped To VP/GM CBS-Nashville; Sherrill Signs Production Pact

Rick Blackburn has been promoted to Vice President and General Manager of **CBS Records-Nashville** and **Billy Sherrill**, currently Vice President and Executive Producer at the label's Nashville operations, has launched a production arrangement with **CBS Records**.

In his new position, Blackburn will be responsible for all marketing and A&R activities at the **CBS Nashville** offices. Beginning his career as a radio personality in Cincinnati, Blackburn joined **CBS Records** as Midwest Regional Sales Manager in 1966, becoming Director of Merchandising for **Epic and Associated Labels** in 1968 and named Director of National Promotion for **Epic** in 1969. Following a brief tenure as VP/GM for **Ode Records** in 1970, he returned to **Epic** as National Sales Director that same year. In 1974, Blackburn joined **Monument Records** as VP/GM, returning to **CBS** as Vice President of Marketing for the Nashville operation in 1976.

Sherrill, a 17-year veteran of the label, began as a producer, becoming Executive Producer in 1966. In 1967, he was promoted to Director of A&R for **Epic-Nashville**, assuming the director of A&R's duties for **Columbia-Nashville** the following year. He became Vice President of Nashville A&R for **CBS Records** in 1972.

Under the terms of his new production pact, Sherrill will sign and produce new artists for **CBS Records** under his own production logo, the name of which will be announced shortly. He will continue to serve in his present post as well.

Burnstein Named VP/Mktg., Promo At Contemporary Communications

Cliff Burnstein has been named Vice President of Marketing and Promotion for the **Contemporary Communications Corporation**. Prior to his joining **Contemporary Communications Corp.**, Burnstein spent six years at **Phonogram/Mercury Records**, serving as Director of A&R as well as Director of National Album Promotion.

Sayles Named VP At John Parker Promo & Mktg.

Roger Sayles has been named Vice President at **John Parker Promotion and Marketing**, an Atlanta-based independent promotion firm. Most recently affiliated with **Infinity Records**, Sayles previously did Southeastern promotion for **ABC and Mercury Records**, having begun his industry career in radio, which included a three-year stint as Music Director at **WDLP/Panama City, FL**. He will be based at the firm's offices at 6445 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. (404) 953-0077.

Gold Named OM At Noww Music Prods.

Jay Gold has been named Operations Manager at **Noww Music Productions Inc.**, a newly-formed firm headquartered in Vancouver. Gold most recently served as National Promotion and Marketing Director for **Mushroom Records-Canada** for the past three years, having previously been affiliated with **CBS Records-Canada**. **Earl Noble**, who also serves as President of **Nova Lumber Co. Ltd.**, will be General Manager of the firm, which will be located at 200 Bridge St., North Vancouver, B.C., (604) 929-1262.

Rauls, Williams Form Production Firm

Phillip Rauls and **J.R. Williams** have announced the formation of **Rauls/Williams Productions Inc.** and **Big Kahuna Music BMI**. Operating as an adjunct of these firms will be **Phillip Rauls Promotions**, an independent promotion firm serving Memphis area radio stations.

Rauls, whose industry background includes affiliations with **Atlantic Records**, **East/Memphis Music Publishing**, and **20th Century-Fox Records**, will supervise promotion for the firms, while Williams will act as producer/engineer. **Rauls/Williams Productions** will be located at 663 Watson, Memphis, TN 38111, (901) 454-9760.



J.R. Williams (left) and Phillip Rauls

Friedman Upped To Principal Partner At Solters & Roskin

Monroe Friedman has been named a principal partner at **Solters & Roskin Inc.** The public relations firm will henceforth be known as **Solters/Roskin/Friedman Inc.** A nine-year veteran of the firm, Friedman has headed the company's West Coast operations for the past five years. Prior to joining **Solters & Roskin**, he served as an executive at **Columbia Pictures**, **20th Century-Fox**, **Paramount Pictures** and **Universal**. He will continue to operate out of the public relations firm's Los Angeles offices.

Keogh Named Dir./Nat'l Secondary Promo at Bearsville

Kevin Keogh has been named Director of National Secondary Promotion for **Bearsville Records**. Keogh, who most recently held the same position at **Casablanca**, previously served as Midwest Promotion Director at **ABC Records**, having earlier done Eastern promotion at **Chelsea Records**. He will be based at the **Warner Bros.** offices in Burbank.

Starfleet, Multivision Join Forces; Enter A/V Production

Starfleet Productions Inc., the Boston-based producer of live stereo broadcasts and live recording services, and **Multivision Inc.**, a video firm located in Canton, MA, have announced their intention to join forces to produce audio/video projects, such as live concert programs.

Conway Appointed Pres. Of Sunstorm Mgt. Consulting

Ed Conway has been appointed President of **Sunstorm Management Consulting**, a division of **Sunstorm Entertainment Services Inc.** Conway most recently served as Financial Director of **Scott/Sunstorm Recording Studios**, having previously served as Vice President of Finance at **Casablanca Record and FilmWorks**. Prior to his joining **Casablanca**, Conway was affiliated with **ABC Records** and **MCA Inc.** **Sunstorm Management Consulting** offices will be based in West Hollywood, CA, (213) 658-5990.

Cullen, Wright & Louis Named To Aries II Staff

Bob Cullen, **Don Wright**, and **Joe Louis** have been named to the positions of Executive Vice President, National Promotion Manager, and Vice President/National Sales Manager, respectively, at **Aries II Records**.

Gold Upped To VP/Dir./Radio Sales At Westwood One

Judy Gold has been promoted to the newly-created position of Vice President and Director of Radio Stations Sales at **Westwood One**. Ms. Gold had directed the firm's radio stations sales department since 1978, having previously been associated with the **J. Walter Thompson** advertising agency.

Tolle Forms Indie Promo Firm

Don Tolle has announced the formation of the **Don Tolle Promotion Network**, an independent promotion firm based in Atlanta. Tolle, who formerly held the post of Southern Regional Promotion Director at **A&M Records**, can be reached at (404) 451-2033.

GANNETT RADIO DIVISION MEANS BUSINESS!

The Gannett Radio Division means business! The Radio Division of the Gannett Broadcast Group is always looking for talented, dedicated, experienced professionals to join in building one of the most dynamic radio groups in the country. We'd like to hear from you if you are now an:

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KSD/KCFM, St. Louis

WWWE/WDOK, Cleveland
WCZY-AM & FM, Detroit

WVON/WGCI, Chicago
KSDO/KEZL, San Diego

Radio On TV: Getting Your Money's Worth

Doubleday Broadcasting President Gary Stevens, veteran of expensive TV campaigns for radio stations (most recently KWK/St. Louis), has some eye-opening things to say about TV costs and the importance of placement for your spots . . . useful points to consider before planning your own campaign.

TV Costs And Placements: The Harsh Reality

Gary Stevens

Doubleday Broadcasting

Gary Stevens, President of Doubleday Broadcasting, Minneapolis, recently put KWK/St. Louis into the **ARB** Hall-of-Fame with his huge startup campaign. It was successful, and TV advertising was an important part of the success, as I learned in talking with him.

"What we do is we decide what the problem is and then we say, 'Well, what do we have to do to solve the problem?' In terms of usage of television we'll say, 'How many GRP's (Gross Rating Points) do we need? Where should it be? How many spots should we have; what's the concept?' We then put a price on it and see if we can live with it. A lot of people say, 'Let's take a \$30,000 schedule and go from there.' We don't do that. If you're going to do it, do it right. In my mind the way to do it right is to figure what would it take optimum, then make your revisions accordingly. Our attitude is that you can buy anywhere from 200 to 350 GRP's of television in your primary demographic. I'd say the right thing is somewhere in there, but television is hard to buy, especially in the fall, because it's based on estimates. And the estimates are what they think those shows will do.

"KWK was a startup situation, so we had to get them over there. Of course, you have to start with the assumption that your programming is correct, then you assume if you build come, that's all you have to do, the rest of it should be automatic."

TV Complications

Stevens continues, "I have an essential problem with television in that I think it's too

expensive. I don't think there is a radio station around that can afford a proper long-term extended campaign. We use it to blitz, then we get out. Our original KWK commercial was, 'First we gave you KWK, you told us you liked it — we listened to you — you told us it could be better if we gave you stereo, now try it here,' and we plugged the fact that there was now AM and FM. It was computer animation and it was lightning bolts, kind of a cosmic universe, stars and stuff, and the KWK call letters appeared from the background by computer animation, then the dial positions, first AM then FM, and the motion was all tied to the announcer's pitch. Then we tied in the fact that we were giving away a bunch of money as well, as an inducement to have it on."

Gary feels that, as natural competitors, radio and TV can sometimes suffer from that competition. "The television people dangle it in front of you. Basically, you're competitive to these people, so they really don't want you. The outdoor guy is the only guy who says I will give you the corner of . . . , and you will have that for 60 days. He, at least, tells you where you're going to be, and you have the option to answer, 'I don't want that; I want to be over there.' TV guy says it's \$3000 for a spot in 'Mork & Mindy,' but for \$1800 I've got a rotator that runs sometime during the primetime. And you say, well that's great, the **ABC** lineup is good all night, only you get stuck in at 10:59. *I used to buy these fringe things to try to get the 'Tonight Show' and they'd give me 'Dial-A-Prayer.'* I'd go on between Carson and the 'Star Spangled Banner.' And they do it on purpose.



Committing The Bucks

"We ran that campaign in St. Louis, which was about 260 GRP's a week, and the comment was they had never seen a blitz like that. That's \$80,000 right there over four weeks. We are the most aggressive users of TV when compared to the competition we are up against. Most people who run it don't understand how to use it. They run bad spots, they run 10-second spots which get preempted all the time — it has nothing to do with rates, it has to do with placement — they rely on trade and get preempted. *There's only one way to use television . . . commit \$50,000 to \$100,000, pay \$10,000 for a good spot, and buy everything you want and buy fixed position.* Go in and do it right. And I haven't seen anybody use it correctly. I don't think anybody does because it gets so cost-prohibitive. And the larger the market the worse it is. In Denver, we're paying something like \$80 a point. Trust me when I tell you that's insanity. We pay 60 to 70 dollars a point in the other markets, which are larger.

"I travel all over all the time, New York, L.A., Dallas, Chicago. And I don't see radio using television properly. And I think that's because radio people don't understand television. See, we're into frequency to begin with. We tend to look at it and say, 'What the hell is going on here? We spend \$12,000 and we get three spots.' But those three spots can be devastating: 'Monday Night Football,' 'Mork & Mindy' and '60 Minutes,' or something like that. Now you can talk to a *lot* of people."

Just when they said, "You can't do better..."

we did!



First they said you couldn't become the #1 music station in St. Louis in one week. We did. When we came up with a 9.2 share last Apr/May, people said that's all you could possibly do. Only it wasn't...In fact, KWK/WWWK is now up to an 11 share and still growing. Wherever you find Doubleday

you'll find a winner. Our KDWB AM & FM in the Twin Cities is a music station leader. And KHOW in Denver has been tops in the market for years...Doubleday does it better!

db DOUBLEDAY BROADCASTING

KHOW AM/FM
Denver

KDWB AM/FM**
Minneapolis/St. Paul

KWK/WWWK***
St. Louis

* Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron, St. Louis Mo, Oct/Nov '79 Subject to Limitations Stated by Arbitron
** KDWB-FM/Richfield, MN- WWWK-FM/Granite City/St. Louis



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

WIFI deb 30	KRSP add
CHUM deb 28	KRUX on
CKGM deb 29	WLBZ 29-25
94Q 8-5	WIGY 23-17
KDWB 25-23	WFBG add
KFRC add	WAAY on
B100 deb 29	WHHY add
KJR on	WERC add
WPST 31-27	WFOX deb 30
PRO-FM 17-13	WSEZ deb 36
JB105 add	WISE on
Q106 on	WFLB on
WKEE add	WANS-FM on
KXX106 24-22	WROV on
Y103 deb 38	CK101 19-15
BJ105 on	FM99 on
WRJZ add	KPUR add
KZ93 on	WSPT add
KHJ on	WGBF add
KERN on	KQDI on
KROY add	KFXD deb 27
KJRB 15-14	KRLC 26-22
KCPX on	KBIM add

Produced by Chris Thomas
on Sire Records



SIRE

Promoted and Marketed by Warner Bros. Records



STREET TALK

KRBE/Houston has a new PD. Roger W. Garrett, who was Assistant PD under Clay Gish, was promoted by GM Bob Fauser. Roger will remain on his 3-6pm airshift for the time being.

Tony Mann has exited WFIL/Philadelphia, leaving a staff opening in the 10am-1pm slot.

East Coast Street Talk has it that Tom Cossie of Record Logic is about to sign a new label deal.

After 3½ years as PD of KVI-FM(now KPLZ)/Seattle, Frank Colbourn has left the station and is looking. Frank can be reached at (206) 641-1620.

Bob Elliot has joined the Burkhardt/Abrams/Michaels/Douglas and Associates firm in Atlanta. Bob, who came from WLCS/Baton Rouge (a Burkhardt client station), will deal with all formats except Superstars.

As if the rains weren't enough, all of L.A. radio was saddened by the announcement of Jan Basham's retirement from A&M Records. Jan, who has been in the record business for 15 years, the last 7½ with A&M in L.A., is heading north with her husband to settle in Atascadero. Jan handpicked her replacement at A&M, Brad Cramer, formerly of Epic. While we're glad to have Brad back, we'll all miss Jan a lot.

There aren't any lenses in the eyeglasses anymore, but the wristwatch still keeps time. Sheriff Gerald Allen, who was a part of the Cerro Gordo County, Iowa investigation of the February 3, 1959 plane crash that killed Buddy Holly and J.P. (Big Bopper) Richardson, recently discovered the glasses and watch in a misplaced envelope in a storage vault. The glasses were Holly's and the timepiece belonged to Richardson, and even though both items would be worth a lot to collectors, Allen has sent the artifacts to relatives of the late singers.

Ed Greene is back programming a Denver radio station. The former KIMN-FM PD, who left radio for a TV career on KMGH-TV/Denver, is the new PD for KTLK. He will remain on TV in addition to his KTLK programming chores.



IT'S A MIGHTY HARD LIFE ON THE ROAD — Dr. Hook was making a fast tour of Japan (no performing, but plenty of promo) when they were invited to visit the secluded sumo wrestler training camp near Tokyo. The camp, seldom open to outsiders, is run by Japan's former Grand Champion wrestler. Well, we've seen Ray and Dennis of Dr. Hook do just about anything for a little good publicity (these guys love to visit radio stations), but we've never seen anything quite like this. Ray (complete with eye patch and everpresent hat) and Dennis got a bit of a first-hand demonstration from the camp's top wrestler. Let's hope the pair don't try any similar demonstrations when they begin visiting stations back here again.

You Wanna Talk To Deborah Harry?

Remember the ad that Chrysalis Records ran in R&R last week (R&R 2-29) inside Page 1? You know, the one that encouraged all us industry types to call a Los Angeles number and talk to Deborah Harry? Well, it seems as though more than a few radio stations gave the number out to their listeners on the air!

That's right, by the weekend, the special "Call Me" number had been dialed up from places like Bangor, ME and Port Arthur, TX. Callers were asked to leave their names and addresses in a tape message by Blondie lead singer Deborah Harry, and according to Chrysalis, "a hell of a lot of 'em did!"

The number has now been retired from service and Chrysalis will be sending a little "goodie" to each and every caller. Talk about your instant weekend promotions . . . this one worked almost too well.

Philips & Wall have signed an exclusive contract with KSLQ/St. Louis, and will continue to do mornings for new PD Kevin Metheny. Tony Stone has joined KSLQ as Assistant PD and 6-10pm jock. Kevin Metheny is currently PM drive while the station searches for a permanent replacement in that shift. Interested parties should contact Kevin at KSLQ.

John Long's new consultation firm, John Long Enterprises, has announced a two-day seminar scheduled for April 4 and 5 in Atlanta called "The Art Of Programming." John assured us, "this is no convention . . . it's a learning workshop." If you want to know more about cost and registration, call John at (404) 977-7651.

Congratulations to Charlie & Cherie Tuna on the birth of their son Bryan Joseph, who arrived March 1 in Los Angeles. The proud father, morning man at KHTZ/Los Angeles, celebrated the joyous occasion by missing his Monday morning show (3-3) in order to bail out his rain-soaked home, while mother and child rested in the hospital.

While KSAN/San Francisco still has no PD, it has a new MD. Kate Hayes will assume the music duties in addition to her regular KSAN airshift.



**ELECTRIC
WEENIE**

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

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

DON BERNIS, WTAE . . . "Sometimes wish you would be more topical around certain dates . . . July 4, Labor Day, Gary Owens' Birthday . . . but all in all, Weenie is excellent fill-in and primary material for my show."

Jocks...write today for free samples.

BORROWED TIME

AM 2228



STYX

IN THIS AGE OF UNCERTAINTY, ONE THING IS FOR CERTAIN, "BORROWED TIME" IS A HIT SINGLE FROM STYX.



"Borrowed Time"... The new single from Cornerstone SP 3711
Inflation Proof Music from Styx. **On A&M Records & Tapes.** Produced by Styx.

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"The bottom line area of concern is that should there be major areas of revision, would they be utilized in the all-important A/M '80 sweep?"

New Edit Rules Coming

Just when you learn all the answers, they change all the questions. That is how some broadcasters may react when they learn that Arbitron and the RAB Goals Committee are working on revising and streamlining the edit procedure manual. There is no doubt that the edit procedures for dealing with the handling of the approximately 250,000 diaries that come in each year for radio can stand improvement. The crucial questions here are twofold — when will the changes take place, and what rules are being changed or streamlined?

Edit Rule History

In late 1976-early 1977, the first edit procedure manual was compiled by the Radio Department in Beltsville. This document was an attempt to codify the various procedures used to process the radio diaries through the steps needed to produce the ratings books. In mid-1978 the manual was revised and streamlined, in an attempt to clarify some conflicting rules and deal with situations not previously covered in the earlier version. During the latter part of 1978, the RAB Goals people began a series of meetings with Arbitron executives — a series of contacts which continues to this day — in hopes of giving Arbitron some input for improvement of the company's operations. It was during one of these RAB-Arbitron sessions late last year that Arbitron made a commitment to the RAB Goals Subcommittee on Procedures that the edit manual would again be revised.

Timetable For The Change

While it is laudable for the industry to work with Arbitron toward the goal of improving such vital areas as the rules used to produce radio estimates, it is also important to keep in mind the timing of the implementation of such changes. When last communicated to this writer, the Arbitron plan was to get the new edit procedures to the RAB committee for review at a March 18 meeting. According to Arbitron Radio VP/GM Rick Aurichio, the first several phases of the revisions have been sent to the RAB. These first sections deal with the following areas:

Diary usability — what causes a diary to remain in-tab and what might cause a diary to be thrown out.

Time sequence — how properly to put the respondent's entries in the logical time sequence order, and how to deal with AM/PM problems (such as 12 going to midnight or noon).

Slogan/frequency crediting — how generally to handle entries which are recorded to slogans or dial positions.

Aurichio stated that other sections of revisions or changes may be on the way.

The bottom line area of concern in all this effort is that should there be major areas of revision, or new rules implemented, would they be utilized in the all-important A/M '80 sweep? In other words, will the RAB and Arbitron have time to peruse the revisions and/or new rules, make any changes necessary, then publicize the new material in time for you, the broadcaster, to understand and adjust to the new ballgame? Given that in the Extended Measurement markets the spring survey began last week, it will be interesting to see how Arbitron plans to phase in the new procedures.

Broadcaster Input Still Welcome

According to Rick Aurichio, there is still time for broadcasters to register their input on any possible edit rule revisions or changes. There are several areas where such input can have a significant affect on the numbers in your report. These areas deal mainly with entries to what may appear to be two stations, such as "WXXX 101," when WXXX is at 95 on the FM dial and another station is at 101.

Slogan/Dial Position Problems

In the past, in cases where the respondent recorded call letters and another piece of identifying information (such as dial position, slogan, DJ name, etc.) call letters usually took precedence. Lately, however, Arbitron has been splitting credit in some of these cases. In the case of "WXXX 101" where WXXX is not around 101 on the dial, the credit is split between the stations. However, in some cases, call letters still take precedence, and this area may bear some revision. For example, what happens if there are two stations at 101, one of which also happens to match the calls recorded? Since the calls and frequency slogan match, Arbitron currently looks no further and credits the entire entry to the station which had the calls recorded. But if there are two stations using the 101 slogan, perhaps some thought ought to be given to handling this type of entry differently.

What if a person records calls and a sports team or personality's name, and the call letters don't match the other piece of information? Cur-

Week In Review

Slogan Confusion Problems Affect J/F Detroit Book

Station identification problems in the Detroit market may have an impact on the quality of estimates for the J/F book. Arbitron has discovered that several diarykeepers have recorded in their diaries entries to "Tower 95." Confusion exists since WTWR uses the slogan "Tower 92" and WMJC uses the slogan "Magic 95." Same situation cropped up in O/N '79 book, and time spans were split by Arbitron equally between the two stations. Arbitron Policies and Procedures Manager Lynn Turner told R&R that Arbitron may institute a new policy — calling back the respondents who entered "Tower 95" and using the call-back responses to develop a ratio for crediting to just one of the stations any "Tower 95" entries which might crop up in the future. Evidently, for the J/F '80 book Turner's feeling is that the entries to "Tower 95" should still be split.

Arbitron Account Executives Shift

Arbitron has seen some gains and losses in its ranks of account executives, necessitating some shifts within the sales corps. Ray Gardella, former manager of the Dallas Arbitron office has left the company to join NBC. Gary Donahue, formerly an AE in the Chicago sales office, has been moved to Dallas to fill the void left by Gardella's departure. Joan Schwartz, formerly a Client Service Representative in the Atlanta Arbitron office, has been promoted to AE and moved to Chicago to replace Donahue. Finally, Barbara Graff, an AE with WOR has been added to the New York office as an account exec on the Advertiser/Agency sales staff.

Marc Guild Promoted At McGavren-Guild

Marc Guild, who recently served as Research Manager for the non-wired McGavren-Guild radio network, has been promoted to Director of Network Research. In this new capacity Guild will manage all network operations.

rently the calls take precedence, and the station which carries the sports event or airs the DJ loses out. Some thought could be given to splitting this type of entry.

Make Changes Effective For O/N '80

In the preceding paragraphs I've given you just a few examples of crucial, difficult edit decisions. Because these types of decisions are so vital to processing of radio ratings, I'd suggest the following steps:

Arbitron should announce at the March 18 meeting what areas are under revision, and the possible revisions being considered.

Broadcasters should be given time to make suggestions or react to the proposals.

Arbitron should announce the final changes and/or revisions in time for planning for the fall sweep later this year. This would probably mean that the loose ends would need to be tied up by midsummer, since the fall Extended Measurement sweep starts September 4.

Arbitron and the RAB are to be lauded for making changes and revisions in the complicated area of edit rules. Let's just see that the new procedures are developed with full broadcaster input and are not implemented in a time frame that won't allow you, the radio broadcaster, to take into account the changes in your planning for upcoming sweeps.

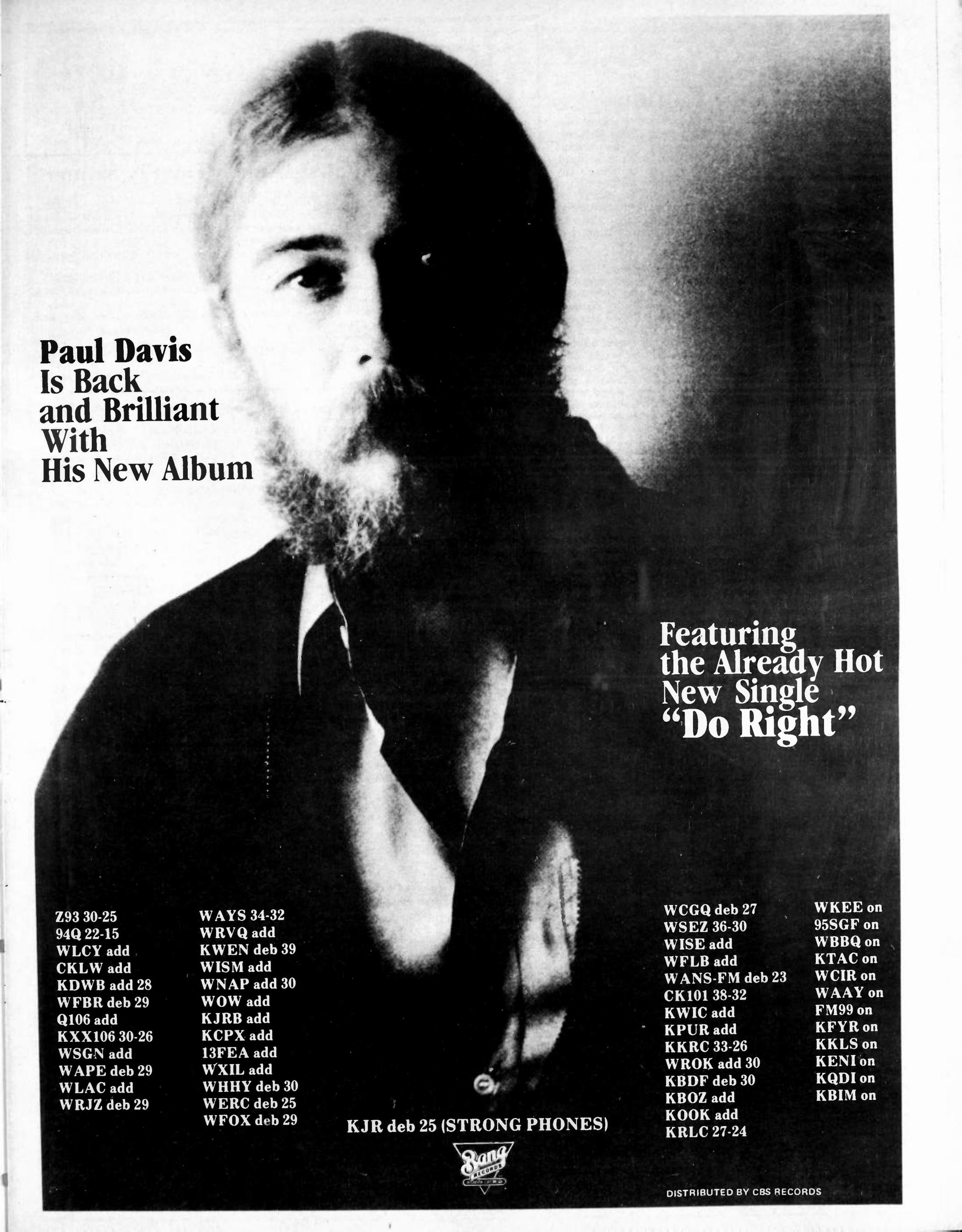
by Jhan Hiber

Q&A

Julian Breen, National Program Director for the Greater Media group, asked R&R, recently, "Why doesn't Arbitron allow more time for a broadcaster to return the pre-survey facility form package?"

Julian, like many broadcasters, was concerned that his stations would be unable to receive, fill out correctly, and return in time the necessary survey paperwork. Often broadcasters complain that they get the package from Arbitron just a few days before the return of that package is due at Beltsville.

Arbitron needs the information asked for in the facility form package in order to build proper files for processing of each survey. This file-building takes time, which is why the paperwork has to be in to Beltsville well before the start of the particular survey. However, in order for broadcasters to properly fill out, check, and mail back the forms, perhaps Arbitron will develop a time frame which will allow broadcasters — especially group broadcasters who want to review each station's input before sending all the material to Beltsville — a more comfortable period of time in which to deal with this vital aspect of the survey. Perhaps if Arbitron did allow more time for the processing, by stations, of this chore, the return rate of the packages might be higher than the current 50% figure.



**Paul Davis
Is Back
and Brilliant
With
His New Album**

**Featuring
the Already Hot
New Single
"Do Right"**

Z93 30-25
94Q 22-15
WLCY add
CKLW add
KDWB add 28
WFBR deb 29
Q106 add
KXX106 30-26
WSGN add
WAPE deb 29
WLAC add
WRJZ deb 29

WAYS 34-32
WRVQ add
KWEN deb 39
WISM add
WNAP add 30
WOW add
KJRB add
KCPX add
13FEA add
WXIL add
WHHY deb 30
WERC deb 25
WFOX deb 29

KJR deb 25 (STRONG PHONES)

WCGQ deb 27
WSEZ 36-30
WISE add
WFLB add
WANS-FM deb 23
CK101 38-32
KWIC add
KPUR add
KKRC 33-26
WROK add 30
KBDF deb 30
KBOZ add
KOOK add
KRLC 27-24

WKEE on
95SGF on
WBBQ on
KTAC on
WCIR on
WAAY on
FM99 on
KFYR on
KKLS on
KENI on
KQDI on
KBIM on



DISTRIBUTED BY CBS RECORDS

FIRST-EVER ON AM BAND

Radio Moscow Beams Into Florida

Radio Moscow's English language broadcasts were picked up on AM in the U.S. for the first time last week. Beginning at 3:30pm Tuesday (2-26) and continuing through 9:00am Wednesday (2-27), CMCA/Las Vegas, Cuba, broadcasting at 600 kHz on the AM band, relayed a combination of news, propaganda, music and Moscow weather reports, all of which could be heard throughout most of Florida, according to FCC Field Operations Bureau Chief James McKinney.

The FCC began monitoring the broadcasts following interference complaints from WSNY/Jacksonville, which shares the 600 kHz frequency, but McKinney said that he had not determined whether the Cuban-relayed transmissions were in violation of hemispheric agreements that limit the

frequencies used by stations close to international borders. McKinney also mentioned several unusual factors connected with the broadcasts, such as the station's failure to identify itself as a local Cuban station, billing itself at various times as the "Radio Moscow World Service," the "Voice Of Cuba," and, simply, "Radio Moscow."

While McKinney noted that U.S. listeners are regularly exposed to Spanish programs emanating from Cuba and that the Russians have long aired English language programming illegally on short wave, State Department officials said they could not predict whether the Cuban-relayed broadcasts marked the beginnings of a propaganda campaign aimed at the majority of American listeners.

Cleveland

Continued from Page 1

Two Too Many Winning Tickets

In the case of WWWE, the Pop/Audic station had been running a "Magic Ticket" promotion, pulling serial numbered tickets at random, with holders of these tickets asked to call in to claim prizes. One listener, Richard Kilian, having won \$800 in clothes two days earlier, showed up to claim a second prize of an International Harvester Scout, when PD Dick Fraser noticed his winning ticket was only 300 digits different than his first winner. Since there were 250,000 tickets available each week of the six-week contest, the station decided to investigate the coincidence.

Apparently, Kilian had been to several of the participating outlets, disguised as an employee of WWWE, and had appropriated several hundred of the tickets under the pretext of distributing them to additional retailers. Following WWWE's investigation of the matter, Cleveland police were called in and Kilian was arrested and charged with grand theft of the tickets from the participating merchants (tickets were valued at 30 cents apiece with the total surpassing the grand theft legal minimum). The matter is currently before the Cleveland courts.

Dorton

Continued from Page 1

companies in the communications industry, with newspapers, TV, and some super radio stations. I think some are achieving under their potential, others are doing very well, and most of them have great technical facilities."

He continued, "I think the opportunity to help them maximize their potential is great. I'm sold on the people I'll be working with, and I'll be given all the support I need. I think my experience and track record limits any chance of failure; it proves I know how to win."

Dorton started in broadcasting as an account exec at Bonneville's KSL/Salt Lake City in 1966, later serving as President/GM of WCLR/Chicago and KBIG-KBRT/Los Angeles, among other positions. In 1975 he was named Chief Executive Officer of Bonneville's California division, and became President of Torbet when Bonneville acquired the rep firm in 1978.

The Gannett Radio Division, formerly the Combined chain, includes KSD-KCFM/St. Louis, KIIS-AM-FM/Los Angeles, WCZY-AM-FM/Detroit, WVON-WGCI/Chicago, KSDO-KEZL/San Diego, WWWE-WDOK/Cleveland, and a pending purchase of WJYW-FM/Tampa.

Brad Messer



"Those Ain't Swallows! Gimme The Fly Swatter!"

Spring is about to. There are a lotta countdowns underway this time of year. The legendary swallows are looking at their calendars and tiny Triple-A travel maps coordinating their return to Capistrano (19th). The buzzards — who could easily stop in Miami Beach or Atlanta — are again finalizing their air routes to Hineckley, OH (15th) for reasons clear only to buzzard minds.

These and other famous Returns inspire residents and tourists to shoot thousands of rolls of film and consume tens of thousands of beers in celebration.

The Arbitron people have their own countdown going. Radio programmers may consider drinking their beers now and shooting themselves later. Mother Nature's countdown to spring (20th) is about to shrink from double to single digits, precisely what the aforementioned programmers try to avoid.

'Tis the time to create feature stories and lighthearted promotions observing the arrival of the year's most pleasant season. A telephone call to the Chamber of Commerce, or the zoo, or a birdwatchers' club, or anyone 70 or older, should inform you of what is about to Return to your village.

What returns to mine happens to be swarms of mosquitos, but we're all trying to apply our imagination and creativity to find something more positive to promote locally.

Rip 'N' Read

Get-Rich-Quick Idea Patented

MONDAY, MARCH 10: Funny we never see these in stores, but records indicate a U.S. Patent was granted on this date in 1896 for a "hat-tipping device."

One century ago today the first delegation from the Salvation Army arrived at New York City to begin spreading the Word and establishing operations on this continent.

Dean Torrence (Jan & Dean) today begins finding out whether the old saying is true that "life begins at 40." Behind bars the man convicted of the murder of Dr. Martin Luther King Jr. observes his 54th birthday: James Earl Ray wouldn't surprise me if he celebrated by trying to escape once again.

Uh Wan Anna Two . . . Light The Candles

TUESDAY, MARCH 11: He is older than Mothers' Day. Even older than western movies. Older than the Wright Brothers' first airplane flight and more aged than primary elections. Some of the things Lawrence Welk is not older than: the Statue of Liberty, which was a teenager when he was born, and George Burns, who is older than everyone. Bandleader Welk, who was born on this date in 1903, is 77 today.

There was going to be a notation about Crystal Gayle's first appearance on the country music charts exactly 8 years ago today, but for some dumb reason I cannot find the name of the song with which she succeeded. My dog ate it? Then got lost in the mail? I suppose the first person to come up with the correct answer will have (1) great personal satisfaction, or (2) my job here. I wish I hadn't even brought it up.

The Great Blizzard Of '88

WEDNESDAY, MARCH 12: The official forecast from the weather service in New York City predicted colder temperatures and "light snow," but on this date in 1888 began a 36-hour snowstorm that paralyzed eight Eastern states. New York City was isolated, as were all other cities and towns. Transportation and communications were so crippled that messages between Boston and New York City had to be relayed through England. The final death toll of the "Blizzard of '88" was about 400.

The United States Post Office was established in 1789. The Girl Scouts of America were founded in 1912. On this date in 1933 President Franklin D. Roosevelt broadcast his first radio "fireside chat," actually an informal presidential speech taking advantage of the intimacy of the medium.

James Taylor is 32. Liza Minnelli is 34. Andrew Young turns 48. Paul and Linda McCartney observe their 11th wedding anniversary.

What's Clockwise On A Digital Watch?

THURSDAY, MARCH 13: Standard Time was approved for the United States on this date in 1884. The planet Uranus was discovered by astronomer Herschel in 1781. The character Uncle Sam first appeared in print on this date in 1852 in the New York Lantern.

Neil Sedaka is 41. Spring begins a week from today at ten after six in the morning Eastern Time or six-ten digital time.

Dry Mouth? Have Some Cotton Gin

FRIDAY, MARCH 14: The man who figured out how to remove seeds from cotton got his patent on this date in 1794. His name was Eli Whitney, and as everyone who ever had to sit through 5th grade history knows, the machine was called the cotton gin.

The railroad engineer who became famous by refusing to jump from a runaway train, Casey Jones, was born on this date in 1864. Scientist Albert Einstein came into existence in 1879. Astronaut and now airline exec Frank Borman is 52 today, and actor Michael Caine is 47. The man who created the comic strip "Dennis the Menace," Hank Ketcham, is 60.

Weekend Drink Practice Precedes St. Pat's Day

Saint Patrick's Day is next Monday. The observance of his day has somehow become having a parade, wearing shamrocks if you have 'em, and drinking beer while wearing something green. The gentleman died about fifteen centuries ago so he probably doesn't mind. This will be the prime weekend for politicians to hang out around Irish strongholds and make jokes about those of Irish ancestry, which can later be retracted and apologized for on the basis of having only been "examples of racist humor." News reporters can repeat the dumb jokes if quoting, as many did the famous Loose Shoes — Tight Money episode over inflation, and the Duck Wins joke related recently by a politician who has been described as "having prematurely orange hair."

To settle any bets about fast beer-drinking: the Guinness record is one liter in 1.3 seconds, downed by Steven Petrosino in 1977.

A non-racial joke using Irish-sounding names:

PAT: Whatever happened to Clancy, who was trying to get that government job . . . what's he doing now?

MIKE: Nothing. He got it.



KOBO'S NICKS PIX — KOBO/Yuba City, CA Promotions Director J.R. Jackson is pictured with Fleetwood Mac's Stevie Nicks at a San Francisco press conference staged by the group. Jackson talked to Nicks for a KOBO Mac special.

Media Marketing

Testing New Records

Last week I argued that the record industry must move to a more research-based approach in its marketing effort. At the same time, I recognized the inherent "artistic" nature of the music business, which points to the creative talents of the artists as "leaders" of market tastes and preferences.

There is no doubt that a good "creative spark" is an invaluable asset in the creation of new songs, new forms of music, etc. To a large degree, there is no substitute for the artist's own natural talent. Any marketing research effort would, for the most part, point to the need for "more of the same," because most consumers are comfortable with the "status quo" and cannot feel the need for something new and different until it comes along, at which point they may welcome it with open arms.

Thus, the inspiration for new product of truly innovative character will almost inevitably originate with the artist.

Parenthetically, I should note that many companies obtain excellent new product ideas from consumer "brainstorming sessions." I wonder what would happen if record companies did some brainstorming research, simply asking small groups of people, "What kinds of records or tapes would you like to be able to buy that aren't currently available?" What if a number of people came up with the idea for duets by various combinations of artists — like the recent **Donna Summer/Barbra Streisand** collaboration? Or what about the recent "Best of Saturday Night Live" which featured **Phoebe Snow** and **Linda Ronstadt** performing "It's In His Kiss?" They obviously had a great time singing it, and the audience loved it — would a duo album be a commercial success? Research could not only uncover ideas like this but also test them in advance for market potential. The point is, consumers can be a source of viable new product concepts, but they are generally not going to be innovative in the same sense that the artist can be.

"Any marketing research effort would point to the need for 'more of the same,' because most consumers are comfortable with the 'status quo' and cannot feel the need for something new and different until it comes along, at which point they may welcome it with open arms."

Most artists cannot be given a formula and told to produce a hit tune, even though many successful songwriters kept body and soul together by writing commercial jingles to specification. Therefore, the role of marketing research is probably most relevant in testing new creative product after it's "invented" but before it's released to the market.

Can New Product Really Be Tested?

Record companies have dabbled with numerous techniques over the years for testing new releases. Simulated radio programs, audience panel studies, and various physiologi-

cal measures (like heart rate or pupil dilation) have been used to try to determine the likely consumer response to new tunes. Most, if not all, of these techniques have proven to be relatively unsuccessful, and it is true that any research procedure has its shortcomings.

While I am not aware of all the testing techniques which have been used, or even the details of many of them, I am reasonably confident that most of them rely on only one, or at most, a few exposures of the song to the consumers in the test. This is a serious shortcoming in light of our knowledge about how consumers form preferences.

"Research on how consumers form preferences or attitudes toward unfamiliar objects has found a systematic effect for repetition."

Repetition Is The Key

Research on how consumers form preferences or attitudes toward unfamiliar objects has found a systematic effect for repetition. For instance, after repeated exposure to nonsense syllables like YOK or MUR, over time people tended to become more favorable toward the syllables. Similar effects have been found for paintings, everyday objects like erasers and paper clips, and, interestingly, classical music. What this suggests is that, over time, people become more *familiar* with an object and, other things being equal, more favorable toward it.

This is the underlying mechanism which makes radio airplay such an overwhelmingly important aspect of record marketing. The more airplay a record receives, the more times any given consumer hears it, and (if it's a good record) the more favorably he or she evaluates it (up to a point at which the consumer becomes over-exposed or saturated). Thus, airplay is im-

portant in building consumer favorability toward, and acceptance of, a new record.

What does all this have to do with testing new records, or potential records? What it suggests is that a record company could test the probable market acceptance of a new record by exposing consumers in a test situation to it a number of times — say 10 or 15. With this level of repetition, consumer reactions will become much more solidified than after only one or two exposures. Songs that will be "winners" in the marketplace should "grow on" people with repeated exposures in the testing environment, while the "losers" may show initial positive reac-

tions but quickly lose favorability with repeated playing. Thus, the key element of radio airplay, repetition, is brought into the testing situation to try to determine, in advance, if the record will be successful in generating a profitable level of sales.

Of course, the testing situation will never completely capture the totality of the marketplace, and the research procedure would have to be carefully calibrated in order to match test performance with market performance. Only after such calibration could the procedure be used with confidence.

Sampling of test subjects would also be a critical component — the research could not rest solely on the responses of Los Angeles teenagers. Rather, an accurate demographic representation of the buyers of the type of music being tested should be employed.

Such a research approach would be costly, but the costs have to be weighed against the costs of introducing an unsuccessful record — production, promotion, etc. The results of the testing could also be used even if the record had

to be released regardless of its results. Suppose the test showed that repeated playing of the record led to increasingly negative reactions. This result suggests that radio airplay would not be a good marketing strategy. Instead, direct advertising to the consumer would create awareness of the record without generating the damaging exposures to the song itself.

Radio station program directors would certainly appreciate not having a song of questionable appeal jammed down their throats by promotion people. Thus, when you do have a potential "hit" indicated by the test results, you can go to the PD with more credibility that this record is truly worth the airplay. Over time, perhaps the "clutter" of multitudinous releases will be reduced if radio begins relying more and more on meaningful test results before adding new songs to its playlist. The record company which establishes itself as a researcher of new product should have a leg up on the competition in getting that valuable airplay for its good new releases. The resulting improved market performance of the "good" releases should more than offset the losses on "bad" releases, for which the costs of promotion and marketing have already been cut, hopefully, based on their test results.

When Procter & Gamble introduces a new product, retailers who are asked to stock the product are very confident that the product is a good one, because P&G has a reputation for extensive product testing. There is no reason why a record company couldn't establish the same reputation, thereby increasing its ability to market records effectively. It's a major change from the way things are currently done, but it may be the key to marketing survival in the 1980's.

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.





Notes From Sillyland . . .

Paul Dunn of WRBA/Normal, IL has proclaimed March 14 as "National Be Kind To Your Amoeba Day!" It's slated to be a CELL-a-bration of one of nature's most enduring creatures. The amoeba (as those of us with Crowell-Collier in the late 50's and early 60's remember) has been around since the dawning of time, but has become an endangered species since people in general have been mistreating amoebas. Dunn points out three occasions when amoebas are abused in our society:

1. People run over them in puddles with their cars.
2. People brush their teeth with them when camping at lakes.
3. Cities perform amoebic genocide when they chlorinate their drinking water.

Paul feels that the world should take immediate drastic steps to save what is left of the earth's devastated population.

One way is to have everyone make an amoeba his pet.

Dunn's pet is taken out socially on weekends. Since the amoeba lives in water all the time, he takes his to a bar and orders it a scotch and air!

Normal, Illinois is a lot like my home town. However, our Art Museum has only one picture . . . and that's a photograph of the New York Metropolitan Museum of Art . . .

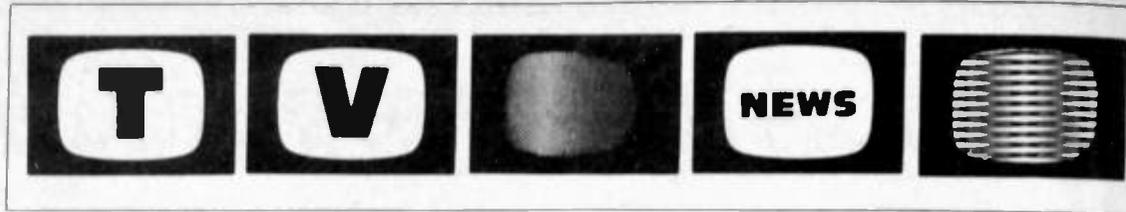
Dave Land, the Station Manager for WFIW in Fairfield, IL, sent along a true story that happened in an area department/variety store.

A lady was at the checkout

counter and her purchase was to be a box of Tampax. However, no price was marked on the box. So the illustrious checker called out over the store's PA, "Price check, Tampax, 20 count." There was no response. A few moments later, the checker again called out on the PA, "Price check, Tampax, 20 count." Shortly, a man out of breath responded over the PA, saying, "Are those the ones that you push in with your thumb or drive in with a hammer?" Dave, who obviously was standing nearby, observed that the man thought the checker had said, "Price check, thumb-tacks, 20 count."

I'm really sorry that the Reader's Digest turned down Dave's entry to "Life In These United States."

My faithless engineer Stalker was telling me about a terrific crush he had on a neighborhood girl back in Cleveland. If he wanted to take her to the movies, Stalker had to ask her father first . . . and if he didn't want to go, Stalker would take her!



Olympics End, CBS Surges Back On Top

In an impressive display of programming strength, CBS regained the top position in the Nielsen ratings race for the week ending March 2, following ABC's runaway Olympics-aided victory last week. CBS took seven of the top eight and 12 of the top 20 in fashioning a 22.4 average rating. ABC was second with 18.3 on five top 20 entries, and NBC was third with a 17.0 score and three programs in the top 20.

The CBS Sunday lineup returned to its early-season form, with "Alice" (introducing a new main character), "60 Minutes," and "The Jeffersons" scoring 30-plus ratings and a 1-2-3 triumph. In fourth was the concluding episode of CBS's TV movie "Scruples" (all three episodes made the top 20), followed by 5) "Little House On The Prairie" (NBC) 6) "Dallas" (CBS) 7) "One Day At A Time" (CBS) 8) "Trapper John, M.D." (CBS) 9) "Three's Company" (ABC), and 10) "Scruples" Pt. II.

NBC's "Real People" finished in 11th place, with "Archie Bunker's Place" (CBS) in 12th place, followed by 13) "Love Boat" (ABC) 14) a tie between NBC's "Outlaw Josey Wales" presentation and CBS's Grammy Awards 16) "Scruples" Pt. III 17) "Eight Is Enough" (ABC) 18) "Dukes Of Hazzard" (CBS) 19) "Laverne & Shirley" (ABC), and 20) "Benson" (ABC).

INCREASED TV PRICES ON THE SPOT: Most major markets registered substantial gains in the cost of prime time spot TV ads, according to a report prepared by Spot Quotations & Data, published in Advertising Age. Biggest gain among the top 20 markets was in Minneapolis, where prices were up 19.6% over last year. New York has the highest costs (expressed in average cost per household rating point for a 30-second spot) with \$310, up 7.3%. Los Angeles is second at \$246 but a moderate 4.7% gain; Chicago is third after a 10.3% jump. Of the top 10 markets, Cleveland (8th largest) is lowest, with a \$62 figure that places it 19th in the country.

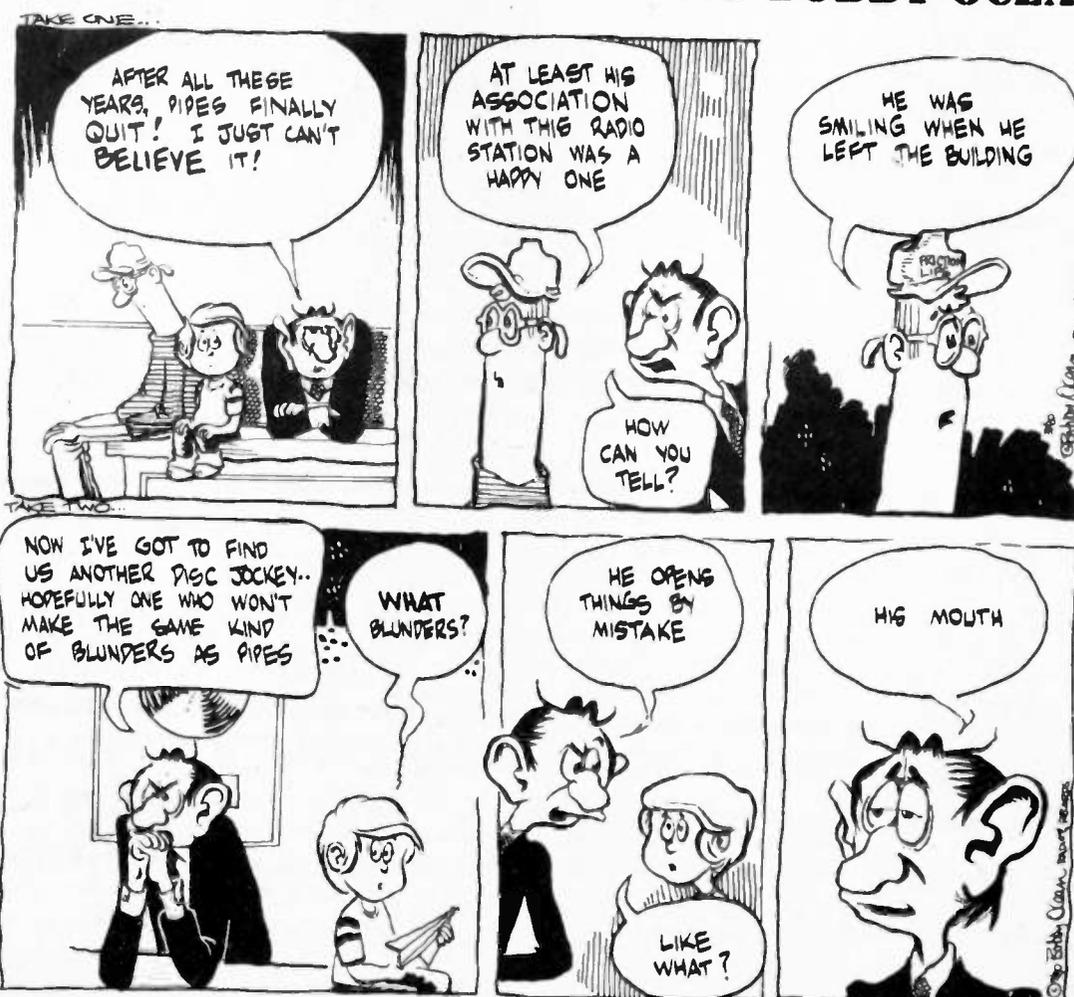
MUSIC ON TV: The Carpenters are taping their fifth ABC special, scheduled for late April . . . Shalamar appears on "American Bandstand" March 8, "Mike Douglas" March 12, while labelmates the Whispers are on "Mike Douglas" March 10 . . . Casey Kasem hosts a new syndication offering called "America's Top 10," covering a variety of musical styles.

VIDEOSCOPE:

FOTOMAT TO TEST-RENT DISNEY TITLES: Fotomat and Walt Disney Prods. have agreed to test the videocassette rental market waters by offering 13 titles in the Disney catalog in four cities (Chicago, San Francisco, Houston and Philadelphia) beginning May 10. Approximately 600 Fotomat outlets will be renting Disney fare such as "The Love Bug," "Old Yeller," and "The Absent Minded Professor" for between \$10-14 on a five-day rental basis. If all goes well in these test markets, the chain plans to make the titles available for rent nationally . . . **BALIN'S "ROCK JUSTICE" MUSICAL FIRST TO APPEAR ON EMI VIDEO:** Ex-Jefferson Starship member Marty Balin and his partner Bob Heyman have pacted with EMI Videograms to release their musical, "Rock Justice," in April. The musical will be EMI's first-ever rock release and will be available on VHS, Beta and videodisc formats, retailing for around \$49 . . .

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO
TODAY

Radio & Records



COMBINED COMMUNICATIONS TO BUY KIIS/LOS ANGELES — Purchase would complement company's KKDJ-FM property.



JIM JEFFRIES PROMOTED TO VP/PROMOTION AT GRC



BILLY BASS NAMED UA NATIONAL ALBUM PROMOTION DIRECTOR — Exits similar position at RCA.



JIM SOTET NAMED PD AT WABX/DETROIT



NUMBER ONE FIVE YEARS AGO: "Have You Never Been Mellow" — Olivia Newton-John (MCA)



NUMBER ONE ALBUM: "Blood On The Tracks" — Bob Dylan (Columbia)

4 For The Money And 4 For Your Show



RUSH

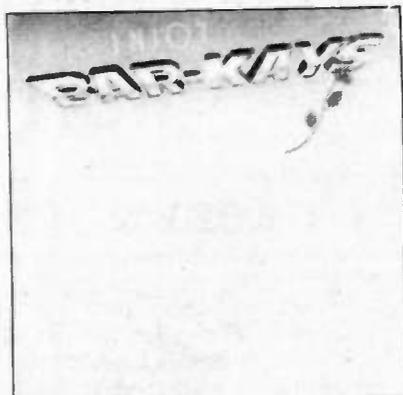
"Spirit Of The Radio"

CHUM 8-7	WPEZ on	WDRQ on	WBEN-FM add 39	BJ105 add	WFBG 32-28
KWK 1-1	CKGM on	KDWB 27-25	WPST deb 31	WVIC 35-31	14WK on
KSLQ 4-4	WLS LP cut	KBEQ on	ROCK-102 on	KZ93 on	V100 on
KUPD 7-4	Q105 on	WGCL on	Y95 add	WNAP add	WANS-FM deb 37
WIFI deb 27	WEFM on	WAMS on	WAPE add	KRUX 37-32	KQWB-FM 29-23
				ZETA 4 on	KFXD on
					KRLC add

GEORGE BURNS

"I Wish I Was Eighteen Again"

WRKO add	WBLS on	KLIF on	WFBG on
WTRU 5-1	KUTE on	WFBR 18	WCRO on
WFIL on	WKBW on	WKIX 23-19	WAQY on
WTIX on	KFRC on	WISM on	KATI on
	KRTH on	WTSN on	WFYR on



BAR-KAYS

"Today Is The Day"

WPGC add	WHBQ add	WROV add
Y100 add 34	WXIL add	FM99 on
WSGA add 33	KX104 add	

SHELLEY LOONEY

"Thank You Canada"

WOKY 27-25	WISE on
WPGC on	WANS on
KRUX on	

Just In —The Third Crossover Record This Week From Phonogram/Delite Records Crown Heights Affair "You Gave Me Love" Bob Hamilton (KEARTH P.D.) sayeth: "An exciting Top 5 Pop record with plenty of passive hooks." KEARTH Added this week.

on Mercury Records

Manufactured & Distributed By Phonogram Inc. A Polygram Co.





TOP-40

John Leader

A CONVERSATION WITH DON BENSON

Western Cities Turns On KZZP

Last November, Don Benson resigned as PD of WQXI and 94Q/Atlanta and accepted the new position of Vice President of Programming at Western Cities Broadcasting. Frankly, there were many people who were surprised at Don's move, if for no other reason than they were unaware of his new company.

Western Cities Broadcasting is a small group of radio stations in four Sunbelt cities: KMGX (PA) & KRQQ (R)/Tucson; KMJJ (PA) & KLUC (R)/Las Vegas; KZAP (A)/Sacramento; and the company's latest acquisition, KZZP-AM-FM/Phoenix. The principal owners of the broadcasting group are Rick Phalen, President of WCB and GM of KMJJ & KLUC; Bill Phalen, Vice President of WCB and GM of KZZP-AM-FM; Peer Pedersen, Chairman of the Board for WCB; and Howard Warren. The young company, with an eye on expansion and future acquisitions, tapped Don as its VP/Programming shortly after purchasing KQXE & KIOG/Phoenix, the stations that would become KZZP-AM-FM.



Don Benson

In Like A Lion

KZZP debuted its new identity and format on March 1st, and the station is definitely contemporary. I spoke with Don and asked him to describe the new format of KZZP.

"KZZP is really positioned between a Top 40 and an AOR. In the music selection and on-air presentation there is a synthesis of both formats."

"KZZP is really positioned between a Top 40 and an AOR. In the music selection and on-air presentation there is a synthesis of both formats. Our goal was to put on the air a clean, music-oriented radio station. The phrase 'music and more' is perhaps a little hokey, but for KZZP that's really what the station is all about. The 'more' part is the finesse elements, the little things that really make the difference. We're incorporating some specialized elements into KZZP that hopefully will have people listening for more than just the music because, when you get right down to it, the music is on every other station's menu too. It's not something that we can have exclusively to ourselves. Sure, we can be a bit different musically, but the music alone is not what will make this radio station special above and beyond all the others."

John Stevens Up From Tucson

Don selected KRQQ/Tucson PD John Stevens to become the new PD of KZZP. Together, Don and John spent a lot of time putting together an air staff for a new rocker.

"Crazy" Dave Otto does mornings, coming from KOPA/Phoenix in an off-again-on-again story (R&R 2-22) that could someday make an interesting movie. To recap, Don determined through his market research that Dave Otto was perhaps the best known and liked radio personality in the city and offered him the morning show on the new KZZP. Dave accepted at first, but then had second thoughts and returned to KOPA. KOPA, obviously thrilled to have Dave return, threw a "Welcome Back Dave" party at the station on the morning of his return, inviting listeners to join in. Finally, Dave had another change of heart and reapproached Benson. Don, who had given up hope of securing Otto for KZZP, quickly closed the deal and Dave became KZZP's morning anchor.

The other members of Stevens's jock staff include Randy Stewart from Q105/Tampa, Music Director Steve Goddard from KCBQ/San Diego, and two Phoenix radio personalities, Mike Graves and Rick Nuhn.

"Our company is spending a lot of money to come into this market and if we can achieve success more efficiently by doing our homework, then it's to our benefit to do that."

Why Another Rocker?

I had to ask Don the obvious question about format selection for KZZP. Why, in a market already well stocked with contemporary music stations, did he decide to add two more? (KZZP-AM-FM will fully simulcast for a year under a waiver from the FCC.)

"When we purchased the stations we wanted to arm ourselves with as much knowledge as we could about the Phoenix marketplace. We commissioned a qualitative study in order to discover some perception information about the market. We found out things like

what stations were doing certain things right in the minds of the listeners and what stations were perceived as not doing things terribly right. We were trying to get a reading on the market and determine where a void might exist.

"Once the study was completed and analyzed, we based the format design pretty significantly on those results. Don't get me wrong, the study was not used as a bible, but it was a major help in clearing the path. Remember too that none of us were familiar with the Phoenix market and we needed some fast, accurate input to help us make the right choice. Let's face it, our company is spending a lot of money to come into this market and if we can achieve success more efficiently by doing our homework, then it's to our benefit to do that."

The obvious comparison of KZZP would be to Don's hybrid-Top 40 format instituted at 94Q/Atlanta. I asked him if that would be a valid comparison.

"I'm sure that many people will assume that KZZP is just a clone of what we did at 94Q, but I think that KZZP's target audience will be more toward the 25-34 group than we were in Atlanta. Our goal here is to win 18-34 and quite frankly the teen just won't be that important to us. Naturally, by going directly at a slightly older demographic it may be a somewhat slower building process overall, but I think what we're doing will allow us to gain and maintain a stronger hold on the 18-34's for a long haul. Perhaps shooting a little lower, going for the teens, would allow us to flash up quickly in the 12+ figures, but being successful in a market like this is a long term commitment and we're willing to make that commitment. I know we can make significant inroads in a short amount of time, but there are some very strong radio stations in this market. The company is committed to this station, just as they are to all their stations, and they're prepared to do whatever is realistically necessary to insure KZZP's success now and in the future."

Transition To The Group

Don has been Western Cities' VP/Programming for four months now and I wondered how he felt about his new position and the responsibilities that came with it.

"It's very exciting and quite a challenge. It's also a very big change because I no longer have to worry about the small specifics of a weekend giveaway or jock schedule ... things like that. I'm now thinking about long term things like what kind of TV campaign to use in a particular market in six months or a year from now, the proper marketing strategies and making sure we can find good talent for our stations."

"I've been going through a real orientation period, traveling around to the stations, getting to know the programmers and managers as they get to know me as well. We're all still finding out what each other's priorities are; it's a learning process."

"As a first-time group PD one of the hardest things I have had to confront is that there is no way that any PD working with you will do things exactly as you would have done it yourself. And that is really something that every manager has to realize. What you have

"I know we can made significant inroads in a short amount of time, but there are some very strong radio stations in this market."

to do is work with the PD and have him understand the goal and implement it in the best manner possible. There is no way to get him to do it precisely as you would have done it yourself and still allow the PD to be a creative entity unto himself. I don't want robots as program directors. I want PD's who will be the program directors, programming their radio stations. I'm working with all our PD's closely, trying to provide them with all the tools, input and assistance they need to do their jobs the best they can. Since we are a small company with only a few 'chiefs,' we have the ability to make major decisions quickly. Everyone in the company is extremely accessible and they have shown me that they don't vacillate, once a decision has been made. To me that is a real plus."

Don Benson's transition from PD to VP seems to be well on its way and his latest effort at KZZP will be one to watch. The Phoenix market has never been a dull one, and Western Cities' new stations should only create even more radio-activity in an already hot market.

Motion

Michael D. Lange, Program Director of WKTJ/Farmington, ME and Editor of "News From Katie-J Land," has resigned both positions to become News Director of WQMR & WTOS/Skowhegan, ME. We'll certainly miss hearing from Michael on a weekly basis (yes, I do read the "Katie-J Land" news every week) but wish him the best in his new job ... Charlie Foxx is the new MD for WLAN/Lancaster, coming from WQLK/Richmond, IN ... Two new staff members have joined the jock lineup at WAGQ/Athens. They are Bobby Long, coming from WFOX/Gainesville, and Mel Stewart from WGBF/Evansville ... Former KELI/Tulsa PD Ray Livingston has joined the on-air lineup at KRAV/Tulsa. Returning to KRAV is Steve Cassidy. Also new to KRAV is former KYKR/Beaumont PD Rick West (Dick Davis at KYKR) ... J. Parker Antrim, who was a long-time air personality for WCOL/Columbus, is now at KCBS-FM/San Francisco doing afternoons. Jim (Hill) Bridger has also joined the KCBS-FM lineup from KREM/Spokane.

The Winners Are On Warners!

CHARLIE DORE

UTOPIA

“PILOT OF THE AIRWAVES”

“SET ME FREE”



88/22 Average Move +4

F105 add	KKLS add	WTIC-FM on	KENO on
KSLQ add 30	WRKR add	WICC deb 29	KRUX 39-29
WOKY add	WGBF add	WPST deb 29	KRQ add 26
WBEN-FM add 32	WROK add 27	WHYN deb 36	WLBZ deb 32
WBLI add	KDVV add	WKEE on	WHEB deb 40
Q106 add	KENI add	Z98 deb 38	13FEA 29-24
KAUM add 30	KSLY add	KXX106 deb 28	WCIR on
WTIX add	KBDF add	WSGN deb 31	WAAY deb 30
WFMF add	WXLO deb 29	WAPE deb 28	KX104 on
WMEE add	WKBW deb 29	BJ105 on	WSEZ 29-23
WOW add 35	WFIL on	WSGA 28-24	WISE deb 34
92X add 25	WIFI on	95SGF on	WANS-FM on
WOHO add	WPEZ on	WHBQ on	WROV on
KMJC add 28	WPGC on	WLAC on	CK101 35-29
KJRB add	KVIL on	WRJZ 32-28	KKXL on
WGUY add	Z93 23-19	WKIX on	KFYR on
WERC add 30	WLCY on	WAYS 30-23	WSPT 28-23
G100 add 30	KRBE on	WRVQ deb 32	KDZA on
WCGQ add	KEARTH 18-17	KOFM on	KQDI on
WKXY add	KFI 29-25	KZ93 on	KBOZ on
KWIC add	KIMN deb 29	WHOT deb 29	KFXD deb 26
KILE add 34	WFBR deb 28	KERN deb 29	KRLC 21-17
KPUR add			

PRODUCED BY BRUCE WELCH AND ALAN TARNEY

ON ISLAND RECORDS



MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS

78/22 Average Move +3

WKBW deb 28	WHYN on	KRSP deb 26	WANS-FM deb 35
WIFI add	WKEE deb 32	KLUC 29-27	WROV 25-24
96KX on	WTIX deb 37	KENO add	FM99 on
WPEZ deb 30	KEEL on	KRQ 22-17	WKXY on
94Q 24-19	WFMF add	WGUY on	KSEL add
Q105 add	KXX106 25-18	WLBZ deb 34	KQWB-FM 31-25
KRBE on	Y95 add	WIGY add	WRKR 35-27
KSLQ 31-26	Y103 32-30	K104 36-31	WSPT 26-22
KBEQ on	95SGF add	WFBG on	WNAM deb 28
WGCL deb 29	WBBQ 26-21	14WK 30-28	WROK add 28
WOKY add	WRJZ on	V100 on	KENI add
KEARTH deb 27	WNOX deb 30	WCIR on	KSLY 30-26
KJR 25-23	WAYS add	WAAY on	KYSN on
KIMN on	WVIC 31-28	WHHY on	KDZA add
KOPA 29-25	KOFM add	WERC deb 29	KBDF on
WICC add	KZ93 deb 16	KX104 on	KQDI add
WPST 27-23	KERN add	WCGQ on	KFXD on
PRO-FM on	KJRB add	WSEZ add	KRLC deb 29
JB105 add 35	KCPX deb 29	WISE deb 36	KBIM 16-14
Q106 on		WTMA add	

PRODUCED BY TODD RUNDGREN AND UTOPIA FOR ALCHEMEDIA PRODUCTIONS

ON BEARVILLE RECORDS



MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS

TOP-40



B.J. & THE KIIS — KIIS-FM/Los Angeles air personality Bruce Phillip Miller (right) teamed up with Greg Evigan, star of "B.J. & The Bear," to cohost the 1980 Easter Seals Marathon, at which over \$125,000 was raised.



BENATAR BRIDGES KULF — Following her Houston concert, Chrysalis artist Pat Benatar chatted backstage with KULF/Houston MD Mike Mann (left) and Production Director Rusty Black (right).



KGW DISPLAYS JOEL GESTURE — Billy Joel and his management sent a special thank-you plaque to KGW/Portland for the station's past support. Pictured with the plaque are (l-r) Columbia's Larry Reyman, KGW MD Janis Wojniak, and air personality Dave Hood.



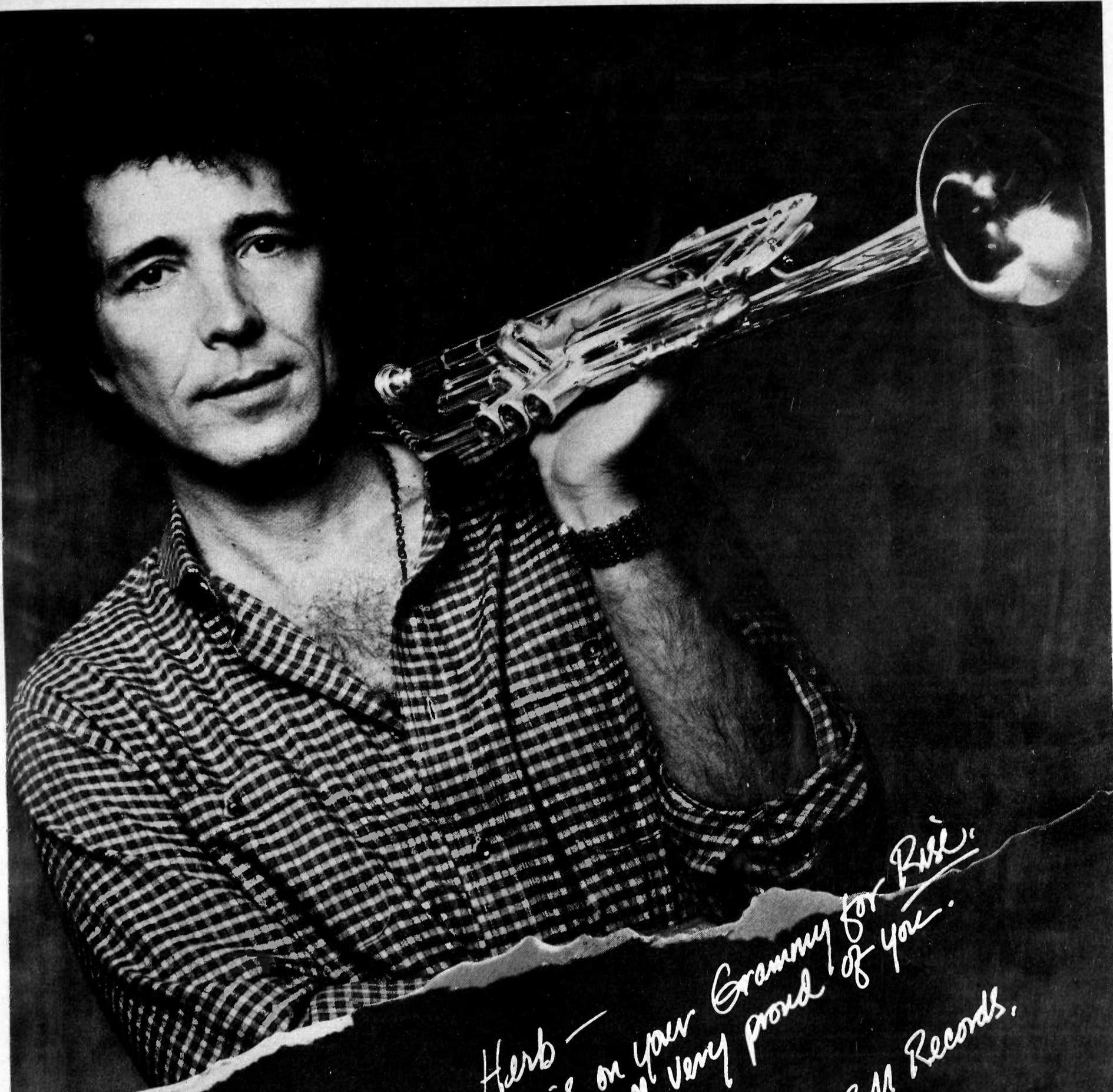
ALASKAN TREK — KFQD/Anchorage tied in with the local opening of "Star Trek — The Movie." Pictured in front of display materials are (l-r) air personality Marcus in the Morning, PD Tom Rivers, and air personalities Jim Scott and Ed Riley. As for Marcus's shoes, your guess is as good as ours.



Q102 PICKS STYX TIX CLIQUES — Since concerts in Cincinnati have been scarce lately, Q102 has been sending lucky listeners to top shows in other cities. MD Pat O'Brien (center) is pictured handing airline and concert tickets to a pair of winners for a Styx show in Pittsburgh.



FUN WITH A SKIMOBILE — CFUN/Vancouver's Skimobile 2 covers British Columbia's skiing hot (or cold) spots all winter. Pictured in front of the vehicle are air personalities Stu Ferguson (left) and Kenton Preston.



Herb —
Congratulations on your Grammy for Rise!
We're all very proud of you.

P.S. — We're sure your new single
"Street Life" ^{AM-2221} will follow
in its path.

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February '80

Mediatrend Estimates

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All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Note: — *denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

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

St. Louis

KMOX Tightens Grip On Top; KSHE Hits Double Figures; WIL-FM Continues Steady Gains; WWWK Rebounds Almost 2; KMJM Improves In Second Month; KSLQ Up Strong, Passes KXOK; WIL Drops 3; KMOX-FM Exits Top Ten After Two Months' Surge

	Dec. '79	Jan. '80	Feb. '80
KMOX (T)	26.2	25.5	28.0
KSHE (A)	7.6	8.8	10.1
WIL-FM (C)	4.9	6.6	8.0
WWWK (R)	8.7	6.2	8.0
KEZK (BM)	7.6	6.0	5.9
KMJM (B)	—	4.3	5.4
KSLQ (R)	4.3	3.8	5.4
KXOK (R)	4.7	4.8	4.6
WRTH (BM)	4.7	4.2	4.1
WIL (C)	4.9	6.6	3.7

Boston

WHDH Drops More Than Four, Stays On Top; Top 40 WVBF New Number Two After Solid Gain; WJIB Rebounds To December Level; WBZ Slips 1 1/2; Dancemusic WXKS Up 2+; WROR Moves Up; WBCN Regains AOR Lead As WCOZ Loses 3 After Big January; WRKO Still Out Of Top Ten, Scores In Low 2 Range

	Dec. '79	Jan. '80	Feb. '80
WHDH (PA)	15.7	16.7	12.3
WVBF (R)	4.7	7.9	9.4
WJIB (BM)	9.3	6.6	9.3
WBZ (PA)	9.5	9.6	8.1
WXKS (D)	5.8	5.6	7.7
WEEI (N)	6.9	9.8	7.6
WBCN (A)	7.4	5.8	6.1
WROR (PA)	5.2	3.7	4.8
WEEI-FM (A)	4.8	4.4	4.1
WCOZ (A)	2.6	6.8	3.8

Washington, D.C.

WMAL Stays In Lead After Drop; Heavy-Promoting WRQX Holds Top 40 Dominance As WPGC Steady; WAVA Sustains AOR Lead As WWDC-FM Falts (11th To 13th This Month); WHUR Recovers Somewhat; WKYS Drops Over 2 But Still Strong; WRC Passes WTOP To Debut; WTOP Out Of Top Ten, Moves 4.1 To Mid-3 Range

	Dec. '79	Jan. '80	Feb. '80
WMAL (PA)	10.8	12.5	10.7
WRQX (R)	3.5	9.3	9.1
WHUR (B)	9.9	6.5	7.3
WKYS (D)	2.4	8.2	6.0
WGAY-FM (BM)	4.4	6.8	5.6
WAVA (A)	2.5	4.7	5.5
WPGC-AM-FM (R)	11.4	5.3	5.4
WASH (PA)	2.5	5.1	5.1
WOOK (B)	7.5	4.2	4.8
WRC (N/T)	5.6	3.6	4.5

Cleveland

AOR Pacesetter WMMS Still Number One, Sees Significant Erosion Again; WERE's News Approach Pays Off With Consistent Gains; BM WQAL, WDOK Show Sizable Improvement; Country WHK, Top 40 WGCL Drop Back To December Levels; WGAR Down Almost 2; WZZP, WLYT Continue Steady Gains; WJW, WWWE Drop From Top Ten As WDMT's Double Gain, WLYT Debut

	Dec. '79	Jan. '80	Feb. '80
WMMS (A)	14.7	11.9	10.6
WERE (N)	5.6	8.5	9.1
WQAL (BM)	6.6	8.0	8.7
WDOK (BM)	7.8	6.6	8.1
WHK (C)	7.6	9.8	7.7
WGCL (R)	5.7	7.2	5.8
WDMT (D)	3.4	2.9	5.5
WGAR (PA)	4.3	6.8	4.9
WZZP (R)	3.2	4.3	4.6
WLYT (A)	3.2	3.5	4.5

FOR THE RECORD: Shares inadvertently credited to KFJZ-AM (PA) in the February 29 issue actually belonged to KFJZ-FM/Dallas-Fort Worth (R).



SIGNER'S CONVENTION — A band of RCA executives disrupted Ray Stevens's live interview on 92Q & WMAK/Nashville to stage a celebration of the artist's signing to the label and his birthday. Pictured (l-r) are RCA VP Jack Chudnoff, WMAK PD Mark Damon, Stevens, RCA's Eddie Mascolo, and RCA/Nashville VP Joe Galante.



PEACHES & KC — WAXY/Miami PD Rick Shaw joined Harry Casey and Rick Finch & KC & the Sunshine Band plus Teri DeSario at the opening of a new Miami Peaches outlet. The station gave away WAXY T-shirts and albums to customers. Pictured (l-r) are DeSario, Shaw, KC, and Finch.



WCIR'S PIBB GIVEAWAY — WCIR/Beckley, WV concluded a two-month promotion by giving away its CIR/Mr. Pibb Fun Truck, a Datsun vehicle valued at over \$6000. Pictured at the local Stars & Cars Show, where the truck was given away, are Playboy Playmate Rita Lee and WCIR MD Ron HI.



PRINCE HOLDS COURT — Warners artist Prince played the Bottom Line in New York recently, and was visited backstage by label execs and radio notables. Pictured (l-r) are WXLO MD Rick Bisceglia, ABC Radio VP/Programming Rick Sklar, Warners' Kenny Puvogel, band member Andre Cymone, Warners' Jane Dershwitz, Prince, and Warners' Jackie Thomas.

Heart+Clash = Smash!

THE BACK PAGE®

BREAKERS®

HEART

Even It Up (Epic)

59% of our reporters on it. Moves: Up 75, Same 16, Down 0, Adds 11, Z97, Q102, WICC, KAUM, WTIK, KEEL, KMJC, KFXM, WGUY, KENI. See Parallels, charts at number 29.



heart

“Even It Up”

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



CLASH

CHUM deb 24
CKGM on
KUPD on
WPST deb 30
BJ 105 add
WNOX deb 27
WISM on
KERN on
KCPX on

WFBG add
KX 104 on
WROV on
WRKR deb 35
WSPT add
KCBN on
KQDI on
KRLC deb 25
KBIM on

**“Train In Vain
(Stand By Me)”**

Produced by Guy Stevens

IT'S WORTH REPEATING
NEW MUSIC FROM
NEW MUSIK “STRAIGHT LINES”

on Epic Records



ADDS & HOTS

EAST

Most Added® Hottest

Billy Joel Pink Floyd
Jimmy Ruffin Spinners
Fleetwood Mac Christopher Cross

EAST

PARALLEL ONE

96KX/Pittsburgh, PA
Jay Stone

KOOL & THE GANG
 DR. HOOK
 HOTTEST
 DAN FOGELBERG 3 1
 DIRT BAND 10 6
 STYX 18 9
 RAYBYS 17 10
 EAGLES 23 17

CHUM/Toronto, CAN.

Brad Jones

BILLY JOEL
 BLONDIE
 CHRIS CROSS
 HOTTEST
 PINK FLOYD 1 1
 J. GEILS BAND 12 8
 NAJARETH 18-11
 BOB SEGER 20 14
 GARY NUMAN 22 16

CKGM/Montreal, CN

Jim Connell

LIPPS, INC. (dp)
 POLICE (dp)
 STYX (dp)
 DR. HOOK
 BILLY & SYREETA
 HOTTEST
 QUEEN 1 1
 MI SEX 16 11
 BLONDIE 21 15
 PUZZLE 29 12
 LINDA RONSTADT 28 23

WABC/New York, NY

Sonja Jones

RUPERT HOLMES
 HOTTEST
 SPINNERS 3 1
 DONNA SUMMER 2 2
 QUEEN 4-3
 DAN FOGELBERG 11 5
 PINK FLOYD 13 7

WCAO/Baltimore, MD

Ron Riley

BILLY JOEL
 FLEETWOOD MAC
 JIMMY RUFFIN
 J. GEILS BAND
 WHISPERS
 HOTTEST
 SPINNERS 1 1
 BILLY & SYREETA 17 7
 PINK FLOYD 16 8
 MICHAEL JACKSON 22 17
 BOB SEGER 27 22

WFIL/Philadelphia, PA

Gerry DeFrancisco

BLONDIE
 BILLY JOEL
 CRYSTAL GAYLE
 HOTTEST
 SPINNERS 1 1
 RUPERT HOLMES 10 7
 RAY, GOODMAN & B 14 10
 CHUCK MANGIONE 17 11
 EAGLES 18 13

WFI/Philadelphia, PA

Liz Kiley

UTOPIA
 JOURNEY
 DAN FOGELBERG
 3 D
 HOTTEST
 PINK FLOYD 1 1
 BLONDIE 16 2
 GARY NUMAN 17 10
 EAGLES 22 16
 CHRIS CROSS 28 23

WKBW/Buffalo, NY

Jon Summers

WAYNE NEWTON
 JIMMY RUFFIN
 ROMANTICS
 FLEETWOOD MAC
 HOTTEST
 DAN FOGELBERG 1-1
 DONNA SUMMER 6 2
 BILLY & SYREETA 11-6
 PINK FLOYD 23-10
 BLONDIE 19 13

WNBC/New York, NY

Ros Frank

BILLY JOEL
 DIRT BAND
 BILLY & SYREETA
 PEACHES & HERB
 HOTTEST
 MICHAEL JACKSON 1-1
 KENNY LOGGINS 5 2
 DIONNE WARRICK 6 3
 STEVE FORBERT 10 7
 TERI DESARIO 13-11

WPEZ/Pittsburgh, PA

Mark Fritzsche

BILLY JOEL
 RAMONES
 FLEETWOOD MAC
 JIMMY RUFFIN
 38 SPECIAL
 HOTTEST
 PINK FLOYD 8 1
 LINDA RONSTADT 16-11
 KOOL & THE GANG 20 15
 RAY, GOODMAN & B 23 17
 CHRIS CROSS 22 18

WPGC/Washington, DC

Jim Elliott

BILLY JOEL
 BAR KAYS
 TOM PETTY
 HOTTEST
 PINK FLOYD 1 1
 SPINNERS 8 2
 EAGLES 5 3
 STYX 9 4
 MICHAEL JACKSON 12 7

WRKO/Boston, MA

Harry Nelson

BILLY JOEL
 FOOLES
 GEORGE BURNS
 HOTTEST
 SPINNERS 1-1
 J. GEILS BAND 7-2
 RAY, GOODMAN & B 9-3
 KOOL & THE GANG 10-6
 BOB SEGER 20-13

F105/Boston, MA

Tom Connelly

JOURNEY
 CHARLIE DORE
 JIMMY RUFFIN
 KENNY LOGGINS
 HOTTEST
 SPINNERS 1 1
 PINK FLOYD 3 2
 DIRT BAND 8 3
 J. GEILS BAND 15-5
 KOOL & THE GANG 12 6

WX10/New York, NY

Don Kelly

BILLY JOEL
 JIMMY RUFFIN
 CAPT. & TENNILLE
 HOTTEST
 SPINNERS 1 1
 DAN FOGELBERG 6-3
 RAY, GOODMAN & B 15 9
 TOTO 16-12
 BLONDIE 28 14

CKGM/Montreal, CN

Jim Connell

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 POLICE (dp)
 STYX (dp)
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 LINDA RONSTADT 28 23

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 MICHAEL JACKSON 22 17
 BOB SEGER 27 22

WFIL/Philadelphia, PA

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 BILLY JOEL
 CRYSTAL GAYLE
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 SPINNERS 1 1
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 RAY, GOODMAN & B 14 10
 CHUCK MANGIONE 17 11
 EAGLES 18 13

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 JOURNEY
 DAN FOGELBERG
 3 D
 HOTTEST
 PINK FLOYD 1 1
 BLONDIE 16 2
 GARY NUMAN 17 10
 EAGLES 22 16
 CHRIS CROSS 28 23

WKBW/Buffalo, NY

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 JIMMY RUFFIN
 ROMANTICS
 FLEETWOOD MAC
 HOTTEST
 DAN FOGELBERG 1-1
 DONNA SUMMER 6 2
 BILLY & SYREETA 11-6
 PINK FLOYD 23-10
 BLONDIE 19 13

WNBC/New York, NY

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 DIRT BAND
 BILLY & SYREETA
 PEACHES & HERB
 HOTTEST
 MICHAEL JACKSON 1-1
 KENNY LOGGINS 5 2
 DIONNE WARRICK 6 3
 STEVE FORBERT 10 7
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 PINK FLOYD 8 1
 LINDA RONSTADT 16-11
 KOOL & THE GANG 20 15
 RAY, GOODMAN & B 23 17
 CHRIS CROSS 22 18

WPGC/Washington, DC

Jim Elliott

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 BAR KAYS
 TOM PETTY
 HOTTEST
 PINK FLOYD 1 1
 SPINNERS 8 2
 EAGLES 5 3
 STYX 9 4
 MICHAEL JACKSON 12 7

WRKO/Boston, MA

Harry Nelson

BILLY JOEL
 FOOLES
 GEORGE BURNS
 HOTTEST
 SPINNERS 1-1
 J. GEILS BAND 7-2
 RAY, GOODMAN & B 9-3
 KOOL & THE GANG 10-6
 BOB SEGER 20-13

F105/Boston, MA

Tom Connelly

JOURNEY
 CHARLIE DORE
 JIMMY RUFFIN
 KENNY LOGGINS
 HOTTEST
 SPINNERS 1 1
 PINK FLOYD 3 2
 DIRT BAND 8 3
 J. GEILS BAND 15-5
 KOOL & THE GANG 12 6

WHYN/Springfield, MA

Ken Capurso

BILLY JOEL
 FELIX CAVALIERE
 M. MANCHESTER
 KENNY LOGGINS
 HOTTEST
 QUEEN 1-1
 PINK FLOYD 3 2
 BLONDIE 27 17
 EAGLES 33-20
 CHRIS CROSS 32-22

KC101/New Haven, CT

Curt Hanson

BILLY JOEL
 FLEETWOOD MAC
 JIMMY RUFFIN
 HOTTEST
 SPINNERS 4 1
 KOOL & THE GANG 12-7
 RAY, GOODMAN & B 16 8
 MICHAEL JACKSON 21-14
 CHUCK MANGIONE 22 15

WFBR/Baltimore, MD

Andy Szulinski

BILLY JOEL
 CLIFF RICHARD
 PEACHES & HERB
 FLEETWOOD MAC
 HOTTEST
 SPINNERS 1 1
 DAN FOGELBERG 6-3
 RAY, GOODMAN & B 15 9
 TOTO 16-12
 BLONDIE 28 14

WBEN-FM/Bufalo, NY

Roger Christian

RAY, GOODMAN & B
 MICHAEL JACKSON
 CHARLIE DORE
 RUSH
 BEACH BOYS
 HOTTEST
 PINK FLOYD 1-1
 BILLY & SYREETA 13-2
 PEACHES & HERB 10 6
 BLONDIE 21-10
 BOB SEGER 25-18

WJHQ/Portland, ME

Chip Kelley

M. MANCHESTER
 CLIFF RICHARD
 JIMMY RUFFIN
 CHIP HANDING
 HOTTEST
 SPINNERS 3 1
 CHUCK MANGIONE 6 2
 BILLY & SYREETA 14-9
 CHRIS CROSS 16-10
 EAGLES 19 11

WLBY/Hanover, ME

Michael O'Hara

BILLY JOEL
 JIMMY RUFFIN
 BILLY JOEL
 JOURNEY
 FELIX CAVALIERE
 WHISPERS
 ROMANTICS
 HOTTEST
 DAN FOGELBERG 1-1
 LINDA RONSTADT 13 8
 BABYS 16 11
 PEACHES & HERB 19-12
 PINK FLOYD 22 14

WBHF/Rochester, NY

Dave Mason

KOOL & THE GANG
 BILLY JOEL
 BOB SEGER
 HOTTEST
 PINK FLOYD 5 1
 CHUCK MANGIONE 4 3
 RUPERT HOLMES 10 7
 BARRY MANILOW 11 9
 TOM PETTY 16 11

WCCP/Bridgeport, CT

Mitchell Peters

FLEETWOOD MAC
 HEART
 WHISPERS
 UTOPIA
 HOTTEST
 BILLY JOEL
 CAPT. & TENNILLE
 M. MANCHESTER
 HOTTEST
 QUEEN 1 1
 ANDY GIBB 9 5
 BILLY & SYREETA 20 16
 SHALAMAR 4 19
 RAY, GOODMAN & B 30 21

WKEE/Huntington, WV

Gary Miller

PRETENDERS
 CLIFF RICHARD
 BILLY JOEL
 M. MANCHESTER
 HALL & OATES
 JOURNEY
 HOTTEST
 SPINNERS 1 1
 LINDA RONSTADT 13-5
 KOOL & THE GANG 16 7
 SHALAMAR 12 8
 BLONDIE 17-12

WPST/Trenton, NJ

Tom Taylor

BILLY JOEL
 DR. HOOK
 AIR SUPPLY
 JIMMY RUFFIN
 FLEETWOOD MAC
 HOTTEST
 QUEEN 1 1
 RUPERT HOLMES 3 2
 ANDY GIBB 10 7
 KOOL & THE GANG 25-13
 DR. HOOK 24-16

14WK/Wheeling, WV

Rich Collins

SHALAMAR
 M. MANCHESTER
 JOURNEY (dp)
 HOTTEST
 QUEEN 1-1
 RUPERT HOLMES 3-2
 ANDY GIBB 10 7
 KOOL & THE GANG 13 9
 CHRIS CROSS 19-15

K104/Erie, PA

Bill Cahill

FLEETWOOD MAC
 BILLY JOEL
 JIMMY RUFFIN
 HOTTEST
 PINK FLOYD 1 1
 LINDA RONSTADT 13-8
 MICHAEL JACKSON 24-11
 CHUCK MANGIONE 20 12
 EAGLES 27-16

WAER/Allentown, PA

Jeff Frank

FLEETWOOD MAC
 MICHAEL JACKSON
 DR. HOOK
 BILLY JOEL
 HOTTEST
 DAN FOGELBERG 1-1
 TOTO 5 2
 CHRIS CROSS 18-9
 J. GEILS BAND 15 10
 BLONDIE 19 11

WHYG/Altoona, PA

Tony Booth

FLEETWOOD MAC
 PRETENDERS
 SHOOTING STAR
 CLASH
 HOTTEST
 RAY, GOODMAN & B
 MICHAEL JACKSON 14-10
 CHRIS CROSS 21-16
 BABYS 23 17
 GARY NUMAN 25 18

WGUJ/Hanover, ME

Chuck McKay

CHARLIE DORE
 CHIP HANDING
 JEFF, STARSHIP
 38 SPECIAL
 SPINNERS 4 1
 HEART
 JIMMY RUFFIN
 HOTTEST
 RUPERT HOLMES 1 1
 DR. HOOK 7 3
 CHRIS CROSS 12 5
 SPINNERS 17-12
 MICHAEL JACKSON 22-14

WHEB/Portsmouth, NH

Rick Bean

BILLY JOEL
 BILLY JOEL
 BILLY JOEL
 HOTTEST
 SPINNERS 2 1
 TOMMY JAMES 7 3
 EAGLES 18-8
 AIR SUPPLY 23-19
 BILLY & SYREETA 29-21

WBEN-FM/Bufalo, NY

Roger Christian

RAY, GOODMAN & B
 MICHAEL JACKSON
 CHARLIE DORE
 RUSH
 BEACH BOYS
 HOTTEST
 PINK FLOYD 1-1
 BILLY & SYREETA 13-2
 PEACHES & HERB 10 6
 BLONDIE 21-10
 BOB SEGER 25-18

WJHQ/Portland, ME

Chip Kelley

M. MANCHESTER
 CLIFF RICHARD
 JIMMY RUFFIN
 CHIP HANDING
 HOTTEST
 SPINNERS 3 1
 CHUCK MANGIONE 6 2
 BILLY & SYREETA 14-9
 CHRIS CROSS 16-10
 EAGLES 19 11

WLBY/Hanover, ME

Michael O'Hara

BILLY JOEL
 JIMMY RUFFIN
 BILLY JOEL
 JOURNEY
 FELIX CAVALIERE
 WHISPERS
 ROMANTICS
 HOTTEST
 DAN FOGELBERG 1-1
 LINDA RONSTADT 13 8
 BABYS 16 11
 PEACHES & HERB 19-12
 PINK FLOYD 22 14

WTSN/Dover, NH

Jim Sebastian

FLEETWOOD MAC
 BLONDIE
 RAY, GOODMAN & B
 BILLY & SYREETA
 HOTTEST
 DAN FOGELBERG 1-1
 ANDY GIBB 11 5
 BOB SEGER 14-8
 DR. HOOK 17 12
 KOOL & THE GANG 24 17

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

WYRE/Annapolis, MD

Steve Kingston

BILLY JOEL
 BROTHERS JOHNSON
 HOTTEST
 PINK FLOYD 1-1
 LINDA RONSTADT 5 1
 J. GEILS BAND 6-3
 NEART 8-5
 CHRIS CROSS 18-11
 PINK FLOYD 20-14

SOUTH

PARALLEL ONE

KVII/Dallas, TX
Chuck Rhodes

RAY, GOODMAN & B
 EAGLES
 MICHAEL JACKSON
 BOB SEGER
 BILLY JOEL
 JOHN DENVER
 HOTTEST
 PINK FLOYD 1-1
 DONNA SUMMER 7 3
 ANNE MURRAY 11 9
 QUEEN 18 13
 SPINNERS 20 17

ADDS & HOTS

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

MIDWEST

Most Added Hottest

Billy Joel
Charlie Dore
Fleetwood Mac

Pink Floyd
Rupert Holmes
Tom Petty

WEST

Most Added Hottest

Billy Joel
Jimmy Ruffin
Fleetwood Mac

Pink Floyd
Rupert Holmes
Spinners
Kool & The Gang

MIDWEST

PARALLEL ONE

CKLW/Detroit, MI

Rosalie Trombly

BLONDIE

ERONIA

PAUL DAVIS

Hottest:

PINK FLOYD 2-1

DONNA SUMMER 3-3

BILLY & SYREETA 7-4

ROBERTA FLACK 19-12

MICHAEL JACKSON 29-14

KBEQ/Kansas City, MO

Cathy Roth

MICHAEL JACKSON

BILLY JOEL

FLEETWOOD MAC

Hottest:

DONNA SUMMER 1-1

PINK FLOYD 11-5

ANDY GIBB 12-9

RUPERT HOLMES 17-10

LINDA RONSTADT 19-13

KDWB/Minnneapolis, MN

Hamilton/Abresch

PAUL DAVIS

JOURNEY

LINDA RONSTADT

Hottest:

PINK FLOYD 1-1

BABYS 3-2

TOMMY JAMES 5-3

HEART 10-7

EAGLES 15-12

KSLQ/St. Louis, MO

Phil Irons

BOB SEGER

LINDA RONSTADT

JOURNEY

BILLY JOEL

Hottest:

PINK FLOYD 1-1

JOURNEY 8-5

EAGLES 12-8

RICK DERRINGER 17-12

BLONDIE 18-15

Q102/Cincinnati, OH

Pat O'Brien

HEART

BILLY JOEL

Hottest:

SPINNERS 2-1

RUPERT HOLMES 7-5

TOM PETTY 14-11

CHRIS CROSS 19-14

PAT BENATAR 27-19

WGCL/Cleveland, OH

Bob Travis

BLONDIE

GARY NUMAN

ROMANTICS

WAYNE NEWTON

Hottest:

PINK FLOYD 1-1

SPINNERS 6-2

CHUCK MANGIONE 13-7

BLONDIE A 20

BABYS D 23

WLS/Chicago, IL

Steve Casey

BLONDIE

PAT BENATAR

RUPERT HOLMES

Hottest:

QUEEN 1-1

DONNA SUMMER 9-5

BLONDIE A 10

KNACK 18-11

HEART 26-21

WOKY/Milwaukee, WI

Jim Brown

CHARLIE DORE

WILLIE NELSON

UTOPIA (dp)

OFF BROADWAY (dp)

JOURNEY (dp)

Hottest:

DONNA SUMMER 3-1

PINK FLOYD 8-4

LINDA RONSTADT 14-10

TOM PETTY 19-15

CHRIS CROSS 24-20

KRAV/Tulsa, OK

Gary Reynolds

BILLY JOEL

FLEETWOOD MAC

LINDA RONSTADT (dp)

Hottest:

QUEEN 1-1

SPINNERS 4-2

BOB SEGER 24-12

BLONDIE 25-13

MICHAEL JACKSON 23-16

KZ99/Peoria, IL

Keith Edwards

BILLY & SYREETA

FLEETWOOD MAC

DAN FOGELBERG

BILLY JOEL

Hottest:

PINK FLOYD 1-1

OFF BROADWAY 11-3

BOB SEGER 12-6

HEART 15-7

AIR SUPPLY 14-10

WGRD/Grand Rapids, MI

Ray Baker

PAT BENATAR

BOB SEGER

Hottest:

PINK FLOYD 1-1

RUPERT HOLMES 10-5

LINDA RONSTADT 16-10

CHUCK MANGIONE 22-14

NEIL DIAMOND 24-18

WHB/Kansas City, MO

Rick Brown

BILLY JOEL

Hottest:

DONNA SUMMER 2-1

WILLIE NELSON 9-2

NEIL DIAMOND 10-6

CHRIS CROSS 15-12

BOB SEGER 18-13

WHOT/Youngstown, OH

Diek Thompson

JIMMY RUFFIN

Hottest:

JOURNEY 8-5

EAGLES 12-8

RICK DERRINGER 17-12

BLONDIE 18-15

Q102/Cincinnati, OH

Pat O'Brien

HEART

BILLY JOEL

Hottest:

SPINNERS 2-1

RUPERT HOLMES 7-5

TOM PETTY 14-11

CHRIS CROSS 19-14

PAT BENATAR 27-19

WGCL/Cleveland, OH

Bob Travis

BLONDIE

GARY NUMAN

ROMANTICS

WAYNE NEWTON

Hottest:

PINK FLOYD 1-1

SPINNERS 6-2

CHUCK MANGIONE 13-7

BLONDIE A 20

BABYS D 23

WLS/Chicago, IL

Steve Casey

BLONDIE

PAT BENATAR

RUPERT HOLMES

Hottest:

QUEEN 1-1

DONNA SUMMER 9-5

BLONDIE A 10

KNACK 18-11

HEART 26-21

WOKY/Milwaukee, WI

Jim Brown

CHARLIE DORE

WILLIE NELSON

UTOPIA (dp)

OFF BROADWAY (dp)

KSTT/Davenport, IA

Mike Kenneally

MICHAEL JACKSON

BOB SEGER

BILLY & SYREETA

BABYS

Hottest:

DAN FOGELBERG 1-1

RUPERT HOLMES 11-6

KOOL & THE GANG 15-8

PINK FLOYD 19-9

RAY, GOODMAN & B 26-18

WISM/Madison, WI

Jonathon Little

BILLY JOEL

TOMMY JAMES

WARREN ZEVON

PAUL DAVIS

Hottest:

BOB SEGER

CHUCK MANGIONE 11-3

HEART 15-7

PINK FLOYD 1-1

RUPERT HOLMES 4-2

QUEEN 6-3

KOOL & THE GANG 8-4

CHRIS CROSS 16-9

WGBF/Evanville, IN

Gene Michaels

DR. HOOR

RAY, GOODMAN & B

MICHAEL JACKSON

CHARLIE DORE

PRETENDERS

NAZARETH

Hottest:

PINK FLOYD 2-1

RUPERT HOLMES 4-2

QUEEN 6-3

KOOL & THE GANG 8-4

CHRIS CROSS 16-9

WNAM/Neenah, WI

Jay Tyler

GARY NUMAN

RAY, GOODMAN & B

DR. HOOR

M. MANCHESTER

Hottest:

PINK FLOYD 7-1

BABYS 14-9

LINDA RONSTADT 20-10

TOM PETTY 17-11

CHRIS CROSS 23-16

WRKR/Racine, WI

Terry Green

FLEETWOOD MAC

BILLY JOEL

CHARLIE DORE

JIMMY RUFFIN

KOOL & THE GANG

Hottest:

PINK FLOYD 7-1

TOM PETTY 20-15

ANNE MURRAY 23-16

HEART 26-17

JOURNEY 24-17

LINDA RONSTADT 25-20

KMIN/Denver, CO

Doug Erickson

JIMMY BUFFETT

BILLY JOEL

FLEETWOOD MAC

Hottest:

RUPERT HOLMES 3-1

BABYS 13-8

KOOL & THE GANG 19-13

EAGLES 24-14

AIR SUPPLY 23-16

KJRB/Spokane, WA

Brian Gregory

BILLY JOEL

PAUL DAVIS

MICHAEL JACKSON

JIMMY RUFFIN

RAY, GOODMAN & B

UTOPIA (dp)

CHARLIE DORE (dp)

Hottest:

PINK FLOYD 1-1

RUPERT HOLMES 6-3

DONNA SUMMER 8-4

HEART 11-6

BLONDIE 18-9

WEAQ/Eau Claire, WI

Rick Roberts

ANDY GIBB

M. MANCHESTER

BARBRA STREISAND

KOOL & THE GANG

Hottest:

DAN FOGELBERG 1-1

NEIL DIAMOND 8-5

TOMMY JAMES 13-9

CHUCK MANGIONE 19-13

RAY, GOODMAN & B 26-18

WGBF/Evanville, IN

Gene Michaels

DR. HOOR

RAY, GOODMAN & B

MICHAEL JACKSON

CHARLIE DORE

PRETENDERS

PARALLEL PLAYLISTS

EAST

60 WCAO Baltimore

- 1 SPINNERS/Workin' My Way
- 2 KOOL & THE GANG/Too Hot
- 3 DAN FOGELBERG/Longer
- 4 QUEEN/Crazy Little Thing Ca
- 5 SHALAMAR/Second Time Around
- 6 BILLY & SYREETA/With You I'm Born
- 7 PINK FLOYD/Another Brick In The
- 8 RAY, GOODMAN & B/Special Lady
- 9 EAGLES/I Can't Tell You Why
- 10 CHRIS CROSS/Ride Like The Wind
- 11 STEVE FORBERT/Romano's Tune
- 12 NEIL DIAMOND/September Morn
- 13 ANDY GIBB/Desire
- 14 YELLOW MAGIC BRICKS/Computer Game
- 15 CHUCK MANGIONE/Give It All You Got
- 16 RUPERT HOLMES/Hi
- 17 TERRY DESARIO/Yes I'm Ready
- 18 TOMMY JAMES/Three Times In Love
- 19 FLEETWOOD MAC/Sara
- 20 BOB SEGER/Fire Lake
- 21 BLONDIE/Call Me
- 22 CLIFF RICHARD/Carrie
- 23 DONNA SUMMER/On The Radio
- 24 AIR SUPPLY/Lost In Love
- 25 DAVID GATES/Where Does The Lovin'
- 26 WHISPERS/And The Beat Goes On
- 27 DR. HOOK/Sexy Eyes
- 28 ADDS 28
- 29 BILLY JOEL/You May Be Right
- 30 FLEETWOOD MAC/Think About Me
- 31 JIMMY RUFFIN/Hold On To My Love
- 32 J. GEILS BAND/Come Back

WNBC Radio 66 New York

- 1 MICHAEL JACKSON/Rock With You
- 2 KENNY LOGGINS/This Is It
- 3 DIANNE WARWICK/Deja Vu
- 4 EAGLES/The Long Run
- 5 SPINNERS/Workin' My Way
- 6 DONNA SUMMER/On The Radio
- 7 STEVE FORBERT/Romano's Tune
- 8 SMOKEY ROBINSON/Cruisin'
- 9 CAPT. & TENNILLE/Do That To Me
- 10 CLIFF RICHARD/We Don't Talk Anymore
- 11 TERRY DESARIO/Yes I'm Ready
- 12 COMMODORE/Pill
- 13 STEVE WONDER/Send One Your Love
- 14 BARRY MANILOW/When I Wanted You
- 15 SHALAMAR/Second Time Around
- 16 QUEEN/Crazy Little Thing Ca
- 17 NEIL DIAMOND/September Morn
- 18 ANNE MURRAY/Daydream Believer
- 19 PINK FLOYD/Another Brick In The
- 20 LINDA RONSTADT/How Do I Make You
- 21 KNACK/Baby Talks Dirty
- 22 KOOL & THE GANG/Too Hot
- 23 ANDY GIBB/Desire
- 24 RUPERT HOLMES/Hi
- 25 MICHAEL JACKSON/Off The Wall
- 26 BLONDIE/Call Me
- 27 CHRIS CROSS/Ride Like The Wind
- 28 BABY'S/Back On My Feet Again
- 29 BILLY JOEL/You May Be Right
- 30 DIRT BAND/An American Dream
- 31 BILLY & SYREETA/With You I'm Born
- 32 PEACHES & HERB/I Pledge My Love
- 33 ADDS 29, 30, 31, 32

1050 chum Toronto

- 1 PINK FLOYD/Another Brick In The
- 2 XTC/Making Plans For Nige
- 3 KNACK/Baby Talks Dirty
- 4 BABY'S/Back On My Feet Again
- 5 TOM PETTY/Refugee
- 6 QUEEN/Crazy Little Thing Ca
- 7 RUSH/Spirit of the Radio
- 8 J. GEILS BAND/Come Back
- 9 ZZ TOP/I Think You
- 10 STEVE FORBERT/Romano's Tune
- 11 NAZARET/Holiday
- 12 TOTO/99
- 13 LINDA RONSTADT/How Do I Make You
- 14 BOB SEGER/Fire Lake
- 15 TRUPER/Jamno
- 16 GARY NUMAN/Cars
- 17 KENNY LOGGINS/Keep The Fire
- 18 MAX WEBSTER/For Advice Sales
- 19 KENNY LOGGINS/This Is It
- 20 BRUCE CUCKBURN/Tokyo
- 21 PAT BENATAR/Heartbreaker
- 22 RUCKETS/Desire
- 23 NEBUSH/It's A Wonderful
- 24 CLASH/In The Main
- 25 SUGAR HILL GANG/Rapper's Delight
- 26 BRUCE WALKER/You're Killed
- 27 KENNY ROGERS/Coward of the County
- 28 PRETENDERS/Brass In Pocket
- 29 JOURNEY/Any Way You Want It
- 30 EAGLES/I Can't Tell You Why
- 31 ADDS BILLY JOEL/You May Be Right
- 32 BLONDIE/Call Me
- 33 CHRIS CROSS/Ride Like The Wind
- 34 3 D/Telephone Number

FM 99 WXL0 New York

- 1 SPINNERS/Workin' My Way
- 2 QUEEN/Crazy Little Thing Ca
- 3 DAN FOGELBERG/Longer
- 4 KOOL & THE GANG/Too Hot
- 5 ANDY GIBB/Desire
- 6 WHISPERS/And The Beat Goes On
- 7 DONNA SUMMER/On The Radio
- 8 MICHAEL JACKSON/Off The Wall
- 9 RAY, GOODMAN & B/Special Lady
- 10 SHALAMAR/Second Time Around
- 11 BILLY & SYREETA/With You I'm Born
- 12 TOTO/99
- 13 CLIFF RICHARD/Carrie
- 14 BLONDIE/Call Me
- 15 MICHAEL JACKSON/Rock With You
- 16 TERRY DESARIO/Yes I'm Ready
- 17 KENNY LOGGINS/This Is It
- 18 BARRY MANILOW/When I Wanted You
- 19 TOTO/Stranger
- 20 ANNE MURRAY/Daydream Believer
- 21 NEIL DIAMOND/September Morn
- 22 RUPERT HOLMES/Hi
- 23 CHUCK MANGIONE/Give It All You Got
- 24 DIRT BAND/An American Dream
- 25 FLSTIVAL/Don't Cry For Me
- 26 PEACHES & HERB/I Pledge My Love
- 27 CHRIS CROSS/Ride Like The Wind
- 28 EAGLES/I Can't Tell You Why
- 29 CHARLIE DORE/Pilot Of The Airwaves
- 30 AIR SUPPLY/Lost In Love
- 31 ADDS BILLY JOEL/You May Be Right
- 32 JIMMY RUFFIN/Hold On To My Love
- 33 CAPT. & TENNILLE/Do That To Me
- 34 DR. HOOK/Sexy Eyes
- 35 BOB SEGER/Fire Lake
- 36 ON GARY NUMAN/Cars

WIPIL Philadelphia

- 1 SPINNERS/Workin' My Way
- 2 QUEEN/Crazy Little Thing Ca
- 3 TERRY DESARIO/Yes I'm Ready
- 4 DONNA SUMMER/On The Radio
- 5 DAN FOGELBERG/Longer
- 6 ANDY GIBB/Desire
- 7 RUPERT HOLMES/Hi
- 8 BARRY MANILOW/When I Wanted You
- 9 NEIL DIAMOND/September Morn
- 10 RAY, GOODMAN & B/Special Lady
- 11 CHUCK MANGIONE/Give It All You Got
- 12 DIRT BAND/An American Dream
- 13 EAGLES/I Can't Tell You Why
- 14 KOOL & THE GANG/Too Hot
- 15 TOTO/99
- 16 MICHAEL JACKSON/Rock With You
- 17 KENNY LOGGINS/This Is It
- 18 WAYNE NEWTON/Years
- 19 TOMMY JAMES/Three Times In Love
- 20 CAPT. & TENNILLE/Do That To Me
- 21 SMOKEY ROBINSON/Cruisin'
- 22 BILLY & SYREETA/With You I'm Born
- 23 CHRIS CROSS/Ride Like The Wind
- 24 BARBARA STREISAND/Kiss Me In The Rain
- 25 BLONDIE/Call Me
- 26 DR. HOOK/Sexy Eyes
- 27 ADDS 25
- 28 BILLY JOEL/You May Be Right
- 29 CRYSTAL GAYLE/Like We Never Said
- 30 AIR SUPPLY/Lost In Love
- 31 DAVID GATES/Where Does The Lovin'
- 32 BOB SEGER/Fire Lake
- 33 PEACHES & HERB/I Pledge My Love
- 34 JOHN DENVER/Autograph
- 35 CHARLIE DORE/Pilot Of The Airwaves
- 36 KENNY NOLAN/Us And Love
- 37 ON AIR SUPPLY/Lost In Love
- 38 DAVID GATES/Where Does The Lovin'
- 39 BOB SEGER/Fire Lake
- 40 PEACHES & HERB/I Pledge My Love
- 41 JOHN DENVER/Autograph
- 42 CHARLIE DORE/Pilot Of The Airwaves
- 43 KENNY NOLAN/Us And Love

WABC MUSICRADIO 77 New York

- 1 SPINNERS/Workin' My Way
- 2 DONNA SUMMER/On The Radio
- 3 QUEEN/Crazy Little Thing Ca
- 4 CAPT. & TENNILLE/Do That To Me
- 5 DAN FOGELBERG/Longer
- 6 TERRY DESARIO/Yes I'm Ready
- 7 PINK FLOYD/Another Brick In The
- 8 KOOL & THE GANG/Too Hot
- 9 MICHAEL JACKSON/Rock With You
- 10 WHISPERS/And The Beat Goes On
- 11 RAY, GOODMAN & B/Special Lady
- 12 SHALAMAR/Second Time Around
- 13 ANNE MURRAY/Daydream Believer
- 14 ANDY GIBB/Desire
- 15 KENNY LOGGINS/This Is It
- 16 SMOKEY ROBINSON/Cruisin'
- 17 MICHAEL JACKSON/Off The Wall
- 18 PEACHES & HERB/I Pledge My Love
- 19 DIRT BAND/An American Dream
- 20 FESTIVAL/Don't Cry For Me
- 21 A 22 RUPERT HOLMES/Hi
- 23 BLONDIE/Call Me
- 24 KNACK/Baby Talks Dirty
- 25 LINDA RONSTADT/How Do I Make You
- 26 ADDS 22

CKML Montreal

- 1 QUEEN/Crazy Little Thing Ca
- 2 STYX/Any Way
- 3 PINK FLOYD/Another Brick In The
- 4 XTC/Making Plans For Nige
- 5 KNACK/Baby Talks Dirty
- 6 BABY'S/Back On My Feet Again
- 7 TOM PETTY/Refugee
- 8 QUEEN/Crazy Little Thing Ca
- 9 RUSH/Spirit of the Radio
- 10 J. GEILS BAND/Come Back
- 11 ZZ TOP/I Think You
- 12 STEVE FORBERT/Romano's Tune
- 13 NAZARET/Holiday
- 14 TOTO/99
- 15 LINDA RONSTADT/How Do I Make You
- 16 BOB SEGER/Fire Lake
- 17 TRUPER/Jamno
- 18 GARY NUMAN/Cars
- 19 KENNY LOGGINS/Keep The Fire
- 20 MAX WEBSTER/For Advice Sales
- 21 KENNY LOGGINS/This Is It
- 22 BRUCE CUCKBURN/Tokyo
- 23 PAT BENATAR/Heartbreaker
- 24 RUCKETS/Desire
- 25 NEBUSH/It's A Wonderful
- 26 CLASH/In The Main
- 27 SUGAR HILL GANG/Rapper's Delight
- 28 BRUCE WALKER/You're Killed
- 29 KENNY ROGERS/Coward of the County
- 30 PRETENDERS/Brass In Pocket
- 31 JOURNEY/Any Way You Want It
- 32 EAGLES/I Can't Tell You Why
- 33 ADDS BILLY JOEL/You May Be Right
- 34 BLONDIE/Call Me
- 35 CHRIS CROSS/Ride Like The Wind
- 36 3 D/Telephone Number

WRKO Boston

- 1 SPINNERS/Workin' My Way
- 2 J. GEILS BAND/Come Back
- 3 RAY, GOODMAN & B/Special Lady
- 4 ISAAC HAYES/Don't Let Go
- 5 DAN FOGELBERG/Longer
- 6 KOOL & THE GANG/Too Hot
- 7 ANDY GIBB/Desire
- 8 QUEEN/Crazy Little Thing Ca
- 9 DIRT BAND/An American Dream
- 10 MICHAEL JACKSON/Off The Wall
- 11 TERRY DESARIO/Yes I'm Ready
- 12 SHALAMAR/Second Time Around
- 13 BOB SEGER/Fire Lake
- 14 LINDA RONSTADT/How Do I Make You
- 15 RUPERT HOLMES/Hi
- 16 BLONDIE/Call Me
- 17 PINK FLOYD/Another Brick In The
- 18 CHUCK MANGIONE/Give It All You Got
- 19 ANNE MURRAY/Daydream Believer
- 20 CHRIS CROSS/Ride Like The Wind
- 21 AIR SUPPLY/Lost In Love
- 22 TAYARAS/Be Times
- 23 TUMMY JAMES/Three Times In Love
- 24 DR. HOOK/Sexy Eyes
- 25 PEACHES & HERB/I Pledge My Love
- 26 FLEETWOOD MAC/Think About Me
- 27 BARBARA STREISAND/Kiss Me In The Rain
- 28 WAYNE NEWTON/Years
- 29 DAVID GATES/Where Does The Lovin'
- 30 ADDS BILLY JOEL/You May Be Right
- 31 FOOLES/Don't Get It
- 32 GEORGE BURNS/Wish I Was 10 Again
- 33 ON JIMMY RUFFIN/Hold On To My Love

WIPB Buffalo

- 1 DAN FOGELBERG/Longer
- 2 DONNA SUMMER/On The Radio
- 3 PEACHES & HERB/I Pledge My Love
- 4 QUEEN/Crazy Little Thing Ca
- 5 SPINNERS/Workin' My Way
- 6 BILLY & SYREETA/With You I'm Born
- 7 MICHAEL JACKSON/Rock With You
- 8 PAT BENATAR/Heartbreaker
- 9 TOM PETTY/Don't Do Me Like That
- 10 PINK FLOYD/Another Brick In The
- 11 TOM PETTY/Refugee
- 12 NEIL DIAMOND/September Morn
- 13 BLONDIE/Call Me
- 14 HOLLY HATCHET/Filipin' With ...
- 15 SHALAMAR/Second Time Around
- 16 ANNE MURRAY/Daydream Believer
- 17 TERRY DESARIO/Yes I'm Ready
- 18 J. GEILS BAND/Come Back
- 19 KENNY LOGGINS/This Is It
- 20 EAGLES/I Can't Tell You Why
- 21 ANDY GIBB/Desire
- 22 TOMMY JAMES/Three Times In Love
- 23 LINDA RONSTADT/How Do I Make You
- 24 CHRIS CROSS/Ride Like The Wind
- 25 ZZ TOP/I Think You
- 26 BOB SEGER/Fire Lake
- 27 BARRY MANILOW/When I Wanted You
- 28 UTOPIA/Set Me Free
- 29 CHARLIE DORE/Pilot Of The Airwaves
- 30 AIR SUPPLY/Lost In Love
- 31 ADDS WAYNE NEWTON/Years
- 32 JIMMY RUFFIN/Hold On To My Love
- 33 ROMANTICS/What I Like About You
- 34 FLEETWOOD MAC/Think About Me
- 35 TOTO/99
- 36 RUPERT HOLMES/Hi
- 37 FOREIGNER/Woman
- 38 ON RUSH/Spirit of the Radio
- 39 HEAT/Even It Up
- 40 JEFF. STARSHIP/Girl With The Hungry
- 41 BILLY & SYREETA/With You I'm Born
- 42 CHARLIE DORE/Pilot Of The Airwaves

wifi 92 Philadelphia

- 1 PINK FLOYD/Another Brick In The
- 2 BLONDIE/Call Me
- 3 BABY'S/Back On My Feet Again
- 4 QUEEN/Crazy Little Thing Ca
- 5 TERRY DESARIO/Yes I'm Ready
- 6 LINDA RONSTADT/How Do I Make You
- 7 BOONTOON RATS/I Don't Like Mondays
- 8 KNACK/Baby Talks Dirty
- 9 STEVE FORBERT/Romano's Tune
- 10 GARY NUMAN/Cars
- 11 DIRT BAND/An American Dream
- 12 DONNA SUMMER/On The Radio
- 13 TOTO/99
- 14 HOLLY HATCHET/Filipin' With ...
- 15 J. GEILS BAND/Come Back
- 16 EAGLES/I Can't Tell You Why
- 17 BO SPECIAL/Rockin' Into The Night
- 18 DAN FOGELBERG/Longer
- 19 TOMMY JAMES/Three Times In Love
- 20 ANDY GIBB/Desire
- 21 PAT BENATAR/Heartbreaker
- 22 RUPERT HOLMES/Hi
- 23 CHRIS CROSS/Ride Like The Wind
- 24 TOM PETTY/Refugee
- 25 JEFF. STARSHIP/Girl With The Hungry
- 26 FOREIGNER/Woman
- 27 RUSH/Spirit of the Radio
- 28 BOB SEGER/Fire Lake
- 29 HEAT/Even It Up
- 30 PRETENDERS/Brass In Pocket
- 31 ADDS JOURNEY/Any Way You Want It
- 32 DAN FOGELBERG/Heart Hotels
- 33 3-D/Telephone Number
- 34 ON ROCKETTS/Desire
- 35 WAYNE NEWTON/Years
- 36 KENNY LOGGINS/Keep The Fire
- 37 CHARLIE DORE/Pilot Of The Airwaves

WPGC Washington D.C.

- 1 PINK FLOYD/Another Brick In The
- 2 SPINNERS/Workin' My Way
- 3 EAGLES/I Can't Tell You Why
- 4 STYX/First Time
- 5 STEVE FORBERT/Romano's Tune
- 6 SHALAMAR/Second Time Around
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 TOTO/99
- 9 RAY, GOODMAN & B/Special Lady
- 10 DAN FOGELBERG/Longer
- 11 QUEEN/Crazy Little Thing Ca
- 12 NEIL DIAMOND/September Morn
- 13 KOOL & THE GANG/Too Hot
- 14 WHISPERS/And The Beat Goes On
- 15 RUPERT HOLMES/Hi
- 16 LINDA RONSTADT/How Do I Make You
- 17 DIRT BAND/An American Dream
- 18 BLONDIE/Call Me
- 19 BOB SEGER/Fire Lake
- 20 BILLY & SYREETA/With You I'm Born
- 21 ANDY & OLIVIA/Rest Your Love On Me
- 22 ANDY GIBB/Desire
- 23 TOM PETTY/Refugee
- 24 FOREIGNER/Woman
- 25 TOMMY JAMES/Three Times In Love
- 26 TERRY DESARIO/Yes I'm Ready
- 27 CHUCK MANGIONE/Give It All You Got
- 28 CHRIS CROSS/Ride Like The Wind
- 29 BABY'S/Back On My Feet Again
- 30 DR. HOOK/Sexy Eyes
- 31 ADDS BILLY JOEL/You May Be Right
- 32 BAR-RATS/Today Is The Day
- 33 ON AIR SUPPLY/Lost In Love
- 34 JIMMY RUFFIN/Hold On To My Love
- 35 CHARLIE DORE/Pilot Of The Airwaves

F-105 Boston

- 1 SPINNERS/Workin' My Way
- 2 PINK FLOYD/Another Brick In The
- 3 DIRT BAND/An American Dream
- 4 ANDY GIBB/Desire
- 5 J. GEILS BAND/Come Back
- 6 KOOL & THE GANG/Too Hot
- 7 DAN FOGELBERG/Longer
- 8 QUEEN/Crazy Little Thing Ca
- 9 TERRY DESARIO/Yes I'm Ready
- 10 DONNA SUMMER/On The Radio
- 11 BETTE MIDLER/When A Man Loves ...
- 12 RUPERT HOLMES/Hi
- 13 BOB SEGER/Fire Lake
- 14 LINDA RONSTADT/How Do I Make You
- 15 CHUCK MANGIONE/Give It All You Got
- 16 TAYARAS/Be Times
- 17 MICHAEL JACKSON/Off The Wall
- 18 ISAAC HAYES/Don't Let Go
- 19 SHALAMAR/Second Time Around
- 20 NEIL DIAMOND/September Morn
- 21 RAY, GOODMAN & B/Special Lady
- 22 CHRIS CROSS/Ride Like The Wind
- 23 TOTO/99
- 24 BLONDIE/Call Me
- 25 DR. HOOK/Sexy Eyes
- 26 BABY'S/Back On My Feet Again
- 27 BARRY MANILOW/When I Wanted You
- 28 TOM PETTY/Refugee
- 29 NICOLETTE LARSON/Let Me Go Love
- 30 EAGLES/I Can't Tell You Why
- 31 MICHAEL JACKSON/Rock With You
- 32 ANNE MURRAY/Daydream Believer
- 33 SMOKEY ROBINSON/Cruisin'
- 34 STEVE FORBERT/Romano's Tune
- 35 AIR SUPPLY/Lost In Love
- 36 JOURNEY/Any Way You Want It
- 37 CHARLIE DORE/Pilot Of The Airwaves
- 38 JIMMY RUFFIN/Hold On To My Love
- 39 KENNY LOGGINS/Keep The Fire
- 40 ON PAT BENATAR/Heartbreaker

WPZ FM 94 Pittsburgh

- 1 PINK FLOYD/Another Brick In The
- 2 QUEEN/Crazy Little Thing Ca
- 3 DAN FOGELBERG/Longer
- 4 RUPERT HOLMES/Hi
- 5 DONNA SUMMER/On The Radio
- 6 DIRT BAND/An American Dream
- 7 SPINNERS/Workin' My Way
- 8 TERRY DESARIO/Yes I'm Ready
- 9 TOTO/99
- 10 TOMMY JAMES/Three Times In Love
- 11 LINDA RONSTADT/How Do I Make You
- 12 CHUCK MANGIONE/Give It All You Got
- 13 MICHAEL JACKSON/Rock With You
- 14 PAT BENATAR/Heartbreaker
- 15 KOOL & THE GANG/Too Hot
- 16 BABY'S/Back On My Feet Again
- 17 RAY, GOODMAN & B/Special Lady
- 18 CHRIS CROSS/Ride Like The Wind
- 19 STEVE FORBERT/Romano's Tune
- 20 FLEETWOOD MAC/Sara
- 21 J. GEILS BAND/Come Back
- 22 NEIL DIAMOND/September Morn
- 23 EAGLES/I Can't Tell You Why
- 24 BOB SEGER/Fire Lake
- 25 AIR SUPPLY/Lost In Love
- 26 KNACK/Baby Talks Dirty
- 27 TOM PETTY/Refugee
- 28 BLONDIE/Call Me
- 29 JOURNEY/Any Way You Want It
- 30 UTOPIA/Set Me Free
- 31 ADDS BILLY JOEL/You May Be Right
- 32 RICHARD/Carrie
- 33 FLEETWOOD MAC/Think About Me
- 34 JIMMY RUFFIN/Hold On To My Love
- 35 SPECIAL/Rockin' Into The Night
- 36 ON RUSH/Spirit of the Radio
- 37 HEAT/Even It Up
- 38 JEFF. STARSHIP/Girl With The Hungry
- 39 BILLY & SYREETA/With You I'm Born
- 40 CHARLIE DORE/Pilot Of The Airwaves

96 KX Pittsburgh

- 1 DAN FOGELBERG/Longer
- 2 TOM PETTY/Don't Do Me Like That
- 3 KENNY LOGGINS/This Is It
- 4 QUEEN/Crazy Little Thing Ca
- 5 NICOLETTE LARSON/Let Me Go Love
- 6 DIRT BAND/An American Dream
- 7 MICHAEL JACKSON/Rock With You
- 8 BOB SEGER/Fire Lake
- 9 STYX/Why Me
- 10 BABY'S/Back On My Feet Again
- 11 J. GEILS BAND/Come Back
- 12 LINDA RONSTADT/How Do I Make You
- 13 NEIL DIAMOND/September Morn
- 14 RUPERT HOLMES/Hi
- 15 STEVE FORBERT/Romano's Tune
- 16 DONNA SUMMER/On The Radio
- 17 EAGLES/I Can't Tell You Why
- 18 PINK FLOYD/Another Brick In The
- 19 LRB/Cool Change
- 20 SPINNERS/Workin' My Way
- 21 AMERICA/All Around
- 22 STYX/Why Me
- 23 TERRY DESARIO/Yes I'm Ready
- 24 JOURNEY/Any Way You Want It
- 25 TOTO/99
- 26 CHUCK MANGIONE/Give It All You Got
- 27 LINDA RONSTADT/Hurt So Bad
- 28 BARBARA STREISAND/Kiss Me In The Rain
- 29 RUPERT PALMER/Can We Still Be
- 30 KOOL & THE GANG/Too Hot
- 31 ADDS DR. HOOK/Sexy Eyes
- 32 ON LINDA RONSTADT/I Can't Let Go
- 33 PEACHES & HERB/I Pledge My Love
- 34 AIR SUPPLY/Lost In Love
- 35 SPECIAL/Rockin' Into The Night
- 36 CHRIS CROSS/Ride Like The Wind
- 37 BLACKJACK/Without Your Love
- 38 UTOPIA/Set Me Free
- 39 STEVE FORBERT/Romano's Tune
- 40 RAINBOW/All Night Long

MIDWEST

WOKY Milwaukee

- 1 DONNA SUMMER/On The Radio
- 2 SPINNERS/Workin' My Way
- 3 DIRT BAND/An American Dream
- 4 PINK FLOYD/Another Brick In The
- 5 DAN FOGELBERG/Longer
- 6 NEIL DIAMOND/September Morn
- 7 QUEEN/Crazy Little Thing Ca
- 8 KOOL & THE GANG/Too Hot
- 9 RUPERT HOLMES/Hi
- 10 LINDA RONSTADT/How Do I Make You
- 11 STEVE FORBERT/Romano's Tune
- 12 ANDY GIBB/Desire
- 13 BARRY MANILOW/When I Wanted You
- 14 SMOKEY ROBINSON/Cruisin'
- 15 TOM PETTY/Refugee
- 16 PAT BENATAR/Heartbreaker
- 17 MICHAEL JACKSON/Rock With You
- 18 SHALAMAR/Second Time Around
- 19 KOOL & THE GANG/Too Hot
- 20 CHRIS CROSS/Ride Like The Wind
- 21 HEAT/Even It Up
- 22 TOTO/99
- 23 AIR SUPPLY/Lost In Love
- 24 BO SPECIAL/Rockin' Into The Night
- 25 SHELLEY LONGE/Thank You Conada
- 26 BABY'S/Back On My Feet Again
- 27 CHUCK MANGIONE/Give It All You Got
- 28 KENNY NOLAN/Us And Love
- 29 JIMMY RUFFIN/Hold On To My Love
- 30 YELLOW MAGIC BRICKS/Computer Game
- 31 EAGLES/I Can't Tell You Why
- 32 CLIFF RICHARD/Carrie
- 33 BLONDIE/Call Me
- 34 ADDS CHARLIE DORE/Pilot Of The Airwaves
- 35 WILLIE NELSON/My Heroes
- 36 UTOPIA/Set Me Free
- 37 JOURNEY/Any Way You Want It
- 38 J. GEILS BAND/Come Back
- 39 BOB SEGER/Fire Lake
- 40 FOREIGNER/Woman
- 41 ROMANTICS/What I Like About You
- 42 SURVIVOR/Somebody In America

WOKY Milwaukee

- 1 DONNA SUMMER/On The Radio
- 2 QUEEN/Crazy Little Thing Ca
- 3 DAN FOGELBERG/Longer
- 4 CHUCK MANGIONE/Give It All You Got
- 5 PINK FLOYD/Another Brick In The
- 6 KOOL & THE GANG/Too Hot
- 7 STYX/Why Me
- 8 TOM PETTY/Refugee
- 9 ANDY GIBB/Desire
- 10 CHRIS CROSS/Ride Like The Wind
- 11 HEAT/Even It Up
- 12 TOTO/99
- 13 AIR SUPPLY/Lost In Love
- 14 BO SPECIAL/Rockin' Into The Night
- 15 SHELLEY LONGE/Thank You Conada
- 16 BABY'S/Back On My Feet Again
- 17 CHUCK MANGIONE/Give It All You Got
- 18 KENNY NOLAN/Us And Love
- 19 JIMMY RUFFIN/Hold On To My Love
- 20 YELLOW MAGIC BRICKS/Computer Game
- 21 EAGLES/I Can't Tell You Why
- 22 CLIFF RICHARD/Carrie
- 23 BLONDIE/Call Me
- 24 ADDS CHARLIE DORE/Pilot Of The Airwaves
- 25 WILLIE NELSON/My Heroes
- 26 UTOPIA/Set Me Free
- 27 JOURNEY/Any Way You Want It
- 28 J. GEILS BAND/Come Back
- 29 BOB SEGER/Fire Lake
- 30 FOREIGNER/Woman
- 31 ROMANTICS/What I Like About You
- 32 SURVIVOR/Somebody In America

WLS Chicago

- 1 QUEEN/Crazy Little Thing Ca
- 2 PINK FLOYD/Another Brick In The
- 3 DAN FOGELBERG/Longer
- 4 MICHAEL JACKSON/Rock With You
- 5 DONNA SUMMER/On The Radio
- 6 KENNY LOGGINS/This Is It
- 7 TERRY DESARIO/Yes I'm Ready
- 8 BILLY & SYREETA/With You I'm Born
- 9 CAPT. & TENNILLE/Do That To Me
- 10 BLONDIE/Call Me
- 11 KNACK/Baby Talks Dirty
- 12 STEVE FORBERT/Romano's Tune
- 13 KENNY ROGERS/Coward of the County
- 14 NEIL DIAMOND/September Morn
- 15 TOM PETTY/Don't Do Me Like That
- 16 FLEETWOOD MAC/Sara
- 17 HEAT/Even It Up
- 18 SMOKEY ROBINSON/Cruisin'
- 19 CLIFF RICHARD/Carrie
- 20 SPINNERS/Workin' My Way
- 21 PAT BENATAR/Heartbreaker
- 22 RUPERT HOLMES/Hi
- 23 MICHAEL JACKSON/Off The Wall
- 24 BOB SEGER/Fire Lake
- 25 JEFF. STARSHIP/Girl With The Hungry
- 26 DIANNE WARWICK/Deja Vu
- 27 EAGLES/I Can't Tell You Why
- 28 STYX/Why Me
- 29 CHEAP TRICK/Volca
- 30 EAGLES/The Long Run
- 31 ADDS 10, 29, 31

KWK STEREO WK St. Louis

- 1 RUSH/Spirit of the Radio
- 2 JOURNEY/Any Way You Want It
- 3 PINK FLOYD/Another Brick In The
- 4 RICK DERRINGER/Goodbye
- 5 DAN FOGELBERG/Longer
- 6 BOB SEGER/Fire Lake
- 7 BABY'S/Back On My Feet Again
- 8 SANTANA/All I Wanted
- 9 BLEND/The Price
- 10 OFF BROADWAY/Stay In Time
- 11 LINDA RONSTADT/How Do I Make You
- 12 EAGLES/I Can't Tell You Why
- 13 SHOOTING STAR/Tonight
- 14 TREVOR RABIN/No
- 15 FANGORIA/Blame It On The Night
- 16 TRUMP/Let It Be On The Line
- 17 STYX/Love In The Heart
- 18 BABY'S/Back On My Feet Again
- 19 RUSH/Free Will
- 20 STEVE WALSH/Every Step Of The Way
- 21 BILLY JOEL/You May Be Right
- 22 ADDS 20, 21

- 1 BILLY JOEL/You May Be Right
- 2 FLEETWOOD MAC/Think About Me
- 3 JIMMY RUFFIN/Hold On To My Love
- 4 SPECIAL/Rockin' Into The Night
- 5 ON RUSH/Spirit of the Radio
- 6 HEAT/Even It Up
- 7 JEFF. STARSHIP/Girl With The Hungry
- 8 BILLY & SYREETA/With You I'm Born
- 9 CHARLIE DORE/Pilot Of The Airwaves

KDWB Minneapolis



- Cincinnati**
- 1 SPINNERS/Workin' My Way...
 - 2 QUEEN/Crazy Little Thing Ca
 - 3 ANDY GIBB/Desire
 - 4 PINK FLOYD/Another Brick In The
 - 5 RUPERT HOLMES/Him
 - 6 DAN FOGELBERG/Longer
 - 7 DONNA SUMMER/On The Radio
 - 8 STEVE FORBERT/Romano's Tune
 - 9 LINDA RONSTADT/How Do I Make You
 - 10 STYX/Even It Up
 - 11 TOM PETTY/Refugee
 - 12 LED ZEPPELIN/Fool In The Rain
 - 13 BABY'S/Back On My Feet Again
 - 14 CHRIS CROSS/Ride Like The Wind
 - 15 TOTO/99
 - 16 BOB SEGER/Fire Lake
 - 17 KOOL & THE GANG/Too Hot
 - 18 DIRT BAND/An American Dream
 - 19 PAT BENATAR/Heartbreaker
 - 20 FLEETWOOD MAC/Sara
 - 21 EAGLES/I Can't Tell You Why
 - 22 MULLY MATCHE/Fittin' With ...
 - 23 AIR SUPPLY/Lost In Love
 - 24 J. GEILS BAND/Come Back
 - 25 EAGLES/The Long Run
 - 26 BLONDIE/Call Me
 - 27 MICHAEL JACKSON/Rock With You
 - 28 JEFF. STARSHIP/Jane
 - 29 HEART/Even It Up
 - 30 BILLY JOEL/You May Be Right
- ADDS 29, 30
- ON DAN FOGELBERG/Wishing On The Moon

SOUTH

- Tampa**
- 1 PINK FLOYD/Another Brick In The
 - 2 DAN FOGELBERG/Longer
 - 3 PAT BENATAR/Heartbreaker
 - 4 MICHAEL JACKSON/Off The Wall
 - 5 TOTO/99
 - 6 CAPT. & TENNILLE/Do That To Me...
 - 7 SPINNERS/Workin' My Way...
 - 8 QUEEN/Crazy Little Thing Ca
 - 9 DR. HOOK/Sexy Eyes
 - 10 ANDY GIBB/Desire
 - 11 RUPERT HOLMES/Him
 - 12 EAGLES/I Can't Tell You Why
 - 13 SHALAMAR/Second Time Around
 - 14 KOOL & THE GANG/Too Hot
 - 15 TOM PETTY/Refugee
 - 16 BABY'S/Back On My Feet Again
 - 17 LINDA RONSTADT/How Do I Make You
 - 18 STEVE FORBERT/Romano's Tune
 - 19 UTOPIA/Set Me Free
 - 20 TOMMY JAMES/Three Times In Love
 - 21 CHRIS CROSS/Ride Like The Wind
 - 22 AIR SUPPLY/Lost In Love
 - 23 RAY GOODMAN & B/Special Lady
 - 24 KNACK/Baby Talks Dirty
 - 25 CHUCK MANGIONE/Give It All You Got
 - 26 BOB SEGER/Fire Lake
 - 27 JIMMY BUFFETT/Survive
 - 28 PAUL DAVIS/Do Right
 - 29 FLEETWOOD MAC/Think About Me
 - 30 CLIFF RICHARD/Carré
- ON LINDA RONSTADT/How Do I Make You



- Atlanta**
- 1 TOM PETTY/Refugee
 - 2 CHUCK MANGIONE/Give It All You Got
 - 3 RAY GOODMAN & B/Special Lady
 - 4 BOB SEGER/Fire Lake
 - 5 PINK FLOYD/Another Brick In The
 - 6 SPINNERS/Workin' My Way...
 - 7 DAN FOGELBERG/Longer
 - 8 RUPERT HOLMES/Him
 - 9 BLONDIE/Call Me
 - 10 KOOL & THE GANG/Too Hot
 - 11 BILLY & SYREETA/With You I'm Born...
 - 12 LINDA RONSTADT/How Do I Make You
 - 13 DR. HOOK/Sexy Eyes
 - 14 ANDY GIBB/Desire
 - 15 PAT BENATAR/Heartbreaker
 - 16 AIR SUPPLY/Lost In Love
 - 17 CHARLIE DORE/Pilot Of The Airwaves
 - 18 WHI SPERS/And The Beat Goes On
 - 19 STEVE FORBERT/Romano's Tune
 - 20 BABY'S/Back On My Feet Again
 - 21 SHALAMAR/Second Time Around
 - 22 MICHAEL JACKSON/Off The Wall
 - 23 EAGLES/I Can't Tell You Why
 - 24 PAUL DAVIS/Do Right
 - 25 FLEETWOOD MAC/Think About Me
 - 26 BILLY JOEL/You May Be Right
 - 27 KENNY LOGGINS/This Is It
 - 28 M. MANCHESTER/Fire In The Morning
 - 29 J. GEILS BAND/Come Back
 - 30 J. GEILS BAND/Come Back
- ADDS 28



- San Diego**
- 1 PINK FLOYD/Another Brick In The
 - 2 QUEEN/Crazy Little Thing Ca
 - 3 TOM PETTY/Refugee
 - 4 BLONDIE/Call Me
 - 5 KOOL & THE GANG/Too Hot
 - 6 PAT BENATAR/Heartbreaker
 - 7 RUPERT HOLMES/Him
 - 8 SPINNERS/Workin' My Way...
 - 9 TERI DESARIO/Yes I'm Ready
 - 10 STEVE FORBERT/Romano's Tune
 - 11 DAN FOGELBERG/Longer
 - 12 LINDA RONSTADT/How Do I Make You
 - 13 DONNA SUMMER/On The Radio
 - 14 TOTO/99
 - 15 EAGLES/I Can't Tell You Why
 - 16 EAGLES/The Long Run
 - 17 MICHAEL JACKSON/Rock With You
 - 18 FLEETWOOD MAC/Sara
 - 19 CHRIS CROSS/Ride Like The Wind
 - 20 DIRT BAND/An American Dream
 - 21 ANDY GIBB/Desire
 - 22 PRINCE/I Wanna Be Your Lover
 - 23 BOB SEGER/Fire Lake
 - 24 ELO/Lost Train To London
 - 25 SMOKEY ROBINSON/Cruisin'
 - 26 KENNY LOGGINS/This Is It
 - 27 LED ZEPPELIN/Fool In The Rain
 - 28 STYX/Babe
 - 29 PRETENDERS/Bress In Pocket
 - 30 UTOPIA/Set Me Free
- ADDS
- ON JIMMY RUFFIN/Hold On To My Love



- Phoenix**
- 1 PINK FLOYD/Another Brick In The
 - 2 KOOL & THE GANG/Too Hot
 - 3 EAGLES/I Can't Tell You Why
 - 4 BOB SEGER/Fire Lake
 - 5 DAN FOGELBERG/Longer
 - 6 DONNA SUMMER/On The Radio
 - 7 BARRY MANLOW/When I Wanted You
 - 8 TOTO/99
 - 9 CHUCK MANGIONE/Give It All You Got
 - 10 TOM PETTY/Refugee
 - 11 SPINNERS/Workin' My Way...
 - 12 RUPERT HOLMES/Him
 - 13 BABY'S/Back On My Feet Again
 - 14 ZZ TOP/I Thank You
 - 15 CHRIS CROSS/Ride Like The Wind
 - 16 NEIL DIAMOND/September Morn
 - 17 LINDA RONSTADT/How Do I Make You
 - 18 STYX/We Are
 - 19 KENNY LOGGINS/This Is It
 - 20 SHALAMAR/Second Time Around
 - 21 NICOLETTE LARSON/Let Me Go, Love
 - 22 BILLY & SYREETA/With You I'm Born...
 - 23 DR. HOOK/Sexy Eyes
 - 24 ANDY GIBB/Desire
 - 25 UTOPIA/Set Me Free
 - 26 HEART/Even It Up
 - 27 RAY GOODMAN & B/Special Lady
 - 28 BLONDIE/Call Me
 - 29 TOMMY JAMES/Three Times In Love
 - 30 AIR SUPPLY/Lost In Love
- ADDS
- ON BILLY JOEL/You May Be Right



- Detroit**
- 1 PINK FLOYD/Another Brick In The
 - 2 QUEEN/Crazy Little Thing Ca
 - 3 DONNA SUMMER/On The Radio
 - 4 BILLY & SYREETA/With You I'm Born...
 - 5 DAN FOGELBERG/Longer
 - 6 SPINNERS/Workin' My Way...
 - 7 RUPERT HOLMES/Him
 - 8 SHALAMAR/Second Time Around
 - 9 BOB SEGER/Fire Lake
 - 10 LINDA RONSTADT/How Do I Make You
 - 11 KOOL & THE GANG/Too Hot
 - 12 RUPERT HOLMES/Him
 - 13 MICHAEL JACKSON/Off The Wall
 - 14 CAPT. & TENNILLE/Do That To Me...
 - 15 RAY GOODMAN & B/Special Lady
 - 16 CHUCK MANGIONE/Give It All You Got
 - 17 MICHAEL JACKSON/Rock With You
 - 18 DIRT BAND/An American Dream
 - 19 KENNY LOGGINS/This Is It
 - 20 PRETENDERS/Bress In Pocket
 - 21 TERI DESARIO/Yes I'm Ready
 - 22 TOTO/99
 - 23 EAGLES/I Can't Tell You Why
 - 24 TOMMY JAMES/Three Times In Love
 - 25 ANDY GIBB/Desire
 - 26 DAVID GATES/Where Does The Lovin'
 - 27 CHRIS CROSS/Ride Like The Wind
 - 28 AIR SUPPLY/Lost In Love
 - 29 NICOLETTE LARSON/Let Me Go, Love
 - 30 DR. HOOK/Sexy Eyes
- ADDS 13
- ON HORMAN/Let Me Be



- Atlanta**
- THE MUSIC FM**
- 1 BLONDIE/Call Me
 - 2 CHRIS CROSS/Ride Like The Wind
 - 3 PINK FLOYD/Another Brick In The
 - 4 CHUCK MANGIONE/Give It All You Got
 - 5 PRETENDERS/Bress In Pocket
 - 6 LINDA RONSTADT/How Do I Make You
 - 7 TOTO/99
 - 8 KENNY LOGGINS/This Is It
 - 9 M. MANCHESTER/Fire In The Morning
 - 10 AIR SUPPLY/Lost In Love
 - 11 BILLY & SYREETA/With You I'm Born...
 - 12 BOB SEGER/Fire Lake
 - 13 TURLEY RICHARDS/You Might Need...
 - 14 BABY'S/Back On My Feet Again
 - 15 PAUL DAVIS/Do Right
 - 16 QUEEN/Crazy Little Thing Ca
 - 17 TOM PETTY/Refugee
 - 18 TOMMY JAMES/Three Times In Love
 - 19 UTOPIA/Set Me Free
 - 20 ZZ TOP/I Thank You
 - 21 DAN FOGELBERG/Longer
 - 22 CLIFF RICHARD/Carré
 - 23 BRUCE COCKBURN/Wondering Where The...
 - 24 RUPERT HOLMES/Him
 - 25 J. GEILS BAND/Come Back
 - 26 STEVE FORBERT/Romano's Tune
 - 27 DAN FOGELBERG/Heart Motel
 - 28 BILLY JOEL/You May Be Right
 - 29 FLEETWOOD MAC/Think About Me
 - 30 FELIX CAVALIERE/Only A Lonely Heart...
- ADDS 27, 28, 29
- ON STEVIE WONDER/Outside My Window



- Tampa**
- 1 PINK FLOYD/Another Brick In The
 - 2 DAN FOGELBERG/Longer
 - 3 QUEEN/Crazy Little Thing Ca
 - 4 ANDY GIBB/Desire
 - 5 SMOKEY ROBINSON/Cruisin'
 - 6 RUPERT HOLMES/Him
 - 7 SPINNERS/Workin' My Way...
 - 8 TOTO/99
 - 9 BLONDIE/Call Me
 - 10 TOM PETTY/Refugee
 - 11 SHALAMAR/Second Time Around
 - 12 MICHAEL JACKSON/Off The Wall
 - 13 DONNA SUMMER/On The Radio
 - 14 LINDA RONSTADT/How Do I Make You
 - 15 CAPT. & TENNILLE/Do That To Me...
 - 16 ZZ TOP/I Thank You
 - 17 MOLLY MATCHE/Fittin' With ...
 - 18 EAGLES/I Can't Tell You Why
 - 19 PAT BENATAR/Heartbreaker
 - 20 STEVE FORBERT/Romano's Tune
 - 21 BABY'S/Back On My Feet Again
 - 22 J. GEILS BAND/Come Back
 - 23 KOOL & THE GANG/Too Hot
 - 24 KNACK/Baby Talks Dirty
 - 25 BOB SEGER/Fire Lake
 - 26 DR. HOOK/Sexy Eyes
 - 27 CHRIS CROSS/Ride Like The Wind
 - 28 HEART/Even It Up
 - 29 CHUCK MANGIONE/Give It All You Got
 - 30 WHI SPERS/And The Beat Goes On
- ADDS 30
- ON RUSH/Spirit Of The Radio



- Los Angeles**
- 1 BLONDIE/Call Me
 - 2 DAN FOGELBERG/Longer
 - 3 SPINNERS/Workin' My Way...
 - 4 MICHAEL JACKSON/Off The Wall
 - 5 PEACHES & HERB/I Pledge My Love
 - 6 KOOL & THE GANG/Too Hot
 - 7 LINDA RONSTADT/How Do I Make You
 - 8 RUPERT HOLMES/Him
 - 9 QUEEN/Crazy Little Thing Ca
 - 10 SHALAMAR/Second Time Around
 - 11 PINK FLOYD/Another Brick In The
 - 12 RAY GOODMAN & B/Special Lady
 - 13 TOTO/99
 - 14 PATRICIE RUSHEN/Haven't You Heard
 - 15 TOM PETTY/Refugee
 - 16 WHI SPERS/And The Beat Goes On
 - 17 CHARLIE DORE/Pilot Of The Airwaves
 - 18 BILLY & SYREETA/With You I'm Born...
 - 19 NEIL DIAMOND/September Morn
 - 20 CHRIS CROSS/Ride Like The Wind
 - 21 WAYNE NEWTON/Years
 - 22 EAGLES/I Can't Tell You Why
 - 23 AIR SUPPLY/Lost In Love
 - 24 BOB SEGER/Fire Lake
 - 25 TOMMY JAMES/Three Times In Love
 - 26 JIMMY RUFFIN/Hold On To My Love
 - 27 UTOPIA/Set Me Free
- ADDS
- ON BILLY JOEL/You May Be Right



- Los Angeles**
- 1 ANDY GIBB/Desire
 - 2 QUEEN/Crazy Little Thing Ca
 - 3 SPINNERS/Workin' My Way...
 - 4 DAN FOGELBERG/Longer
 - 5 MICHAEL JACKSON/Off The Wall
 - 6 LINDA RONSTADT/How Do I Make You
 - 7 TERI DESARIO/Yes I'm Ready
 - 8 NEIL DIAMOND/September Morn
 - 9 KOOL & THE GANG/Too Hot
 - 10 DONNA SUMMER/On The Radio
 - 11 SHALAMAR/Second Time Around
 - 12 PINK FLOYD/Another Brick In The
 - 13 BARRY MANLOW/When I Wanted You
 - 14 RUPERT HOLMES/Him
 - 15 ANNE MURRAY/Daydream Believer
 - 16 TOMMY JAMES/Three Times In Love
 - 17 CAPT. & TENNILLE/Do That To Me...
 - 18 BOB SEGER/Fire Lake
 - 19 CHRIS CROSS/Ride Like The Wind
 - 20 ROMANTICS/What I Like About You
 - 21 CHRIS CROSS/Ride Like The Wind
 - 22 DIONNE WARWICK/De Ja Vu
 - 23 AIR SUPPLY/Lost In Love
 - 24 BABY'S/Back On My Feet Again
 - 25 CHARLIE DORE/Pilot Of The Airwaves
 - 26 EAGLES/I Can't Tell You Why
 - 27 FLEETWOOD MAC/Sara
 - 28 RAY GOODMAN & B/Special Lady
 - 29 STEVE FORBERT/Romano's Tune
 - 30 WHI SPERS/And The Beat Goes On
- ADDS
- ON BLONDIE/Call Me



- Cleveland**
- 1 PINK FLOYD/Another Brick In The
 - 2 SPINNERS/Workin' My Way...
 - 3 DAN FOGELBERG/Longer
 - 4 KOOL & THE GANG/Too Hot
 - 5 TOM PETTY/Refugee
 - 6 QUEEN/Crazy Little Thing Ca
 - 7 CHUCK MANGIONE/Give It All You Got
 - 8 TERI DESARIO/Yes I'm Ready
 - 9 DONNA SUMMER/On The Radio
 - 10 RUPERT HOLMES/Him
 - 11 LINDA RONSTADT/How Do I Make You
 - 12 PAT BENATAR/Heartbreaker
 - 13 EAGLES/I Can't Tell You Why
 - 14 ANDY GIBB/Desire
 - 15 BOB SEGER/Fire Lake
 - 16 KNACK/Baby Talks Dirty
 - 17 SHALAMAR/Second Time Around
 - 18 MICHAEL JACKSON/Off The Wall
 - 19 J. GEILS BAND/Come Back
 - 20 BLONDIE/Call Me
 - 21 CHRIS CROSS/Ride Like The Wind
 - 22 JEFF. STARSHIP/Girl With The Hungry
 - 23 BABY'S/Back On My Feet Again
 - 24 RAY GOODMAN & B/Special Lady
 - 25 KENNY LOGGINS/This Is It
 - 26 HEART/Even It Up
 - 27 TOMMY JAMES/Three Times In Love
 - 28 UTOPIA/Set Me Free
 - 29 GARY HUMAN/Cars
- ADDS 20, 30
- ON ROMANTICS/What I Like About You



- Dallas**
- 1 DAN FOGELBERG/Longer
 - 2 TERI DESARIO/Yes I'm Ready
 - 3 DONNA SUMMER/On The Radio
 - 4 STEVE FORBERT/Romano's Tune
 - 5 KENNY LOGGINS/This Is It
 - 6 NEIL DIAMOND/September Morn
 - 7 ANDY GIBB/Desire
 - 8 MICHAEL JACKSON/Rock With You
 - 9 ANNE MURRAY/Daydream Believer
 - 10 SMOKEY ROBINSON/Cruisin'
 - 11 DIRT BAND/An American Dream
 - 12 KOOL & THE GANG/Too Hot
 - 13 QUEEN/Crazy Little Thing Ca
 - 14 SHALAMAR/Second Time Around
 - 15 BARRY MANLOW/When I Wanted You
 - 16 RUPERT HOLMES/Him
 - 17 SPINNERS/Workin' My Way...
 - 18 CAPT. & TENNILLE/Do That To Me...
 - 19 FLEETWOOD MAC/Sara
 - 20 ISAAC HAYES/Don't Let Me Be
 - 21 BONNIE POINTER/I Can't Help Myself
 - 22 LBB/Cool Change
 - 23 EAGLES/The Long Run
 - 24 CLIFF RICHARD/We Don't Talk Anymore
 - 25 WILLIE NELSON/My Heroes...
 - 26 KOOL & THE GANG/Ladies' Night
 - 27 TOTO/99
 - 28 DIONNE WARWICK/De Ja Vu
 - 29 KENNY LOGGINS/This Is It
 - 30 TOMMY JAMES/Three Times In Love
- ADDS
- ON RAY GOODMAN & B/Special Lady



- Miami**
- 1 TOTO/99
 - 2 SHALAMAR/Second Time Around
 - 3 QUEEN/Crazy Little Thing Ca
 - 4 NEIL DIAMOND/September Morn
 - 5 MICHAEL JACKSON/Off The Wall
 - 6 CAPT. & TENNILLE/Do That To Me...
 - 7 KC & BAND/Let's Go Rock & Roll
 - 8 STEVE FORBERT/Romano's Tune
 - 9 KOOL & THE GANG/Too Hot
 - 10 YELLOW MAGIC JACOBS/Computer Game
 - 11 BABY'S/Back On My Feet Again
 - 12 SPINNERS/Workin' My Way...
 - 13 PINK FLOYD/Another Brick In The
 - 14 EAGLES/I Can't Tell You Why
 - 15 PATRICIE RUSHEN/Haven't You Heard
 - 16 CHRIS CROSS/Ride Like The Wind
 - 17 WHI SPERS/And The Beat Goes On
 - 18 PAT BENATAR/Heartbreaker
 - 19 ANDY GIBB/Desire
 - 20 TOM PETTY/Refugee
 - 21 BONNIE POINTER/I Can't Help Myself
 - 22 SMOKEY ROBINSON/Cruisin'
 - 23 RAY GOODMAN & B/Special Lady
 - 24 TERI DESARIO/Yes I'm Ready
 - 25 NICOLETTE LARSON/Let Me Go, Love
 - 26 DAN FOGELBERG/Longer
 - 27 KENNY LOGGINS/This Is It
 - 28 BILLY & SYREETA/With You I'm Born...
 - 29 BLONDIE/Call Me
 - 30 RUPERT HOLMES/Him
 - 31 FOREIGNER/Woman
 - 32 LINDA RONSTADT/How Do I Make You
 - 33 CHUCK MANGIONE/Give It All You Got
 - 34 BROTHERS JOHNSON/Stamp
 - 35 BAR-KAYS/Today Is The Day
 - 36 TOMMY JAMES/Three Times In Love
 - 37 DR. HOOK/Sexy Eyes
 - 38 JIMMY RUFFIN/Hold On To My Love
 - 39 BILLY JOEL/You May Be Right
 - 40 RUBY SCANDAL/Come Down From Love
 - 41 RUBY SCANDAL
- ADDS 31, 32, 33, 34, 35, 36, 37, 38, 39, 40



- San Francisco**
- 1 PINK FLOYD/Another Brick In The
 - 2 QUEEN/Crazy Little Thing Ca
 - 3 DAN FOGELBERG/Longer
 - 4 TOM PETTY/Refugee
 - 5 MICHAEL JACKSON/Off The Wall
 - 6 KOOL & THE GANG/Too Hot
 - 7 BLONDIE/Call Me
 - 8 TERI DESARIO/Yes I'm Ready
 - 9 RAY GOODMAN & B/Special Lady
 - 10 MICHAEL JACKSON/Rock With You
 - 11 CAPT. & TENNILLE/Do That To Me...
 - 12 SPINNERS/Workin' My Way...
 - 13 SHALAMAR/Second Time Around
 - 14 KEVIN KULDEG/This Is It
 - 15 J. GEILS BAND/Come Back
 - 16 DONNA SUMMER/On The Radio
 - 17 JOURNEY/Any Way You Want It
 - 18 NEIL DIAMOND/September Morn
 - 19 PAT BENATAR/Heartbreaker
 - 20 LINDA RONSTADT/How Do I Make You
 - 21 BOB SEGER/Fire Lake
 - 22 ANDY GIBB/Desire
 - 23 CHUCK MANGIONE/Give It All You Got
 - 24 EAGLES/I Can't Tell You Why
 - 25 BILLY & SYREETA/With You I'm Born...
 - 26 DIRT BAND/An American Dream
 - 27 RUPERT HOLMES/Him
 - 28 WHI SPERS/And The Beat Goes On
 - 29 TOM PETTY/Don't Do Me Like That
 - 30 CHRIS CROSS/Ride Like The Wind
- ADDS
- ON BILLY JOEL/You May Be Right



- Phoenix**
- 1 PINK FLOYD/Another Brick In The
 - 2 BOB SEGER/Fire Lake
 - 3 APRIL WINEY/I Like To Rock
 - 4 RUSH/Spirit Of The Radio
 - 5 PINK FLOYD/Another Brick In The
 - 6 BABY'S/Back On My Feet Again
 - 7 LINDA RONSTADT/How Do I Make You
 - 8 HEART/Even It Up
 - 9 AEROSMITH/Remember...
 - 10 FOREIGNER/Woman
 - 11 SANTANA/All I Wanted
 - 12 ROCKETS/Desire
 - 13 MOLLY MATCHE/Fittin' With ...
 - 14 BREATHELESS/Takin' It Back
 - 15 TOM PETTY/Refugee
 - 16 BOB SEGER/Fire Lake
 - 17 BABY'S/Midnight Rendezvous
 - 18 ZZ TOP/I Thank You
 - 19 ROMANTICS/What I Like About You
 - 20 JOURNEY/Any Way You Want It
 - 21 PAT BENATAR/Heartbreaker
 - 22 TRUMP/Stay In The Line
 - 23 KC/DOC/Touch Too Much
 - 24 JOURNEY/Too Late
 - 25 REO SPEEDWAGON/Only The Strong ...
 - 26 RAINBOW/Since You've Been...
 - 27 UFO/Let's Go
 - 28 SHOOT THE STRIP/Tonight
 - 29 STEVE WALSH/Schemer-Dreamer
 - 30 D.L. BYRON/Heartbeat
- ADDS 29, 30
- ON GARY HUMAN/Cars



- St. Louis**
- 1 PINK FLOYD/Another Brick In The
 - 2 LINDA RONSTADT/How Do I Make You
 - 3 SPINNERS/Workin' My Way...
 - 4 RUSH/Spirit Of The Radio
 - 5 JOURNEY/Any Way You Want It
 - 6 KOOL & THE GANG/Too Hot
 - 7 ANDY GIBB/Desire
 - 8 EAGLES/I Can't Tell You Why
 - 9 SHALAMAR/Second Time Around
 - 10 RUPERT HOLMES/Him
 - 11 BABY'S/Back On My Feet Again
 - 12 RICK DERRINGER/Goodbye
 - 13 BO SPECIAL/Rockin' Into The High
 - 14 HEART/Even It Up
 - 15 BLONDIE/Call Me
 - 16 BOB SEGER/Fire Lake
 - 17 CHUCK MANGIONE/Give It All You Got
 - 18 CHRIS CROSS/Ride Like The Wind
 - 19 DAN FOGELBERG/Longer
 - 20 MICHAEL JACKSON/Off The Wall
 - 21 ZZ TOP/I Thank You
 - 22 AIR SUPPLY/Lost In Love
 - 23 BILLY JOEL/You May Be Right
 - 24 NEIL DIAMOND/September Morn
 - 25 J. GEILS BAND/Come Back
 - 26 UTOPIA/Set Me Free
 - 27 NAZARETH/Holiday
 - 28 FOREIGNER/Woman
 - 29 RAY GOODMAN & B/Special Lady
 - 30 CHARLIE DORE/Pilot Of The Airwaves
 - 31 DONNA SUMMER/On The Radio
- ADDS 23, 30
- ON BOB SEGER/Long Twin Silver Line



- Ft. Worth/Dallas**
- FM STEREO**
- 1 QUEEN/Crazy Little Thing Ca
 - 2 PINK FLOYD/Another Brick In The
 - 3 PAT BENATAR/Heartbreaker
 - 4 TOM PETTY/Refugee
 - 5 DAN FOGELBERG/Longer
 - 6 KENNY LOGGINS/This Is It
 - 7 AEROSMITH/Remember...
 - 8 NEIL DIAMOND/September Morn
 - 9 BLONDIE/The Hardest Part
 - 10 BABY'S/Back On My Feet Again
 - 11 JOURNEY/Too Late
 - 12 STEVE FORBERT/Romano's Tune
 - 13 BETTE MIDLER/When A Man Loves...
 - 14 TOM PETTY/Don't Do Me Like That
 - 15 REO SPEEDWAGON/Only The Strong ...
 - 16 FOGHAT/Third Time Lucky
 - 17 EAGLES/The Long Run
 - 18 HEART/Even It Up
 - 19 JEFF. STARSHIP/Jane
 - 20 LINDA RONSTADT/How Do I Make You
 - 21 BLONDIE/Call Me
 - 22 J.D. SOUTHERN/You're Only Lonely
 - 23 EAGLES/I Can't Tell You Why
 - 24 FLEETWOOD MAC/Sara
 - 25 MICHAEL JACKSON/Rock With You
- ADDS 18, 20, 21



- Seattle**
- KJR 950**
- 1 PINK FLOYD/Another Brick In The
 - 2 HEART/Even It Up
 - 3 RUPERT HOLMES/Him
 - 4 TOM PETTY/Refugee
 - 5 KARLA BONOFF/Baby Don't Go
 - 6 TOTO/99
 - 7 ZZ TOP/I Thank You
 - 8 ANNE MURRAY/Daydream Believer
 - 9 LINDA RONSTADT/How Do I Make You
 - 10 SPINNERS/Workin' My Way...
 - 11 QUEEN/Crazy Little Thing Ca
 - 12 CHRIS CROSS/Ride Like The Wind
 - 13 BABY'S/Back On My Feet Again
 - 14 KENNY LOGGINS/This Is It
 - 15 SPINNERS/Workin' My Way...
 - 16 NEIL DIAMOND/September Morn
 - 17 NICOLETTE LARSON/Let Me Go, Love
 - 18 CHUCK MANGIONE/Give It All You Got
 - 19 BOB SEGER/Fire Lake
 - 20 J. GEILS BAND/Come Back
 - 21 DAN FOGELBERG/Longer
 - 22 HUNTERS/In The Hall
 - 23 EAGLES/I Can't Tell You Why
 - 24 BLONDIE/Call Me
 - 25 UTOPIA/Set Me Free
 - 26 KOOL & THE GANG/Too Hot
 - 27 PAUL DAVIS/Do Right
- ADDS
- ON FLEETWOOD MAC/Think About Me



- Denver**
- 1 RUPERT HOLMES/Him
 - 2 PINK FLOYD/Another Brick In The
 - 3 SPINNERS/Workin' My Way...
 - 4 CHRIS CROSS/Ride Like The Wind
 - 5 QUEEN/Crazy Little Thing Ca
 - 6 DAN FOGELBERG/Longer
 - 7 TOTO/99
 - 8 BABY'S/Back On My Feet Again
 - 9 TONY ORLANDO/Sweet's For My Sweet
 - 10 TOM PETTY/Refugee
 - 11 LINDA RONSTADT/How Do I Make You
 - 12 BOB SEGER/Fire Lake
 - 13 KOOL & THE GANG/Too Hot
 - 14 EAGLES/I Can't Tell You Why
 - 15 NEIL DIAMOND/September Morn
 - 16 AIR SUPPLY/Lost In Love
 - 17 BLONDIE/Call Me
 - 18 J. GEILS BAND/Come Back
 - 19 ZZ TOP/I Thank You
 - 20 CHUCK MANGIONE/Give It All You Got
 - 21 J.D. SOUTHERN/White Rhythm & Blues
 - 22 HEART/Even It Up
 - 23 ANNE MURRAY/Daydream Believer
 - 24 ROMANTICS/What I Like About You
 - 25 STEVE FORBERT/Romano's Tune
 - 26 DR. HOOK/Sexy Eyes
 - 27 PAT BENATAR/Heartbreaker
 - 28 BARBARA STREISAND/Kiss Me In The Rain
 - 29 CHARLIE DORE/Pilot Of The Airwaves
 - 30 DIRT BAND/An American Dream
- ADDS
- ON JIMMY BUFFETT/Survive

THE PICTURE PAGES

Capitol Keeps Pace



Capitol Records has announced the signing of Thom Pace to an exclusive worldwide contract, with a debut LP due in early March. Pictured at the inking are (l-r) Capitol/EMIA/UA VP Helmut Fest, Pace's manager Micky Miller, producer Don Perry, Pace, EMIA/UA VP Rupert Perry, Capitol's Bruce Portmann, and Capitol-EMIA/UA VP Bobby Colomby.

Bofill Flies At Avery



Arista/GRP recording artist Angela Bofill recently performed at the Avery Fisher Hall in New York, and was greeted backstage by well-wishers. Pictured (l-r) are Bofill's manager Vincent Romeo, Bofill, Arista President Clive Davis, Arista VP Richard Palmese, and artist manager Bill Aucoin.

Rufus & Chaka Full Of Platinum



MCA recording artists Rufus and Chaka Kahn were recently honored with a platinum album and a gold record presented on Dick Clark's "American Bandstand." Pictured are (l-r) Rufus's Tony Maiden and David Wolinski, Clark, Rufus's John Robinson, Kahn, and Rufus's Kevin Murphy and Bobby Watson.

James Brown Honored



Polydor Records artist James (Godfather Of Soul) Brown (left) was honored by New York's Mayor Edward Koch (right) after being named the Martin Luther King, Jr. "Entertainer Of The Year."

Bruce Flows With Bud



RCA and Millennium executives recently got together to toast a new LP by Canadian recording artist Bruce Cockburn. All those pictured happen to be drinking Budweiser beer, since the brewers are cosponsoring several Cockburn promotions. Shown are (l-r) RCA's Larry Palmacci, Andrew Frances, Millennium VP Don Jenner, RCA's Susan Wax, Joe Cohan, Tony Montgomery, Frank O'Donnel, Jorge Pino, Tony King, Lorene Lortie, Don Wardell, Bob Beranato, Bill Staton, Millennium's Bobby Ragona, RCA's Maryann Levitt, Alan Grunblatt, Jack Maher, and RCA VP Herb Helmen.

Rocket Launches Damion & Denita



Rocket Records has announced the signing of Damion and Denita with an album of the same name due to be distributed by MCA Records. Pictured at the signing are (l-r) Damion Michaels, Denita James, Rocket Records President Barney Ales, and Rocket's Gena Jackson.

LIVE FROM NEW YORK

IT'S THE J. GEILS BAND



EMI
AMERICA

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on *SATURDAY NIGHT LIVE* March 8th at 11:30 P.M.

Now There's A New Reason To Listen To
CLIFF RICHARD



'CARRIE'

EMI
AMERICA

On EMI America Records

The new single from the CLIFF RICHARD album
"We Don't Talk Anymore"
Produced by Cliff Richard & Terry Britten

WCAO 26-24
WDRQ add
94Q 27-22
WLCY add
KBEQ on
WOKY deb 32

KEARTH on
B100 on
WFBR add
WKEE add
KXX106 28-24
WSGN add

Y103 deb 39
BJ105 36-32
WBBQ on
WAYS on
WRVQ add
WVIC add

KOFM on
KWEN add
KRAV 27-25
WAKY 26-24
KRSP add
KTKT on

KYYX add
WJBQ add
WIGY add
13FEA deb 30
WCIR on
WXIL on

WAAY deb 28
WSEZ deb 39
WISE 32-28
WROV on
CK101 33-28
KKRC add 24

WSPT 30-26
WNAM 29-24
KENI 36-29
KSLY on
KYSN deb 35
KDZA on
KODI add

THE PICTURE PAGES

Platinum In Pocket



United Artists' Kenny Rogers was feted by his label for his six Grammy nominations and Number One Artist Award. Rogers was presented platinum awards for his LP's, "The Gambler" and "Kenny," and an advance plaque for his next album "Gideon." Shown are (l-r) EMIA/UA VP Don Grierson, manager Ken Kragen, EMIA/UA VP Charlie Minor, EMIA/UA President Jim Mazza, Rogers, EMIA/UA VP Mark Levinson, and EMIA/UA VP Joe Petrone.

New York Shows Heart



Epic Records held a special Valentine's Day listening party for Heart recently in New York. The group's latest LP "Bebe Le Strange" was heard. Pictured are (l-r) Heart's Steve Fossen, E/PIA Sr. VP and GM Don Dempsey, Heart's Ann Wilson, Epic VP Lennie Petze, Heart's Howard Leese and (bottom) manager Ken Kinnear.

Commodores Rap With Dinah



Motown Records recording group, the Commodores, recently appeared on the "Dinah" show, where Ms. Shore mentioned the group's double platinum album and gold singles. Shown are (l-r) Commodores Walter "Clyde" Orange, Thomas McClary, and William King, Dinah, cohost Paul Williams, and Commodores Lionel Richie, Ronald LaPread, and Milan Williams.

Sharing "Gold And Platinum"



MCA's Allen Collins (far right) and Gary Rossington (next to Collins) display platinum records for their contributions to Lynyrd Skynyrd's "Gold and Platinum" LP. Also shown are, from left: MCA's Leon Tsilis and MCA President Bob Siner.

Room To Move In Chicago



DJM Records' John Mayall made an appearance in Chicago recently and performed with Dr. John. Pictured backstage are (l-r) Phonogram/Mercury's Jim Sotet, DJM GM Carmen LaRosa, John Mayall, Phonogram/Mercury's Marv Gleicher, Phonogram/Mercury Sr. VP Lou Simon, and Phonogram/Mercury VP Mick Brown.

A Capitol Garden Party



Rick Nelson has just signed to Capitol Records. Celebrating the occasion are (l-r) Capitol VP Bruce Wendell, Nelson, Magna Artist's Ron Rainey, Capitol VP Rupert Perry, and Capitol-EMIA/UA President Don Zimmermann.

Black Radio

Bill Speed



Deregulation And Minority Interests:

An Interview With The FCC's Frank Washington

Continuing my series covering government action designed to improve minorities' positions in broadcasting, I interviewed Frank Washington, Deputy Chief of the FCC's Broadcast Bureau. In the interview, we concentrated on radio deregulation and what it will mean for minorities.

R&R: There has been a lot of legislation pertaining to deregulation which may affect minorities. What does this mean?

FW: There has not only been legislation of course by Congress that has been proposed, but there has also been a specific regulatory proposal by the FCC. I can't speak for Congress. However, I can tell you that the proposal for radio deregulation at the FCC reflects, I think, a basic change in the way in which the Commission regulates. Based on our cost benefit analysis of our existing regulations, particularly those pertaining to the program guidelines and commercial time limitations, we found that there was a serious question whether those rules were worth the time and effort we were putting into them.

I might add that the foundation or the background for this is the notion of course that the government's lowest involvement in program content in any way is perhaps government's best practice. Our findings indicated that there are in the radio market today strong indications that the consumers are getting what they want. In other words, the radio marketplace has changed significantly since 1940 when the Communications Act and some of those rules were first put into place, so that now there is sufficient competition to insure that when radio listeners want a particular type of programming, they can turn the dial and seek it out, and the licensees, recognizing that this is an economic necessity or way of life, have responded.

R&R: I want to pose to you some sentiments I heard at the Media Forum in L.A. on February 4. The general feeling is that people want the government to be involved as opposed to letting the marketplace rule itself. What do you think the Commission can do to assure the consumer a fair shake as well as broadcasters?

FW: Let me go back to my original response to your first question. I said the key factor that allowed us to examine some thought of radio deregulation was that the marketplace for radio had changed dramatically. That change, as I indicated, resulted in greater competition, and I think the best example of that was the fact that in 1940 there were approximately 800 radio stations whereas in 1980 there are somewhere around 8500 — a

"We hope that by lessening our involvement in areas such as program content regulations, that we can increase the focus on requiring our licensees to take affirmative steps to hire minorities and women."

dramatic increase in the number of radio stations which gave the opportunity for the marketplace to go beyond the mass audience approach and to sift out those distinct groups of listeners in the marketplace and to attempt to serve their particular interests.

I think beyond that, certainly under any form of radio deregulation, the Commission would of course have to concert itself for situations in which the possibility, and I think it is a small one, might exist that there would be a so-called market failure. In other words, that our notion of how the marketplace works is in fact not the case and that we would find that significant portions of the population would not be served with programming, informational programming in particular, directed to their particular interests. In that case, we would have to re-examine our proposals, certainly with respect to any individual market that occurred. And if it was a larger basis, we'd have to reappraise our entire position. I think that we wouldn't go out with a proposal like this if we didn't think that there were strong indications that that was not going to be the case.

R&R: I think one of the key issues here is that the Commission is willing to come back to the drawing board if this particular plan doesn't work. What are the long-range results of EEO, deregulation, 9 kHz, outside of diversity?

FW: I think it all reflects the basic shift on the part of the Commission, and I think the Commission is starting to move in that shift away from the program content type of regulatory approach toward one aimed more at creating a structural environment, and by that I mean a marketplace environment that allows for the achievement of many of the goals, such as diversity, that we want to see. I don't think I've spoken about EEO. I just want to add that we view it as a very important structural tool, and we hope that by lessening our involvement in areas such as program content regulations, including the non-entertainment guidelines and the commercial guidelines for radio, that we can increase the focus that we place on requiring our licensees to take affirmative steps to hire minorities and women.

R&R: Every time the question of EEO and minorities and women comes up, there are meaningless titles and many women put out there to satisfy those EEO requirements. What's going to insure black men, Hispanic men, Asian men getting a fair shake in upper management?

FW: Not to get into great detail, but our EEO requirements guidelines operate in such a way that there, as a result of changes made in the form 395, will no longer be the kind of problem where you can double-count a black woman as a minority, and as a woman.



Frank Washington

In fact, we will know whether minorities or women or men (are hired) at a given station; nevertheless the licensee will receive just as much credit for a minority woman as he will for minority men. There is really no way that we can, making that distinction, guarantee that minority men in a direct fashion would receive a leg up over minority women. I think it is safe to assume that every other factor in society indicates that minority men on the whole tend to do better in many job areas than minority women. We don't have any facts right now to show that there is a serious problem in this case and we would be watching to see what would happen.

R&R: Do you think at any one time the Commission will offer a program like the tax certificate program whereas if they are really above and beyond their necessary requirements, that there will be some kind of merit points given to those companies or outlets? If a company puts an executive in programming and an executive in producing, will they be given points in their license renewal for the next time to initiate a credit system for them?

FW: That is a factor, of course, for EEO purposes. That is also a factor in terms of . . . let's say someone was going to apply for a new station. Certainly having minorities in positions of ownership or directors or officer positions would be a significant comparative merit that they could use in competing against other applicants. The way our minority tax certificate currently works however, we felt the greater emphasis should be placed on

"Let's say someone was going to apply for a new station. Certainly having minorities in positions of ownership or directors or officer positions would be a significant comparative merit that they could use in competing against other applicants."

creating new stations controlled by minorities. Our tax certificate program is directed, as well as the distress sale policy, toward buyers who are controlled by minorities.

R&R: If all the spacing is available and all things shift into the direction the Commission sees it in for minorities, who's to say that there are enough financially capable minorities out there to actually be able to buy these expensive properties?

FW: I think, and I take my information second-hand from some of the money people who are actually out there, but I think it has long been assumed that if one has access to valuable property that there is a strong likelihood that one is going to be in a position to find the financing to purchase that property. The economics of broadcasting are such that given the expertise or the ability to rent or purchase that expertise, broadcasting is just so rewarding that it is usually possible to find the money to purchase if one has the opportunity.

R&R: Do you think there will ever be a commission set up that will be made up of consumer activist groups and professionals to insure that people who are buying property won't abuse the license?

FW: Well, I think that sentiment certainly runs very high now on the Commission. The greatest evidence of that is we're talking here a week or two weeks after the Commission decided to take three television stations away from a licensee for activity that it believed was not in the public interest. To me there is no better evidence that that kind of sentiment is already reflected among a majority of the Commissioners.

R&R: What are some of the things we can expect in the next decade for broadcasters as a whole?

FW: I think they're going to find that with a lot of the things we are doing today, they are going to have a lot more competition than they've had in the past. They are going to find that the winning of the race is going to go to those who have the innovation and the drive to take advantage of some of the new opportunities we are making available. That brings broadcasting, perhaps, in line with most other industries. I think it is a positive thing, especially when we're talking about a situation where we feel there is going to be a greater amount of diversity and service to the American public.



THE D.C. THREE — Pictured flying high during Chocolate City recording artist Vernon Burch's recent visit to OK-100/Washington, DC are, from left: OK-100 MD Dwight Langley, Casablanca's Gwen Franklin, and Vernon Burch.

People, Places & Things

Doug Harris has exited his post as Program Director at WAOK/Atlanta. No replacement has been named . . . WANT/Richmond's Lynn Bragg is now doing fill-ins on the daily gospel show in addition to her duties as receptionist . . . WEAS/Savannah is doing one on one plus one sets which translates as one new record, one current gold and one from the Fifties. PD Floyd Bee says, "They love it." . . . The KDAY/Los Angeles "Pro-Keds Superstars" played the celebrity challengers boys club with the latter team winning. Local residents saw the game on the local TV show, "Everywhere," airing on KNBC-TV . . . WDAS/Philadelphia's Diane Brown, who had been doing a gospel show from 10-2pm as Duckey Hampton, is back doing programming assistant duties for "Butterball" . . .

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- BROTHERS JOHNSON**
"Stomp!" (A&M)
- WHISPERS**
"And The Beat Goes On" (Solar/RCA)
- VAUGHAN MASON & CREW**
"Bounce, Rock, Skate, Roll" (Brunswick)
- GAP BAND**
"I Don't Believe You Want To Get Up And Dance (Oops)" (Mercury)
- ROBERTA FLACK & DONNY HATHAWAY**
"You Are My Heaven" (Atlantic)
- RAY, GOODMAN & BROWN**
"Special Lady" (Polydor)
- RONNIE LAWS**
"Every Generation" (UA)
- DRAMATICS**
"Welcome Back Home" (MCA)
- LEON HAYWOOD**
"Don't Push It Don't Force It" (20th)
- GQ**
"Standing Ovation" (Arista)

CLIMBERS

Following are listed in order of their airplay activity.

PRINCE "Why You Wanna Treat Me So Bad" (WB) 57% reporting airplay. In the East it is new at WWRL and WDAS while climbing at WWIN and WOL. The South reflects hot rotation at WEAS, WGIV, WAOK, WDIA, WJMI and WOIC with medium airplay at WPXI, WKXI, WEDR and KOKY. Hot in the Midwest at WCIN and WDAO; climbing at WJMO and WKWM. Climbing at KDAY and KSOL in the West.

ISLEY BROTHERS "Don't Say Goodnight" (T-Neck) 54% reporting action. In the West it is hot at KDAY and climbing at KDIA. New at WDAO in the Midwest while climbing at WBMX and WKWM. Added in the South at WNOO, KOKY, WEAS, WGIV and WKXI while medium at WJJS, WDIA, WJMI and KMJQ. Debuting at WOL in the East; climbing at WDAS, WWRL, WKND and WWIN.

SKYY "High" (Salsoul) 51% of our reporters are on it. Added in the West at KYAC. Medium airplay at WCIN and WKWM in the Midwest; hot at WDAO. New at WNOO, WDIA, WHRK and WVEE in the South while climbing at WJMI, WKXI, WAOK and KOKY. The East shows it new at WDAS and WXYV with medium airplay at WWRL and WILD while hot at WOL and WWIN.

RUFUS & CHAKA "Any Love" (MCA) 49% reporting activity. In the East it is hot at WWRL; medium at WDAS, WOL, WKND and WWIN. South reflects adds at WOIC and WAOK while medium at WJMI, KMJQ, WDIA and KOKY with hot rotation at WGIV. Climbing in the Midwest at WTLC, WKWM and WJMO. Medium airplay at KDAY and KDIA in the West.

NATALIE COLE & PEABO BRYSON "What You Won't Do..." (Capitol) 49% reporting airplay. In the South it is hot at KOKY and WNOO; climbing at WEAS, WEDR, WKXI, WDIA and WJMI. Medium airplay in the Midwest at WLOU, WTLC, WDAO and WJMO. Hot at KSOL and climbing at KDIA in the West. The East reflects hot rotation at WOL and WWRL with medium airplay at WKND and WILD.

TAVARES "Bad Times" (Capitol) 46% of our reporters are on it. Added in the East at WDAS; hot at WKND, WAMO and WILD. Hot rotation in the South at WANT while medium at WEAS, WJJS, WJMI, WPXI and KMJQ. Climbing in the Midwest at WJMO and WBMX with hot rotation at WCIN. Hot at KDIA in the West while climbing at KDAY and KSOL.

SPINNERS "Working My Way Back To You" (Atlantic) 43% reporting action. Climbing in the Midwest at WTLC, WJMO and WKWM. Hot in the West at KDAY, KDIA and KSOL. The South reflects medium airplay at WJJS and WJMI with hot rotation at WVEE, WHRK, WDIA and WKXI. Heavy airplay at WAMO, WWRL and WXYV in the East.

BEN E. KING "Music Trance" (Atlantic) 43% of our reporters are on it. In the East it is climbing at WOL, WWRL and WDAS. New in the South at WDIA and WKXI while climbing at WGIV, WNOO, KOKY, WJMI, WOIC and KMJQ with hot rotation at WEAS. The Midwest reflects an add at WBMX and hot at WDAO. Debuting in the West at KSOL.

TERI DeSARIO w/KC "Yes, I'm Ready" (Casablanca) 40% reporting airplay. Medium airplay at WPXI and WJJS with hot rotation at WAOK and KMJQ in the South. Climbing in the Midwest at WKWM, WDAO, WCIN and WLOU. New at WWIN in the East while medium airplay at WILD, WAMO and WOL. Climbing in the West at KDIA and KDAY.

RICK JAMES "Come Into My Life" (Gordy) 40% reporting action. Medium airplay at KDAY and KSOL in the West. Hot at WDAO in the Midwest; climbing at WLOU, WTLC and

WJMO. The South reflects hot rotation at WGIV, WAOK and WEDR with medium airplay at WEAS, WDIA and WOIC. The East shows it climbing at WDAS and WOL.

MICHAEL JACKSON "Off The Wall" (Epic) 37% reporting airplay. Hot at WWRL in the East. Heavy airplay in the South at WGIV, WJMI and WOIC with medium airplay at KMJQ, WPXI, WKXI, WEAS and KOKY. New at WJMO in the Midwest while climbing at WDAO. Hot at KDAY and medium airplay at KDIA in the West.

BAR-KAYS "Today Is The Day" (Mercury) 34% reporting activity. In the East it is new at WWIN and climbing at WOL. Added at WEAS in the South; medium airplay at WGIV, WKXI, WDIA, WJMI and WOIC. Hot rotation at WDAO in the Midwest while climbing at WJMO. Debuting at KDIA and in medium airplay at KSOL in the West.

TEDDY PENDERGRASS "It's You I Love" (Philadelphia International) 34% reporting airplay. New at WXYV in the East. Added in the South at WHRK, WVEE and WPXI while hot at WNOO and climbing at KOKY, WJMI and WOIC. The Midwest reflects medium airplay at WDAO, WBMX and WJMO.

YELLOW MAGIC ORCHESTRA "Computer Game" (Horizon/A&M) 31% of our reporters are on it. It is new at KDIA and climbing at KSOL in the West. The East reflects hot rotation at WWIN while climbing at WOL. Hot in the Midwest at WDAO and WBMX; medium at WCIN. Heavy in airplay in the South at KOKY and WAOK while climbing at KMJQ and WPXI.

CONTROLLERS "We Don't" (Juana/TK) 31% reporting action. South shows it in hot rotation at WEDR, WAOK, WGIV and WANT while climbing at WKXI and WOIC. Medium airplay at WILD in the East. Climbing at WCIN and WJMO in the Midwest. New at KSOL and in medium airplay at KDAY in the West.

TRUSSEL "Love Injection" (Elektra) 31% reporting activity. Medium airplay at WAOK in the South. Hot rotation at WAMO, WILD and WWIN while climbing at WWRL and WKND in the East. New in the Midwest at WKWM while hot at WBMX and WLOU. Added at KDIA and climbing at KSOL in the West.

CHUCK MANGIONE "Give It All You Got" (A&M) 31% of our reporters are on it. Climbing in the East at WILD and WWRL. Hot rotation in the South at WAOK, WGIV, KOKY and WNOO with medium airplay at WOIC and KMJQ. Heavy airplay at WCIN in the Midwest. Climbing at KLIP and KSOL in the West.

FAT LARRY'S BAND "Here Comes The Sun" (WMOT/Fantasy) 31% reporting airplay. Added at WCIN and hot at WTLC and WLOU in the Midwest. New at WGIV, WAOK and WEDR in the South. Debuting at WDAS and climbing at WWRL, WOL, WKND and WILD in the East.

L.A. BOPPERS "Is This The Best" (Mercury) 31% reporting action. Climbing in the East at WAMO, WWRL and WOL. Hot rotation in the South at WEAS and KOKY. Added at WJMO and climbing at WDAO and WKWM with hot airplay at WTLC in the Midwest. Hot at KDAY with medium airplay at KLIP in the West.

MANHATTANS "Shining Star" (Columbia) 31% reporting activity. Added in the South at WNOO, WEAS, WJMI, WHRK, WVEE and WPXI while climbing at WDIA. Debuting at WOL and WXYV in the East; medium airplay at WWIN and WWRL.

NEW & ACTIVE

CON FUNK SHUN "Got To Be Enough" (Mercury) 26% reporting airplay. Added in the East at WOL and WDAS. Debuting in the South at WEAS, WKXI, WJMI, WPXI and KMJQ. New at WTLC in the Midwest. Added at KYAC in the West.

TRIPLE S CONNECTION "Singing A Song About You" (20th) 26% of our reporters are on it. Added in the West at KSOL. New at WCIN and climbing at WTLC in the Midwest. Medium airplay at KMJQ, WDIA, WAOK and KOKY in the South. Added at WILD and climbing at WAMO in the East.

SYLVESTER "You Are My Friend" (Fantasy) 26% reporting action. Medium airplay at WILD and WDAS in the East. New at KOKY and WNOO in the South; climbing at WGIV and WEAS while hot at WAOK. Medium airplay at WKWM and WDAO in the Midwest.

AL JOHNSON w/JEAN CARN "I'm Back For More" (Columbia) 26% reporting airplay. Added at KYAC in the West with medium airplay at KDAY. New at WCIN and WKWM in the Midwest with medium airplay at WTLC. Debuting at WEAS and climbing at KOKY in the South. Hot rotation at WWIN and climbing at WOL in the East.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- DAVID SANBORN** Hideaway (WB)
Various Cuts
- CHUCK MANGIONE** Fun And Games (A&M)
Various Cuts
- GROVER WASHINGTON JR.** Skylarkin' (Motown)
Various Cuts
- CEDAR WALTON** Soundscapes (Columbia)
Various Cuts
- JON FADDIS** Good And Plenty (Buddah/Arista)
Various Cuts
- ART BLAKEY** Reflections In Blue (Muse)
Various Cuts
- AHMAD JAMAL** Genetic Walk (20th)
Various Cuts
- MANHATTAN TRANSFER** Extensions (Atlantic)
Various Cuts
- HIROSHIMA** Hiroshima (Arista)
Various Cuts
- DEXTER GORDON** Great Encounters (Columbia)
Various Cuts

NEW & ACTIVE

No albums qualified for New & Active status this week.

EAST: WRVR/New York, NY, Hershell/Prescott: WHUR/Washington, O.C., Jesse Fax: WEAA/Baltimore, MD, Cheuncey Lewis: WYBC/New Haven, CT, Eric Strauss: SOUTH: WCKL/Atlanta, GA, Requeya Ward: WTJZ/Newport News, VA, Rol Ewell: MIDWEST: WBBY/Columbus, OH, P. Norman Grant: WJZZ/Detroit, MI, Dorian Paster: WEST: KADK/Denver, CO, Chuck Edwards: KRE/Berkeley, CA, Hal Jackson: KKGQ/Los Angeles, CA, Monica Riorden: KJLN/Los Angeles, CA, Lawrence Tantor.

Album Airplay

Following are listed in order of their airplay activity.

- WHISPERS** "The Whispers" (Solar/RCA) "Lady" "The Beat Goes On"*
- LOU RAWLS** "Sit Down And Talk To Me" (Phil. Int'l) "Sit Down And Talk To Me"*
- RONNIE LAWS** "Every Generation" (UA) "Every Generation"*
- WEBSTER LEWIS** "8 For The 80's" (Epic) "Give Me Some Emotion"*
- GAP BAND** "Gap Band II" (Mercury) "I Don't Believe You Want To Get Up And Dance (Oops)"*
- BRASS CONSTRUCTION** "Brass Construction 5" (UA) "Right Place"*
- RAY, GOODMAN & BROWN** "Ray, Goodman & Brown" (Polydor) "Special Lady"*
- BROTHERS JOHNSON** "Light Up The Night" (A&M) "Stomp!"*
- PARLIAMENT** "Gloryhallelujah" (Casablanca) "Theme From The Black Hole"*

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

Pop/Rhythms
Hottest
March 7, 1980

EAST	SOUTH	MIDWEST	WEST
Whispers Ray, Goodman & Brown Kool & The Gang	Brothers Johnson Whispers Vaughan Mason & Crew	Whispers Vaughan Mason & Crew Brothers Johnson	Whispers Spinners Brothers Johnson

Regionalized Adds & Hits

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Patti Labelle
Raydio
Brass Construction
Wee Gee
Bar-Kays
Teena Marie
Teri DeSario
Mighty Fire

HOTTEST
Narada Michael Walden
"Tonight"
Yellow Magic Orchestra
Whispers
Al Johnson
Ronnie Laws
Skyy
Trussel
Soft Tones
First Class
Ray, Goodman & Brown

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Teena Marie
Randy Brown
GQ
Gangsters
Brothers Johnson

HOTTEST
Ray, Goodman & Brown
Trussel
Inner Life
Jean Carn
Harold Melvin & Blue Notes
Sister Sledge
Tavares
Whispers
Spinners
Lenny White "Peanut"

WILD
Boston, MA
Steve Crumbley

ADDED
Smokey Robinson
Randy Brown
Fatback Band
Triple S Connection
Whispers "Lady"

HOTTEST
Vaughan Mason & Crew
Kool & The Gang
Ray, Goodman & Brown
Kenny Loggins
Patrice Rushen
Tavares
Slave
Whispers
Jean Carn
Trussel

WKND
Hartford, CT
Eddie Jordan

ADDED
Teena Marie
Crown Heights Affair
Players Association
High Inergy
Ahmad Jamal

HOTTEST
Kool & The Gang
Whispers
Ray, Goodman & Brown
Vaughan Mason & Crew
Narada Michael Walden
One Way
Tavares
Roy Ayers
Lou Rawls
Jean Carn

WXVY
Baltimore, MD
Larry Wilson

ADDED
Teddy Pendergrass
Skyy
Manhattans
Teena Marie
Phyllis Hyman "Spell"

HOTTEST
Whispers
Ray, Goodman & Brown
Brothers Johnson
Spinners
Kool & The Gang
Vaughan Mason & Crew
Parliament
Gap Band

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Jermaine Jackson
Laura Green
Kurtis Blow
Kleer
Skyy
Fatback Band
Futures
James Last Band
Wee Gee
Cecil Parker
Ma

HOTTEST
Ray, Goodman & Brown
Whispers
Gap Band
Sequence
Kool & The Gang
Brothers Johnson
Roberta Flack/Donny Hathaway
Vaughan Mason & Crew
Angela Bofill
Sister Sledge

WOL
Washington, DC
Bob Scott

ADDED
Pleasure
Mass Production
Patti Labelle
Jerry Butler
Con Funk Shun "Enough"
Clifford Coulter
Jermaine Jackson
Isley Brothers
Randy Brown
Manhattans

HOTTEST
Ronnie Laws
Kool & The Gang
Natalie Cole/Peabo Bryson
Brass Construction
Roberta Flack/Donny Hathaway
Gap Band
Dramatics
Skyy
Kinsman Dazz
Brothers Johnson

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Jermaine Jackson
Kenny Loggins
Heath Brothers
Prince
Terry Gonzales
Bobby Thurston
Joan Armatrading

HOTTEST
Natalie Cole/Peabo Bryson
Big Foot
Michael Jackson
Brothers Johnson
Phyllis Hyman
Rufus & Chaka
Spinners
Sister Sledge
Roberta Flack/Donny Hathaway
Kool & The Gang

MIDWEST

WTLC
Indianapolis, IN
Jey Johnson

ADDED
Kenny Doas
Slave "Ready"
Kenny Nolan
Con Funk Shun "Enough"
Wee Gee
Clifford Coulter
Patrice Rushen "Music"

HOTTEST
Sugar Hill Gang "Reprise"
Fat Larry's Band
Whispers
Brothers Johnson
Lou Rawls
GQ
Stargard
Donna Summer
L.A. Boppers
Sharon Paige

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Trussel
TFO
Roy Ayers
Johnnie Mae Matthews
Al Johnson
Grey & Hanks

HOTTEST
Whispers
Chapter 8
Gap Band
Parliament
Brothers Johnson
Vaughan Mason & Crew
Roberta Flack/Donny Hathaway
Brides Of Funkenstein
Ray, Goodman & Brown
Narada Michael Walden

WBAX
Chicago, IL
James Alexander

ADDED
Ben E. King
Smokey Robinson "Clock"
GQ
Raydio
Wee Gee

HOTTEST
Shelamar
Whispers
Harold Melvin & Blue Notes
Ray, Goodman & Brown
Donna Summer
Vaughan Mason & Crew
Leon Haywood
Yellow Magic Orchestra
Brothers Johnson
Trussel

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Raydio
Wilbert Longmire
Invisible Man's Band
Patrice Rushen
Triple S Connection
Al Johnson
Randy Brown

HOTTEST
Whispers
Brothers Johnson
Vaughan Mason & Crew
Prince
Kool & The Gang
Lou Rawls
Chuck Mangione
Ronnie Laws
Tavares
Ava Cherry

WLOU
Louisville, KY
Bill Price

ADDED
Not Available
HOTTEST
Whispers
Fat Larry's Band
Parliament
Brass Construction
Stargard
Trussel
Lou Rawls
Bill & James
Chuck Clisel
Roberta Flack/Donny Hathaway

WDAO
Dayton, OH
Turk Logan

ADDED
Isley Brothers

HOTTEST
Parliament
Yellow Magic Orchestra
Vaughan Mason & Crew
Dramatics
Gap Band
Shadow
Brothers Johnson
GQ
Bar-Kays
Rick James
WJMO
Cleveland, OH
Bernie Moody

ADDED
Sequence
Michael Jackson
L.A. Boppers
Whispers "Lady"

HOTTEST
Kool & The Gang
Whispers
Ray, Goodman & Brown
Parliament
Shelamar
Vaughan Mason & Crew
O'Jays
Ronnie Laws
Dramatics
Donna Summer

SOUTH

WNCO
Chattanooga, TN
Dwight Harrison

ADDED
Manhattans
Isley Brothers
Funky Lips
Sylvester
Brothers By Choice
Stone City Band
Skyy
Sharon Paige

HOTTEST
Gap Band
Shelamar
Narada Michael Walden
Teddy Pendergrass
Natalie Cole/Peabo Bryson
Dramatics
Donna Summer
Patrice Rushen
Con Funk Shun "Lady"
Chuck Mangione
Brothers Johnson
Whispers

KOKY
Little Rock, AR
Jimmy Smith

ADDED
Sylvester
Gene Page
Solaris
Con Funk Shun "Enough"
Easy Credit
Patti Labelle
Pleasure
Slave "Foxy"
Isley Brothers

HOTTEST
Whispers
Yellow Magic Orchestra
L.A. Boppers
Brothers Johnson
Chuck Mangione
Dramatics
Natalie Cole/Peabo Bryson
Ronnie Laws
Invisible Man's Band
Roberta Flack/Donny Hathaway

WANT
Richmond, VA
Ben Miles

ADDED
Not Available

HOTTEST
Controllers
Tavares
Brothers Johnson
Parliament
Gap Band
Chuck Clisel
Vaughan Mason & Crew
Norma Jean
Lou Rawls

WQIV
Charlotte, NC
Chris Turner

ADDED
Fat Larry's Band
First Choice
Gap Band
Isley Brothers
Kenny Doas

HOTTEST
Rick James
Rufus & Chaka
Brothers Johnson
Whispers
Michael Jackson
Brides Of Funkenstein
Prince
Ray, Goodman & Brown
Chuck Mangione
Parliament
Kenny Nolan
Controllers

WJJS
Lynchburg, VA
Robert Goins

ADDED
None

HOTTEST
Whispers
Ray, Goodman & Brown
Kool & The Gang
Shelamar
Brothers Johnson
Sister Sledge
Vaughan Mason & Crew
Michael Jackson "Rock"
Narada Michael Walden
Parliament

WEDR
Miami, FL
Jerry Rushin

ADDED
Fat Larry's Band
M'Lady
First Choice
Randy Brown
Midnight Star
Captain & Tennille
Rocy Mizell

HOTTEST
Shelamar
Sister Sledge
Whispers
Inner Life
Rick James
Chuck Clisel
Controllers
Vaughan Mason & Crew
Cameo
Patrice Rushen

WHRK
Memphis, TN
Ron Olson

ADDED
Teddy Pendergrass
Skyy
Manhattans
Teena Marie
Phyllis Hyman "Spell"

HOTTEST
Whispers
Ray, Goodman & Brown
Brothers Johnson
Spinners
Kool & The Gang
Vaughan Mason & Crew
Parliament
Gap Band

KMJQ
Houston, TX
Jack Patterson

ADDED
Blood, Sweat & Tears
Smokey Robinson
Whispers "Lady"
Con Funk Shun "Enough"
Manhattan Transfer
Jimmy Ruffin
Eagles

HOTTEST
Brothers Johnson
Whispers
Narada Michael Walden
Ray, Goodman & Brown
Shelamar
Gap Band
Sister Sledge
Slave
Pressure
Teri DeSario

WCKI
Jackson, MS
Tommy Marshall

ADDED
Con Funk Shun "Enough"
Teddy Pendergrass
Isley Brothers
Herb Alpert
Ben E. King
Slave "Foxy"
GQ
Gil Scott-Heron
James Brown

HOTTEST
Diana Ross "House"
Michael Jackson "Rock"
Kool & The Gang
Vaughan Mason & Crew
Parliament
Whispers
Spinners
Ren Woods
Solaris
Lakeside

WYEE
Atlanta, GA
Scotty Andrews

ADDED
Teddy Pendergrass
Skyy
Manhattans
Teena Marie
Phyllis Hyman "Spell"

HOTTEST
Whispers
Ray, Goodman & Brown
Brothers Johnson
Spinners
Kool & The Gang
Vaughan Mason & Crew
Parliament
Gap Band

WEAS
Savannah, GA
Floyd Bee

ADDED
Manhattans
Jean Carn
Con Funk Shun "Enough"
Patti Labelle
Isley Brothers
Jerry Butler
John Friedman
Whispers "Lady"
Raydio
Trammps
Al Johnson
Leon Haywood
Johnnie Mae Matthews
Bar-Kays
Crown Heights Affair

HOTTEST
GQ
Ben E. King
Donna Summer
L.A. Boppers
Brothers Johnson
Dramatics
Prince
Ray, Goodman & Brown
Keith & Darrell
Angela Bofill

WACK
Atlanta, GA
Doug Harris

ADDED
Rufus & Chaka
Fat Larry's Band
Kenny Doas
Solaris
Bobby Thurston

HOTTEST
Yellow Magic Orchestra
Brothers Johnson
Brass Construction
Prince
Rick James
Sister Sledge
Ronnie Laws
Teri DeSario
Chuck Mangione
Sylvester
Controllers

WDIA
Memphis, TN
Ron King

ADDED
Fatback Band

HOTTEST
Donna Summer
Spinners
Little Milton
Brothers Johnson
Dramatics
Roberta Flack/Donny Hathaway
Vaughan Mason & Crew
Prince
Whispers
Gap Band

WJMI
Jackson, MS
Carl Haynes

ADDED
Con Funk Shun "Enough"
GQ
Webster Lewis
Manhattans

HOTTEST
Vaughan Mason & Crew
Lipsy, Inc.
Whispers
Prince
Brothers Johnson
Peaches & Herb
Leon Haywood
Lou Rawls
Gap Band
Michael Jackson

WPXI
Charleston, SC
Tony Jamison

ADDED
Con Funk Shun "Enough"
Manhattans
Pleasure
Grey & Hanks
Slave "Foxy"
Teddy Pendergrass

HOTTEST
Shelamar
Whispers
Instant Funk
Slave
Lou Rawls
Lakeside
Vernon Burch
Ray, Goodman & Brown
Brothers Johnson
Vaughan Mason & Crew

WOIC
Columbia, SC
Bob Walters

ADDED
Rufus & Chaka

HOTTEST
Kool & The Gang
Michael Jackson
Whispers
Shelamar
Prince
GQ
Vaughan Mason & Crew
Gap Band
Ray, Goodman & Brown

WEST

KLIP
Fresno, CA
Mike Anthony

ADDED
Jimmy Ruffin
Randy Brown
Slave "Foxy"
Ava Cherry
Ahmad Jamal
Grover Washington Jr.
Patti Labelle
Raydio

HOTTEST
Webster Lewis
Al Johnson
Latimore
Clifford Coulter
Phyllis Hyman "Spell"
Gil Scott-Heron
Whispers
Shelamar
Stevie Wonder
Quiet Storm

KDIA
Oakland, CA
Jerry Boulding

ADDED
Yellow Magic Orchestra
Jimmy Ruffin
Bar-Kays
Raydio
Trussel
Andree Crouch
Gap Band

HOTTEST
Whispers
Ray, Goodman & Brown
Spinners
Kool & The Gang
Parliament
Tavares
Roberta Flack/Donny Hathaway
Hathaway
Inner Life
Vaughan Mason & Crew
Brothers Johnson

KYAC
Seattle, WA
Robert L. Scott

ADDED
Leon Haywood
Whispers
Con Funk Shun "Enough"
Al Johnson
Skyy
Jimmy Ruffin

HOTTEST
Donna Summer
L.A. Boppers
Brothers Johnson
Kool & The Gang
Michael Jackson
Parliament
Ray, Goodman & Brown
Spinners
Whispers

KBOL
San Mateo, CA
J.J. Jeffries

ADDED
Triple S Connection
Leon Haywood
Ben E. King
Controllers

HOTTEST
Whispers
Kool & The Gang
Vaughan Mason & Crew
Brothers Johnson
Parliament
Spinners
Roberta Flack/Donny Hathaway
Sister Sledge
Ronnie Laws
Donna Summer

KDAY
Los Angeles, CA
Steve Woods

ADDED
Midnight Star
Rupert Holmes
Invisible Man's Band

HOTTEST
L.A. Boppers
Spinners
Brothers Johnson
Isley Brothers
Whispers
Roberta Flack/Donny Hathaway
Gap Band
Michael Jackson
Vaughan Mason & Crew
Captain & Tennille



Jeff Gelb AOR

AOR: The Shape We're In

THE BIG PICTURE: The October-November ARB ratings period was an especially encouraging one for AOR radio. In the top fifty markets, 59 stations' 12+ figures were up this book, 5 stayed precisely the same, and 39 were down. Many of the stations which did not fare as well this time as last in 12+ figures nevertheless recorded gains for target demographics.

"Modal" rockers in general had good books (with some exceptions, noted later), as did Superstars client stations (see appropriate paragraph). The future is obviously bright for rock 'n' roll stations with carefully chosen music and personality delivery. It's interesting to note that soft AOR's in the top fifty markets also had good books, with WEEI-FM/Boston and KXOA-FM/Sacramento both up, and KNX-FM/Los Angeles down by just a tenth of a share. As the AOR audience grows older, soft AOR's with high visibility in their marketplaces are bound to continue to hold their own.

DOWN BOOKS: Among the disappointing 12+ figures for Oct.-Nov. were those garnered by WIYY/Baltimore, WBCN/Boston (with WCOZ gaining the format lead for the first time in a year), WLUP/Chicago (still no close format competitor in 12+... but are the big numbers over?),

M105/Cleveland (just prior to a PD switch to Phil deMarne,) and WTUE/Dayton (with corresponding gains by WVUD). Also down were WLRS/Louisville (though still a double-digit book), WKDF/Nashville (cut in half while new Superstars client WKQB was the city's format winner for the first time), KMET/Los Angeles (its first down book in a year), KDKB/Phoenix (Jon Sinton's last book before joining the Superstars organization), KSAN/San Francisco (reflecting sweeping music and personnel changes but perhaps too early to judge the overall effect of those changes), and DC 101/Washington (facing increased competition from WAVA).

WINNING NUMBERS: There were numerous success stories resulting from the fall book. Included were WEBN/Cincinnati (a big jump in its first book as a Superstars outlet), WLVQ/Columbus (hitting double digits for its first time), KYYS/Kansas City (moving ever upward with its appealing personality approach to AOR), and ZETA 4/Miami (under new PD Keith Isley and a tighter music policy). Also up were WMMR/Philadelphia (Jeff Pollack's swan song book and the station's best ever; will it continue to rise under Charlie Kendall?), KSHE/St. Louis

(Century's flagship station) and top-ranked WIOT/Toledo (with those enviable 19.7 numbers).

NOTABLE MARKETS: AOR was particularly healthy in the following cities, where the combined 12+ figures for the AOR stations produced impressive double digits: Boston (14.1), Denver (12.3), Detroit (14.1), Kansas City (16.2), Milwaukee (12.5), Norfolk (14.6), Portland (16.3), Rochester (15.5), Sacramento (16.8), San Diego (15.7) and Seattle (14.5).

SUPERSTARS STATIONS: The Burkhardt/Abrams/Michaels/Douglas client stations enjoyed generally up books. Eighteen rose while one held its 12+ figure from the last book, and another eight were down (some only by a tenth of a share point). WMMS/Cleveland and WSHE/Miami were not Superstars client stations during the last ratings sweep.

A note on the following "scoreboard:" it represents data from the top fifty markets only. Success stories and complete ratings breakdowns from the other 40 markets rated in the fall sweeps will appear in the next R&R Ratings Report, due to be mailed in mid-April. Watch for it.

Oct.-Nov. Arbitron AOR Scoreboard

The following are the Monday-Sunday, 12+ metro shares for the Arbitron-rated top fifty markets, as compared to their previous book. This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

* Refers to a Superstars client station.

Five stations held their precise 12+ figures from their last ratings period: WABX/Detroit (3.3), *WHCN/Hartford (3.9), WLOL/Minneapolis (1.9), WZAM/Norfolk (1.7), WAVA/Washington (2.8).

		Up	Down	
A	WQBK/Albany		4.5-3.3	
	KEZY-AM/Anaheim	1.7-2.0		
	KEZY-FM/Anaheim	1.1-1.5		
	*WKLS/Atlanta	7.7-8.2		
B	*WIYY/Baltimore		8.9-6.5	
	WLPL/Baltimore	2.0-2.1		
	WRKK/Birmingham		5.8-5.7	
	WBCN/Boston		5.2-4.7	
	WCOZ/Boston	4.4-5.0		
	WEEI-FM/Boston	3.6-4.4		
	WBUF/Buffalo	1.5-2.3		
*WGRQ/Buffalo		5.4-3.6		
C	*WLUP/Chicago		7.3-4.9	
	WMET/Chicago	1.2-2.2		
	WXRT/Chicago	1.7-1.8		
	WEBN/Cincinnati	4.3-9.1		
	WSAI-FM/Cincinnati		6.0-4.4	
	WLYT/Cleveland	1.0-2.6		
	*WMMS/Cleveland	7.7-7.9		
	WWW/M/Cleveland		5.2-2.7	
	*WLVQ/Columbus	7.8-12.7		
	D	KTXQ/Dallas		6.8-5.1
		KZEW/Dallas	2.8-3.8	
WTUE/Dayton			12.0-8.1	
WVUD/Dayton		2.7-6.4		
*KAZY/Denver			7.3-6.1	
KBPI/Denver		4.6-4.9		
KFML-AM/Denver		.8-1.3		
WRIF/Detroit		4.8-6.3		
*WWW/Detroit			5.9-4.5	
H		WCCC/Hartford	3.2-3.8	
	KILT-FM/Houston		3.9-3.0	
	KLOL/Houston	3.5-5.4		
I	*WFBQ/Indianapolis	8.7-9.9		
K	KUDL/Kansas City	3.2-3.5		
	*KYYK/Kansas City	10.3-12.7		
L	KLOS/Los Angeles		2.6-2.2	
	KMET/Los Angeles		6.4-5.8	
	KNX-FM/Los Angeles		2.8-2.7	
	KWST/Los Angeles	1.0-1.1		
	*WLRS/Louisville		13.6-10.1	
WZZX/Louisville		2.1-1.6		
M	*WZXR/Memphis		7.5-8.6	
	WINZ-FM/Miami	1.9-4.6		
	*WSHE/Miami		1.0-1.2	
	WWWL/Miami		2.5-2.8	
	*WLPX/Milwaukee		7.1-8.1	
	WQFM/Milwaukee	3.6-4.4		
	*KQRS-AM/Minneapolis		1.2-1.3	
	*KQRS-FM/Minneapolis		6.7-8.7	
N	WKDF/Nashville		8.5-4.6	
	*WKQB/Nashville	2.8-5.9		
	WNOE-FM/New Orleans		5.0-4.6	
	WRNO/New Orleans		7.4-4.4	
	WNEW-FM/New York	2.3-2.7		
	WPIX/New York	1.1-1.2		
	WPLJ/New York		3.8-3.2	
	WRVR/New York		1.3-1.1	
	WMYK/Norfolk		8.7-5.3	
	WNOR-FM/Norfolk	7.4-7.6		
O	KATT-FM/Oklahoma City		9.2-4.8	
	*KXXY/Oklahoma City	4.0-5.9		
	P	WIOQ/Philadelphia		2.1-2.6
WMMR/Philadelphia			5.7-6.9	
*WYSP/Philadelphia			3.4-4.5	
KBBC/Phoenix			5.1-3.5	
*KDKB/Phoenix			7.5-4.2	
KIOG/Phoenix			2.2-2.1	
*WDVE/Pittsburgh			7.6-7.5	
WYDD/Pittsburgh			1.9-1.7	
*KGON/Portland			7.7-8.5	
KINK/Portland			3.9-5.9	
KQFM/Portland		1.0-1.9		
WBRU/Providence		2.2-2.7		
R	WCMF/Rochester	2.5-3.7		
	*WMJQ/Rochester		11.5-11.8	
S	KXOA-FM/Sacramento	6.2-7.1		
	*KZAP/Sacramento		8.5-9.7	
	KCPX-FM/Salt Lake City		6.1-9.9	
	KISS/San Antonio		4.8-4.1	
	KGB-FM/San Diego		4.4-5.7	
	*KPRI/San Diego		4.1-5.6	
	XTRA-FM/San Diego		4.8-4.4	
	KMEL/San Francisco		2.2-2.0	
	KSAN/San Francisco		2.5-1.7	
	KEZR/San Jose		4.5-4.4	
KOME/San Jose		5.2-5.9		
KSJO/San Jose		4.0-3.7		
*KISW/Seattle		3.1-5.7		
KZAM-FM/Seattle		2.8-3.0		
KZOK-AM/Seattle		.6-1.1		
KZOK-FM/Seattle		5.5-4.7		
KSHE/St. Louis		5.5-8.9		
T	*WQXM/Tampa		6.3-8.4	
	WSRZ/Tampa		2.3-2.6	
	WIOT/Toledo		16.6-19.7	
W	WHFS/Washington		1.5-1.2	
	WWDC-FM/Washington		5.3-3.2	

BILLY
JOEL

GLASS
HOUSES



"IT'S STILL
ROCK AND
ROLL TO ME"

B. JOEL



ON COLUMBIA RECORDS

Jeff Gelb

EVOLUTION



Alan Sneed

Alan Sneed has exited WKDF/Nashville, where he has served as PD for over two years. Station GM Vic Rumore explained, "It was a management decision to replace Alan. He is a fine programmer. I can only say good things about him. We just felt in this circumstance that it was time to make a change. Alan's direction for AOR and the AOR direction we need to take right now were different." Sneed was unavailable for comment . . . Longtime AOR contributor "Country Paul" Peyton has been picked as the new PD at WCCC/Hartford. He moves over to his new post on March 24th from neighboring WDRC-FM. Luck to Paul and welcome back . . . Stuart McRae has exited as PD at KLPQ/Little Rock as new management effects format modifications for

the Little Rock AOR. McRae will announce future plans shortly . . . Important changes at WWWW/Detroit, where MD Mark McEwen is exiting for 10pm-2am at WLUP/Chicago . . . Bob McRae has exited as PD at WGRQ/Buffalo. The Superstars affiliate is looking for a successor . . . Former WBAB/Long Island MD Bernie Bernard has resurfaced at WNEW-FM/New York for fill-in airwork and music library help . . . Kelly Saunders has exited middays at WAVA/Washington . . . Jay Gilbert has exited as Production Director of WYSP/Philadelphia to join WSAI-FM/Cincinnati for mornings. Chris Gray has exited that shift . . . Rich Sutton is new to WAQX/Syracuse from neighboring WAER for airwork and production . . . Dan Carlyle has joined WMMR/Philadelphia for part-time airwork . . . Diane Thompson has been named afternoon news person and feature producer for KBBC/Phoenix.



THINK PINK — KTXQ/Dallas asked listeners to submit pink items to the station in return for eligibility to win a trip to see Columbia's Pink Floyd in Los Angeles. Pictured is night air personality Rundy Davis with a roomful of over 3500 pink things received by the station.

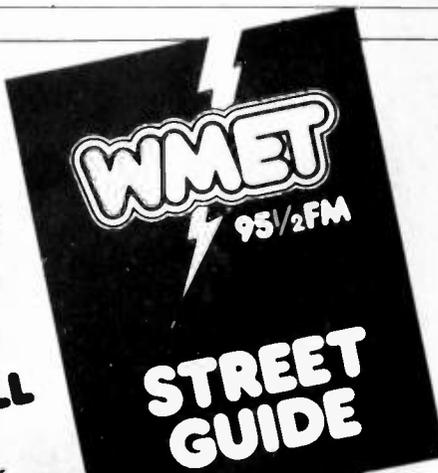
UPDATE

WDHA/North Jersey's twelve-hour rock danceathon raised \$10,000 for Easter Seals. Twenty hardy couples made it all the way through the event . . . WMMS/Cleveland has begun a promotion which will enable a winning group or artist to obtain ten hours of recording time, a thousand 45's of the song recorded, and the opening slot for an upcoming WMMS-sponsored concert at the Agora. To win, the artist(s) must record and submit three original songs for judging . . . KTMS/Santa Barbara is sponsoring a two-month film retrospective of cult movies, including "Performance" and "Badlands" . . . KSAS/Kansas City hosted two "Thank You Kansas City" free concerts with Taj Mahal. One was open to 1400 listeners while the other was an invite-only show for area VIP's which included a buffet dinner . . . WGIR/Manchester raised \$800 for muscular dystrophy at an area ski competition. Winners got station T-shirts, mugs and tote bags . . . KGB-FM/San Diego has moved. The station's new phone number is (714) 292-1360. Its new address is 7150 Engineer Road, San Diego, CA 92111.

PROMOTION OF THE WEEK

- SPORTS**
 Alumni Hall/DePaul University
 Arlington Park
 Chicago Stadium
 Comiskey Park
 Dwyer Stadium/McGraw Hill
 Northwestern University
 Hawthorn Park
 Loyola University
 Meadows Park
 North Park College
 Soldier Field
 Sportmans Park
 U.I.C.C.
 Wrigley Field

- 321-8010
 255-4300
 733-5300
 924-1000
 482-7070
 372-0222
 274-3000
 628-4816
 583-2700
 294-2200
 242-1121
 886-3000
 281-5050
 786-1333
 836-7000
 828-5150



- TRANSPORTATION**
 Amtrak
 CTA Travel
 Metro Travel
 Midway Airport
 Meigs Field
 O'Hare Field
 RTA Travel
 Traveler's

SPORTS (all 215)	
EAGLES	463 5500
FEVER/FURY	546 5600
FLYERS	755 9700
PHILLIES	463 1000
76 ERS	339 7676
SPORTS SCORES	662 7500

1980		1980	
JAN	1 2 3 4 5 6 7 8 9 10 11 12	JUL	1 2 3 4 5 6 7 8 9 10 11 12
FEB	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	AUG	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MAR	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SEP	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



STREETWISE

INFO FOR THE EIGHTIES . . .

- BUSINESS OFFICE 215-561-0933
9 to 5, Mon thru Fri
- COMMUNITY SWITCHBOARD 215-561-5932
24 hr information & referrals
- CONCERT LINE 215-561-4080
24 hr info for Del Valley, including clubs & colleges
- ENERGY LINE 215-561-2171
24 hr news & info
- NEWS LINE 215-561-7190
- REQUEST LINE PA 215-561-5933, 263-6640
- REQUEST LINE NJ 590-1234
- RIDE LINE 215-963-9659
24 hour connections for passengers & drivers

SOFT ROCK SWEET-FM 103

ENTERTAINMENT DIRECTORY

103 of Boston's most popular phone numbers

CONCERT INFORMATION

Art's Line	261 1660
Berklee Performance Center	266-7455
Boston Ballet	242-3946
Boston Children's	227-3200
Hynes Auditorium	262-8000
Inn Square Men's Bar	35-8458
Music Hall	423-3300
Orpheum Theatre	482-0850
Parade Theatre	254-2052
Symphony Hall	268 1492



SOLO SULU — Promoting the release of the Paramount motion picture "Star Trek," George (Mr. Sulu) Takei beamed up the crew of WZOK/Rockford for a look around. Pictured (l-r) on the bridge are WZOK's Mike Wolf, PD John Larson, Takei, and MD Tom Hunter.

COMING NEXT WEEK: Doug Pringle may not be a well-known name to AOR programmers here in the states . . . yet! But in Canada his four-hour weekly music and interview program is heard on over fifty radio stations. His rock news column is syndicated in over 75 newspapers weekly. He is well-known as a founding father of CHOM-FM/Montreal and is a current consultant to R&R AOR reporter K-97/Edmonton. Next week, a profile of Doug Pringle, a leading AOR voice in Canada . . . and soon, perhaps, the United States as well.

CONCERTS & CONVERSATIONS

- PRESENTATIONS:** LOVE 94/Miami presented Esther Satterfield for free.
- RADIO CONCERTS:** Romantics on WRIF/Detroit . . . Inmates on KAZY/Denver . . . 38-Special on WPLR/New Haven.
- CONVERSATIONS:** Firesign Theatre, Robin Trower on KWST/Los Angeles . . . Madness on WBCN/Boston . . . 38-Special, Blackfoot on WKQQ/Lexington . . . John Hall, Specials on WQBK/Albany . . . Stephen Stills, Tom Rush, John Hall on WGIR/Manchester . . . Heart on KQFM/Portland . . . Catfish Hodge on KSAS/Kansas City.

STREET GUIDES: These 3 1/2" x 7" triple-fold free phone listings/calendars are very popular promotional tools currently being used by several stations, including WMET/Chicago, WEEL-FM/Boston and WMMR/Philadelphia.

WMET's "Street Guides" are available through record and other retail outlets. On-air promos have helped circulate a print run of 100,000, with an updated second batch out shortly. WMET Promotions Director Jeff Bierig called his street guide "a valuable service to our listeners, giving them everything from concert hall numbers to organizations they might need at any time."

WEEL-FM PD Clark Smidt claims there are a million "Entertainment Directories" in circulation in Boston area movie theatres and banks, and as inserts in weekly newspapers. Costs, which come from the station's promotion budget, are minimal: 3¢ apiece per 100,000

print run. Smidt said, "The directory cards give us a lot of mileage for our money."

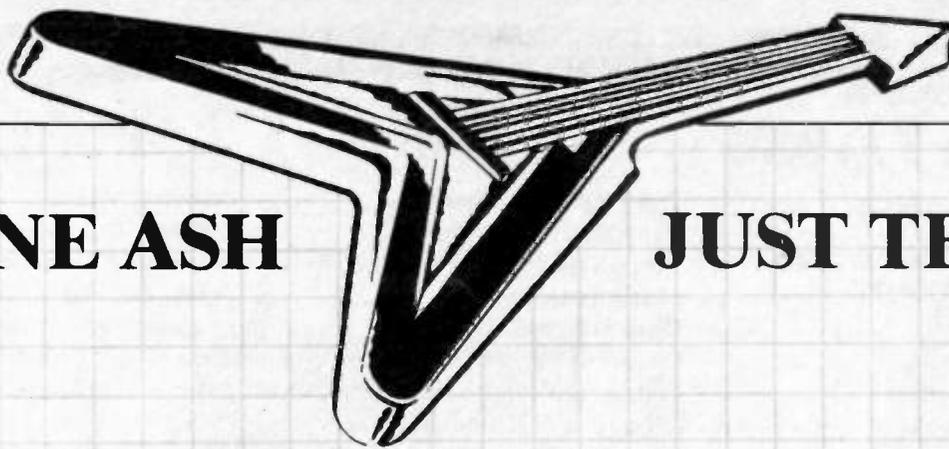
WMMR's "Streetwise" cards, offering "info for the Eighties," were sponsored by a local rock club called Cherry's, which subsidized the printing cost of the sheet. According to WMMR Director of Audience Marketing Jane Norris, "Cherry's gets a lot of advertising value and good will, plus promotion time on the air. We get a lot of visibility and good feedback, and it's all free."

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.



WISHBONE ASH

JUST TESTING

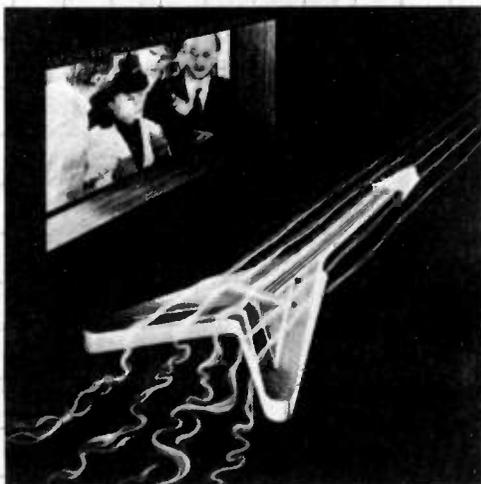


Q: WHAT'S A WINNING COMBINATION?

A: ANDY POWELL, LAURIE WISEFIELD,
MARTIN TURNER AND STEVE UPTON!

Q: WHAT'S ANOTHER ONE?

A: "HELPLESS," "LIVING PROOF," "PAY THE
PRICE" AND "MASTER OF DISGUISE"!



MCA-3221

PRODUCED BY
MARTIN TURNER
JOHN SHERRY
AND WISHBONE ASH

AXE

**GIVES YOU DOUBLE-EDGED,
DOUBLE-GROOVED ROCK 'N ROLL!**

"LIVING ON THE EDGE"

THE
12"



L33-1863

PRODUCED BY
TONY REALE
FOR MIKE CURB
PRODUCTIONS

THE
LP



MCA-3224

ON MCA RECORDS AND TAPES

MCA RECORDS
© 1980 MCA Records, Inc.

Radio & Records

Album Airplay/40

Chart Summary

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

March 7, 1980

142 REPORTERS

Album cuts are listed in order of airplay preference.

PINK FLOYD The Wall (Columbia)..... <i>"Brick" "Numb" "Lust" "Hell"</i>
HEART Bebe Le Strange (Epic)..... <i>"Even" Title "Rockin'" "Strange"</i>
TOM PETTY & HEARTBREAKERS ... Damn The... (Backstreet/MCA).... <i>"Refugee" "Losers" "Girl" "Don't"</i>
LINDA RONSTADT Mad Love (Asylum)..... <i>"How Do" Title "Girls" "Can't"</i>
J. GEILS BAND Love Stinks (EMI America)..... <i>"Come" Title "Wait" "Walls"</i>
DAN FOGELBERG Phoenix (Full Moon/Epic)..... <i>Title "Fire" "Moon" "Longer"</i>
RUSH Permanent Waves (Mercury)..... <i>"Radio" "Freewill" "Entre"</i>
BABYS Union Jacks (Chrysalis)..... <i>"Feet" "Rendezvous" "Love"</i>
KNACKBut The Little... (Capitol)..... <i>"Baby" "Mine" "You" "Feeling"</i>
RUNDGREN/UTOPIA Adventures In... (Bearsville/WB).... <i>"Utopia" "Free" "Caravan"</i>
PRETENDERS Pretenders (Sire)..... <i>"Brass...Pocket" "Kid" "Sobbing"</i>
B. SEGER/S. BULLET BAND ... Against The Wind (Capitol)..... <i>"Fire" "Strut" Title "Bop"</i>
NAZARETH Malice In Wonderland (A&M)..... <i>"Holiday" "Cars" "Talkin'" "Leaf"</i>
EAGLES The Long Run (Asylum)..... <i>Title "Shoes" "Heartache" "Can't"</i>
ZZ TOP Deguello (WB)..... <i>"Thank You" "Bad" "Sunglasses"</i>
CLASH London Calling (Epic)..... <i>"Train" "Revolution" "Supermarket"</i>
JEFFERSON STARSHIP Freedom At Point... (RCA/Grunt).... <i>"Eyes" "Rock" Title "Jans"</i>
ROCKETS No Ballads (RSO)..... <i>"Desire" "Hold" "Back" "Sally"</i>
WARREN ZEVON Bad Luck Streak... (Asylum)..... <i>"Certain" "Gorilla" "Jeannie" Title</i>
ROBIN TROWER Victims Of Fury (Chrysalis)..... <i>Title "Shout" "Ring" "Jack & Jill"</i>
E. COSTELLO/ATTRACTIONS ... Get HappyII (Columbia)..... <i>"Five" "Opportunity" "Modern"</i>
JOURNEY Departure (Columbia)..... <i>"Anyway" "Where" "Lady" "Fire"</i>
FLEETWOOD MAC Tusk (WB)..... <i>"Think" "Sara" "Storms" "Sisters"</i>
PAT BENATAR In The Heat Of The... (Chrysalis).... <i>"Think" "Heartbreaker" "Lover"</i>
STYX Cornerstone (A&M)..... <i>"Borrowed" "Time" "Midnight"</i>
GARY NUMAN Pleasure Principle (Atco)..... <i>"Cars" "Metal"</i>
STEVE WALSH Schemer-Dreamer (Kirshner)..... <i>Title</i>
CHRISTOPHER CROSS Christopher Cross (WB)..... <i>"Ride" "Never" "Light"</i>
SHOOTING STAR Shooting Star (Virgin)..... <i>"Got" "Bring" "Tonight" "Chance"</i>
ROMANTICS The Romantics (Nemperor)..... <i>"What" "Eyes"</i>
UFO No Place To Run (Chrysalis)..... <i>"Train" "Lettin'" Title "Anyday"</i>
LED ZEPPELIN In Through The Out... (Swan Song).... <i>"Fool" "Evening" "Saurez"</i>
MCGUINN & HILLMAN City (Capitol)..... <i>"Chance" "Street" "City"</i>
NO NUKES Various Artists (Asylum)..... <i>"Devil" "Heart" "Stay"</i>
MAHOGANY RUSH What's Next (Columbia)..... <i>"Roadhouse" "Line" "Rock"</i>
SUE SAAD & NEXT Sue Saad & Next (Planet)..... <i>"Gimme" "Danger" "Prisoner"</i>
38-SPECIAL Rockin' Into The... (A&M)..... <i>Title "Money"</i>
D.L. BYRON This Day And Age (Arista)..... <i>"Heartbeat" "Big Boys"</i>
RAMONES End Of The Century (Sire)..... <i>"Remember" "Danny" "R&R"</i>
OFF BROADWAY On (Atlantic)..... <i>"Stay In Time" "Full Moon"</i>

Programming conferences put a temporary dent in our number of weekly AOR reporters; we'll be back up to snuff next week. This week's reporters continued their love affair with FLOYD, keeping the band on top both in total reports and hot mentions. HEART leaped up to second place this week as early adds converted to medium and hot rotations. PETTY remained phenomenally strong in hits. LINDA jumped straight into top five in her second week of AOR airplay, with excellent add-to-hot conversion. KNACK held rock steady while PRETENDERS continued their climb. SEGER debuted handsomely with excellent adds as well as instant conversions to higher rotations. NAZARETH, CLASH, ZEVON and TROWER all climbed. COSTELLO jumped up substantially with both strong adds as well as significant numbers in higher rotations. JOURNEY debuted with excellent add response. NUMAN, CROSS, and McGH all climbed. SAAD resurged. BYRON and RAMONES debuted this week with a potent combination of reports for all rotations. STEVE FORBERT came close to charting.

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

New Entry
→

MOST ADDED

	3/7	2/29	2/22	2/15	2/8
1 BOB SEGER & SILVER... ... 127/106 0/0 0/0 0/0 0/0					
Against The Wind (Capitol)					
<i>"Fire Lake"</i>					
2 JOURNEY 87/73 0/0 0/0 0/0 0/0					
Departure (Columbia)					
<i>"Anyway"</i>					
3 ELVIS COSTELLO &... ... 93/50 70/68 0/0 0/0 0/0					
Get HappyII (Columbia)					
<i>"Sive Geers..."</i>					
4 RACHEL SWEET 28/23 8/6 0/0 0/0 0/0					
Protect The... (Stiff/Columbia)					
<i>"Got A Reason"</i>					
5 FOOLS 27/18 30/28 2/2 0/0 0/0					
Sold Out (EMI America)					
<i>"Won't Grow Up"</i>					
6 SUZANNE FELLINI 17/15 7/7 1/1 0/0 0/0					
Suzanne Fellini (Casablanca)					
<i>"Love On... Phone"</i>					
7 JOHNNY WINTER 24/14 22/18 9/0 0/0 0/0					
Raisin' Cain (Blue Sky)					
<i>"New York..."</i>					
7 PRIVATE LIGHTNING 26/14 21/20 0/0 0/0 0/0					
Private Lightning (A&M)					
<i>"Heartbeat"</i>					
8 WISHBONE ASH 38/13 42/28 45/44 4/4 0/0					
Just Testing (MCA)					
<i>"Helpless"</i>					
9 BILLY JOEL 14/13 0/0 0/0 0/0 0/0					
Glass Houses (Columbia)					
<i>"Various Cuts"</i>					
9 WARREN ZEVON 98/12 103/85 47/51 1/0 1/1					
Bad Luck Streak... (Asylum)					
<i>"A Certain Girl"</i>					
9 JOHN MILES 12/12 0/0 0/0 0/0 0/0					
Sympathy (Arista)					
<i>"C'est La Vie"</i>					
10 LINDA RONSTADT 127/11 138/116 0/0 0/0 0/0					
Mad Love (Asylum)					
<i>"How Do I..."</i>					
10 WILLIE NILE 11/11 0/0 0/0 0/0 0/0					
Willie Nile (Arista)					
<i>"Vagabond Moon"</i>					
11 MIKE RUTHERFORD 11/10 1/1 1/0 1/1 0/0					
Smallcreep's Day (Passport)					
<i>"Time & Time..."</i>					
11 DUDEK FINNEGAN... ... 11/10 5/5 0/0 0/0 0/0					
DFK Band (Columbia)					
<i>"The Weather"</i>					

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

MEDIUM

	3/7	2/29	2/22	2/15	2/8
1 ROBIN TROWER 82/58 82/46 93/3 3/0 0/0					
Victims Of Fury (Chrysalis)					
<i>Title</i>					
2 NAZARETH 92/52 108/70 102/63 87/52 110/2					
Malice In... (A&M)					
<i>"Holiday"</i>					
3 T. RUNDGREN/UTOPIA 106/50 127/58 122/59 125/56 122/55					
Adventures... (Bearsville/WB)					
<i>"Road To Utopia"</i>					
4 CLASH 87/49 100/59 95/59 87/48 77/33					
London Calling (Epic)					
<i>"Train In Vein"</i>					
5 PRETENDERS 98/47 107/57 94/48 88/48 78/37					
Pretenders (Sire)					
<i>"Brass In Pocket"</i>					
5 WARREN ZEVON 90/47 103/22 47/2 1/1 1/0					
Bad Luck Streak... (Asylum)					
<i>"A Certain Girl"</i>					
6 KNACK 105/46 114/50 118/20 50/2 0/0					
...But The Little... (Capitol)					
<i>"Baby Talks"</i>					
6 ROCKETS 79/48 98/59 98/57 101/63 106/67					
No Ballads (RSO)					
<i>"Desire"</i>					
7 UFO 50/43 87/48 74/54 78/53 83/62					
No Place To Run (Chrysalis)					
<i>"Mystery Train"</i>					
8 GARY NUMAN 57/41 57/45 64/50 53/38 53/37					
Pleasure Principle (Atco)					
<i>"Cars"</i>					
9 J. GEILS BAND 119/48 135/46 135/55 125/57 129/69					
Love Stinks (EMI America)					
<i>"Come Back"</i>					
9 STEVE WALSH 55/40 72/53 80/55 69/48 73/31					
Schemer-Dreamer (Kirshner)					
<i>Title</i>					
9 SHOOTING STAR 55/40 71/48 66/33 69/0 1/0					
Shooting Star (Virgin)					
<i>"Got What I Need"</i>					
9 ROMANTICS 51/40 69/52 64/41 68/48 72/52					
The Romantics (Nemperor)					
<i>"What I Like..."</i>					
10 38-SPECIAL 44/35 45/33 40/26 41/31 51/35					
Rockin' Into The... (A&M)					
<i>Title</i>					

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

THE HOTTEST

	3/7	2/29	2/22	2/15	2/8
1 PINK FLOYD 130/127 149/146 148/144 147/142 151/145					
The Wall (Columbia)					
<i>"Brick 2"</i>					
2 TOM PETTY... 122/112 148/138 146/139 142/136 155/145					
Damn... (Backstreet/MCA)					
<i>"Refugee"</i>					
3 HEART 129/104 150/81 110/13 0/0 0/0					
Bebe Le Strange (Epic)					
<i>"Even It Up"</i>					
4 LINDA RONSTADT 127/98 138/22 0/0 0/0 0/0					
Mad Love (Asylum)					
<i>"How Do I..."</i>					
5 DAN FOGELBERG 112/90 138/111 146/119 141/113 148/122					
Phoenix (Full Moon/Epic)					
<i>Title</i>					
6 J. GEILS BAND 119/79 135/69 135/60 125/64 128/47					
Love Stinks (EMI America)					
<i>"Come Back"</i>					
7 RUSH 102/78 121/84 120/74 118/69 111/61					
Permanent Waves (Mercury)					
<i>"Spirit Of The Radio"</i>					
8 BABYS 97/68 115/63 113/60 104/70 115/59					
Union Jacks (Chrysalis)					
<i>"Back On My Feet"</i>					
9 EAGLES 94/81 98/72 110/64 114/62 129/110					
The Long Run (Asylum)					
<i>Title</i>					
10 KNACK 105/59 114/57 118/17 50/2 0/0					
...But The Little... (Capitol)					
<i>"Baby Talks"</i>					
11 T. RUNDGREN/UTOPIA 106/58 127/68 122/63 125/65 122/61					
Adventures... (Bearsville/WB)					
<i>"Road To Utopia"</i>					
12 ZZ TOP 87/55 107/68 115/77 118/76 124/82					
Deguello (WB)					
<i>"I Thank You"</i>					
13 JEFFERSON STARSHIP 83/50 105/78 119/88 125/90 135/107					
Freedom At... (RCA/Grunt)					
<i>"Hungry Eyes"</i>					
14 PRETENDERS 98/45 107/42 94/38 86/28 78/21					
Pretenders (Sire)					
<i>"Brass In Pocket"</i>					
15 NAZARETH 92/39 108/38 102/27 87/15 110/2					
Malice In... (A&M)					
<i>"Holiday"</i>					

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



JOHN STEWART GOES HOLLYWOOD

DREAM BABIES GO HOLLYWOOD. A new album from the man who "turns the music into gold" to hit the streets on March 9, 1980. All sources agree this album will be his biggest yet!

RS-1-3074



MIDWEST

KY/102 - Kansas City

816-753-4667

PD: MARY FLOYD
 PD: JIM WOOD
 PD: JOE WOOD

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

WIBA - FM Madison

808-274-8460

PD: GARY BRUN
 PD: SCOTT WALTON

Added:
 OF BROADWAY (Atlantic)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 BRUCE COCKBURN (Millennium)
 ELVIS COSTELLO & ... (Capitol)
 KIM WILSON (Capitol)
 LITTLE FEAT (A&M)
 SAMANTHA (Capitol)
 TOTO (Capitol)
 NO MURRES (Asylum)
 HERRON & JACKSON (Asylum)
 STEVE NORD (Atlantic)

Hotlist:
 LINDA RONSTADT (Asylum)
 PINK FLOYD (Columbia)

KPHL Muscatine

319-263-2812

PD: LISA CATALANO

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

WZOK 97 Rockford

816-399-2233

PD: TOM HARTER

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

St. Louis

314-842-1111

PD: RICK BALLS

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Kansas City

816-531-3400

PD: BISHOP OWEN
 PD: DAN AUGUST

Added:
 ELVIS COSTELLO & ... (Capitol)
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

93QFM Milwaukee

414-276-2040

PD: PAUL KELLY
 PD: ED DIMICELLI

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Z92 Omaha

402-592-5300

PD: BOB LINDEN

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Saginaw

517-892-9528
 517-894-2986

PD: JOE DEWITT

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Terre Haute

812-238-2657

PD: R. J. CORRETT

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Lincoln

402-432-8565

PD: BRUCE WHEELER

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

KQ92 Minneapolis

612-545-6801

ASST. PD: MARI SULLON

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Rockford

815-877-3075

PD: BERT ALBERTS
 PD: LEO COON

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

KLIX93 Sioux Falls

605-339-1520

PD: BRUCE FISCHER

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

FM 104 Toledo

419-248-3377

PD: PETE STILL
 PD: WEE RANGALL

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

WEEKEND

KFMG Albuquerque

505-265-8811

PD: JAREY CURELO

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

KSPN Aspen

303-925-5776

PD: TODD CIPOLLA

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

Most Added

BOB SEGER & SILVER BULLET BAND
 Against The Wind (Capitol) 34/31

JOURNEY
 Departure (Columbia) 24/21

ELVIS COSTELLO & ATTRACTIONS
 Get Happy!! (Columbia) 25/17

PRIVATE LIGHTNING
 Private Lightning (A&M) 10/6

Medium

CLASH
 London Calling (Epic) 20/15

WARREN ZEVON
 Bad Luck Streak... (Asylum) 23/15

KNACK
 ...But The Little... (Capitol) 27/13

PRETENDERS
 Pretenders (Sire) 26/13

ROBIN TROWER
 Victims Of Fury (Chrysalis) 18/13

The Hottest

PINK FLOYD
 The Wall (Columbia) 32/32

HEART
 Bebe Le Strange (Epic) 35/29

LINDA RONSTADT
 Mad Love (Asylum) 35/25

TOM PETTY & HEARTBREAKERS
 Damn... (Backstreet/MCA) 28/24

J. GEILS BAND
 Love Stinks (EMI America) 31/21

BABYS
 Union Jacks (Chrysalis) 24/21

KRST Albuquerque

505-266-7946

PD: SAM BENTON

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

KSPN Aspen

303-925-5776

PD: TODD CIPOLLA

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

307-Casper

307-235-1515

PD: JOHN LOGAN

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

106 KPBI

309-936-2313

PD: FRANK COOT

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

KKDU Fresno

209-226-5991

PD: DEAN OPPENHEIM
 PD: JEFF RIEDEL

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

96 KEZYFM Anaheim

714-776-3696

PD: LARRY REISNER

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

88 FM Bakersfield

805-832-1410

PD: PETE SHANNON
 PD: MIKE BELL

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

977 FM Denver

303-759-5600

PD: GREG GILLISPIE

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

977 FM Edmonton

403-428-8597

PD: NEIL EDWARDS
 PD: BRUCE KEATON

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)

104 Boise

208-344-8363

PD: CARL SCHLEIDER

Added:
 BOB SEGER & ... (Capitol)
 JOURNEY (Capitol)
 JOURNEY (Capitol)

Medium:
 J. GEILS BAND (EMI America)
 UFO (Chrysalis)
 CLASH (Epic)
 HAWKMAN RUSH (Columbia)
 WARRIN ZEVON (Asylum)
 BLONDIE (Chrysalis)

Hotlist:
 TOM PETTY & THE HEARTBREAKERS (Capitol)



Jim Duncan

Country

News Notes

Looking forward to seeing many of you this next week in Nashville for the Country Radio Seminar. For those of you who can't make it, rest assured that R&R will follow the seminar, as in years past, with complete coverage of the event along with many exclusive photos. . . . If you've seen Page 1 of this week's R&R, you'll know the details of WIRE/WXTZ-FM/Indianapolis VP/GM Don Nelson's resignation. It has been a real pleasure for me to become a friend of one of the most active people in Country radio. His unique humor has made a few dull board meetings sparkie. Don Nelson was one of my first (and one of my favorite) interviews for R&R. His standard of excellence should be an inspiration for anyone. Our best wishes for continued success to one helluva guy. WIRE's new GM should be announced by next week. . . . Last Friday (2-29) at 11:45am here in L.A., I received an invitation to be involved in a coast-to-coast conference call. Next thing I knew I was hearing a WQAM/Miami air personality sign off his show with Anne Murray's "I Just Fall In Love Again." When the record ended, new PD Dan Halyburton went on the air and said: "This is WQAM/Miami, and WQAM radio continues to make radio history." For the next ten minutes I listened to a fabulous montage of past WQAM jingles, station ID's, and promos. The 1974 RCA recording of "Life Is A Rock (But The Radio Rolled Me)" by a group known as Reunion started and ended this unique tribute to WQAM. At noon my time and 3pm in Miami, PD Halyburton went back on the air and said: "It's February 29th, 1980 and this is Dan Halyburton, Program Director of WQAM Radio. Years ago Todd Storz changed radio history; he gave us Top 40 Radio and it changed America. We all grew up listening to WQAM. Today WQAM makes history once again: for all of South Florida, this is 'Sun Country' WQAM/Miami." With that John Denver's "Thank God I'm A Country Boy" kicked off the new Country-formatted WQAM. The first show featured former WDAF/Kansas City afternoon driver Dale "The Bozo" Sommers. Thank you to Dan and GM Ron Beckey for including me in this bit of radio history. It was something to hear. . . . Across town at WWOK/Miami, Colleen Cassidy stepped down as PD to rejoin Y-100 (WWOK's sister station, both owned by Metroplex) as music researcher (see Page 3). Ron Bisson, former PD of WGMA/Hollywood, FL, was promoted to PD and Larry Coates was appointed MD. Bisson has taken over the morning show as Tony George exits. Bisson told R&R there was no truth to the rumor WWOK was going automated. A rumored format change was also denied. . . . The man who helped direct me in my early stages of radio, Gary Perkins, has been renamed PD of K-102/El Paso. Perkins will also continue to do the mid-day air show. Go get 'em Perk! . . . Since the December 1 departure of longtime KWJJ/Portland PD, Chris Adams, a replacement has been a priority for GM

Coming To The Aid For The Country

Twice yearly TV's Public Broadcasting System goes for the hard-sell fund-raising drive, adding flashy specials to the regular programming roster. The network pre-programs breaks to local affiliates, who team up with local personalities to drum up pledges and keep the action going.

This year's "Festival 80" kicks off a 16-day blitz with two "Live From The Grand Ol' Opry" performances (3-1). WJJD/Chicago staffers on hand for the local cutaway portions included PD Pete Porter, Production Director and noon-3 jock Mark Edwards, morning man Bob Dayton, and afternoon jock Ron Jordan, with local guest artists Don Drumm and Sheila Andrews. Joel Raab, PD at WEEP/Pittsburgh, tied in the Opry performance with a "Grand Ol' Opry Weekend" promotion, in addition to MD'ing the local TV breaks. WMC PD Les Acree hosted the Memphis segments for the third year, and promoted the TV cast with public affairs liners in addition to the spots PBS affiliate WKNO-TV bought to rev up audience interest. WDDD/Marion, IL donated staffers Bruce Welker (his third year), Jay Pearce, Rod Seivers, Rob Sumner, and Roger Swan. Several other stations around the country joined their local PBS affiliates for this major fund drive and community involvement event.

Other music-oriented "spacials" ranged from Ray Charles, the Big Band Sound, Dukes Of Dixieland, and "Songs Of A Lusty Land," with guests Tom T. Hall, Tennessee Ernie Ford, Merle Haggard, and the Sons Of The Pioneers, which will be simulcast on KLAC/Los Angeles. PBS offers the 16 programs to all 120 affiliates, who then choose to air any or all of the shows at a time compatible with their local programming schedules. If your local affiliate hasn't yet aired "Live From The Grand Ol' Opry" or "Songs Of A Lusty Land," you may still have time to hook up with the local break times, which is good promotion for your station's community identity. Contact the local public station directly, and ask for the Fund Raising Department.

Bernie Thompson. Bernie called R&R Monday (3-3) with word that Jerry Dean, former PD of WCOL and WXGT-FM/Columbus, OH, had been named PD of KWJJ and its FM, KJIT. According to Thompson, "He is a seasoned program director in a competitive situation. He is knowledgeable technically, very organized, and understands research. Shy of the Country orientation, he presents an element of expertise that KWJJ has not had for a hell of a long time." Dean will be at KWJJ on March 17. . . . Jack Cresse, the popular GM of KVOO/Tulsa, has

announced that longtime personality and music director Billy Parker has been promoted to PD. Billy will continue to do the nine to noon air shift.

. . . Alan Serena, local Sales Manager of WIXZ/Pittsburgh, has been promoted to Station Manager. Serena has been with the station since 1974.

. . . Chuck McKay, former morning man at KVOX/Fargo, ND, replaces Chuck Manning as PD of KRAM/Las Vegas. McKay takes over the morning show. Morgan Hellbent continues to be MD for KRAM. . . . As Hal Jay concluded his stay at WMC/Memphis, all this week he did a two-man morning show with his replacement Larry Nobles.

As reported here last week, Jay is off to KPLX-FM/Fort Worth to become PD. . . . Bob Knight is the Program Manager of WGAN-AM-FM/Portland, ME and not WGNA as listed here (2-22). WGNA is the Country station in Albany.

Knight, who just left WKXA/Brunswick, ME, was replaced there by Mike Wiener from Washington, D.C. . . . Dave Edwards is the new PD of WADR/Remsen, NY. He will also do afternoons and the music. . . . Before I get away to Nashville, I would like to wish a "happy retirement" to Jan Basham of A&M Records. Her energy, enthusiasm, smile, and professional attitude will be missed by all who came in contact with the "First Lady Of Promotion." Cheers!



Billy Parker

Concerts & Conversations

Let's catch up on various radio-related concerts and interviews during the past few weeks. . . . KHSL/Chico, CA just presented two performances of the Johnny Cash "Silver Jubilee Show." . . . Larry Gatlin stopped by the studios of WOKQ/Dover, NH, to do an interview with Scott Roberts at 11 o'clock at night. The interview lasted for 25 minutes and Gatlin even had his guitar to sing a few favorites live. . . . Scott Sleden reports doing recent phone interviews with Gene Watson and John W. Ryles on WQOT/Savannah, GA. . . . KMAK/Fresno brought the Statler Brothers and Barbara Mandrell to town for a concert at the Fresno Convention Center. . . . Last Sunday (3-2) WHK/Cleveland had a first-time concert with Merle Haggard and John Conlee. . . . KEEN/San Jose has begun broadcasting the syndicated concert series "Lone Star Cafe," a show recorded at the club of the same name in New York. The KEEN program will air Saturday nights at midnight, with the first show spotlighting Moe Bandy and Joe Stampley. . . . The recent Kenny Rogers & Dottie West concert in Monroe, LA was sold-out in a record three hours. KNOE helped bring the show to the area. . . . WNYD has been named the official station for the Sarasota County Fair. The Florida station plans to bring in Charley Pride, Ray Stevens, and other country entertainment for the week-long event. . . . WOKK/Meridian, MI had a T.G. Sheppard concert recently to raise funds for the improvement of the 50-year-old Temple Theatre, a site nominated recently to be included in the National Register of Historical Places. . . . Debby Boone and her husband Gabe visited the KBET studios in Reno. Debby did an on-air interview for the station. . . . John Gray reports KCEY/Modesto, CA has featured interviews recently with Buck Owens, Dave Rowland (Dave & Sugar), Zella Lehr, Don Gibson, Hank Williams Jr., the Kendalls, Jeanne Pruett, Billy Walker, Jerry Wallace, and T.G. Sheppard (to name a few). Artists are invited to call John or Kent Hopper at (209) 883-0433 to do an interview or arrange a guest spot when in the area. . . . WINN/Louisville has Don Williams and Brenda Lee in town Friday (3-7) for a concert. . . . George Jones and Tammy Wynette will appear together March 8 at the Maryland Theatre. According to PD Stacey Drake of WYII/Williamsport, "This will be their first concert appearance since reuniting." . . . Great Empire Broadcasting, owner of KFDI/Wichita, KWKH/Shreveport, KYNN/Omaha, and KTTS/Springfield, has put together a road show of talent that appeared in each market as a free listener appreciation show. It was the ninth such show for KFDI and the 3rd for KWKH. The show was billed as "The Legend Makers" and included Slim Whitman, Kitty Wells, Ernest Tubbs, Ferlin Husky, and the Wilburn Brothers, among others. Standing-room-only crowds were reported in each market. . . . The fourth annual "Jamboree In The Hills" is set for July 19 and 20 in Wheeling, WV. As in past years the show will broadcast live over WWVA. The lineup includes Hoyt Axton, Moe Bandy, Donna Fargo, Con Hunley, Loretta Lynn, Buck Owens, Johnny Russell, T.G. Sheppard, Mel Tillis, Larry Gatlin, Jerry Lee Lewis, Ray Stevens, and Tammy Wynette, with others to help fill in the two-day event. . . . "Jungle Jim" Cameron reports from WILQ/Williamsport, PA that Bill Anderson was in town recently for a concert. Jim tells R&R, "He came to our studios for a half-hour interview. The day before he arrived, there was a multi-alarm fire across the street from our studios. So, he found our front door surrounded by a police/fire no-trespass line. Once inside, he had to climb over tons of clothing in our hallways that was salvaged from the burning buildings. He didn't seem to mind the rank smell of smoke." . . . By the way, R&R reminds you: If you smell a hot news item around your station, fire it off to us: R&R Country, 1930 Century Park West, LA. 90067.

Country

BREAKERS

EMMYLOU HARRIS

Beneath Still Waters (WB)

On 69% of reporting stations. Adds this week include WHK, WUBE, WIL, WJJD, WCXI, KSON, WKSJ, WBAP, WMC, KOKE, WCMS. Charts: 30-24 WUNI, 45-22 KHEY, 30-25 KNIX, 35-29 KSOP, 34-26 WNRS, debut 24 WSM, 25-16 WQQT, debut 27 WNYR. R&R Chart: Debut 31.

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.

JIM ED BROWN & HELEN CORNELIUS "Morning Comes Too Early" (RCA) 62/24. Some new adds include WINN, WMC, WYDE, KSON, KKAL, KFDI, WTHI, KYNN, WMUS, KEBC, WSUN, KUGR, KQFX, WDAF and others. Charts: debut 24 WVMI, 40-24 KLZ, 34-29 KFGO, debut 30 KLAK, 32-27 WEEP, debut 24 WLWI, 28-23 WQQT.

BILLIE JO SPEARS "Standing Tall" (UA) 62/10, KLAC, CKLW-FM, KBMR, KKAL, KWMT, WCXI, WHBF, WDEM, WWVA, WCMS. Charts: 38-30 WFMS, debut 29 KMPS, 33-25 KRMD, debut 25 WIRK-FM, 29-24 KFGO, debut 27 WOKQ, 31-27 WVOJ, 33-26 KSOP, 37-29 KNIX, 36-24 WCOS-FM, 34-30 WMZQ.

DON KING "Lonely Hotel" (Epic) 62/9, WINN, WCXI, WSAI, WSLR, WTHI, KRAM, CKLW-FM, WHK, KFEQ. Charts: 21-17 KUGR, debut 25 WLWI, 21-18 WSM, debut 26 WIRK-FM, 34-27 KYNN, 28-24 KSO, 34-29 WRCP, debut 14 WADR, 36-29 WSEN.

KENNY DALE "Let Me In" (Capitol) 60/8, WIRE, WHK, KNIX, KLZ, KKAL, KSON, KCUB, WCXI, KVET. Charts: debut 28 WLWI, 33-24 WCMS, 31-25 KSOP, 29-25 WQQT, 28-23 KSO. **JIM WEATHERLY** "Gift From Missouri" (Elektra) 59/8, KNEW, WSAI, WTHI, KRAM, WHBF, KOKE, WCMS, WWVA. Charts: 33-29 KFTN, debut 28 KMPS, 23-19 KUGR, debut 28 WYDE, 38-30 WCOS-FM, debut 22 WLWI.

MEL STREET "Sleep On It Baby" (Sunbird) 59/5, KLAC, KCUB, WJJD, KKAL, WQQT. Charts: debut 30 KOKE, 32-25 CKLW-FM, 30-25 WSAI, debut 30 KTYN, 33-29 KWMT, 37-28 WCMS, 28-24 WXCL.

JUICE NEWTON "Sunshine" (Capitol) 58/8, WQQT, WVMI, WBAX, WRCP, WNRS, KNIX, KRAM, WOKK. Charts: 22-18 WCMS, 33-25 WHBF, 7-8 KUGR, 16-11 WLWI, 30-17 WWVA, 35-27 WIRE, 30-28 WTHI, 34-28 WHK, 21-15 KLZ, debut 28 KOKE, 30-25 WKXA, 23-13 WCOS-FM.

BIG AL DOWNING "The Story Behind The Story" (WB) 55/4, KSON, WSAI, WIXY, KRAM. Charts: 31-25 WSLR, 31-23 KFTN, 15-12 KSO, debut 27 WINN, 21-18 KSOP, 33-27 WCOS-FM, 25-20 WYII, debut 28 WIL, 30-24 WNYR, 34-28 KRMD, 34-29 WAXX.

EDDIE RABBITT "Gone Too Far" (Elektra) 51/50. The "Most Added" of the week. New at KCKC, KLAC, KZIP, WUNI, WDAF, KSOP, WIRE, KHEY, KIKK, WSM, WSUN, WIRK-FM, WHN, WWVA, WOKQ, WSEN, WYII, WKXA, WMZQ, KEEN, KEED, KTON, KIKX, KLZ, KYNN, WSLR, KFDI, WVOJ, KUGR, WLWI and many others.

CHARLIE DANIELS BAND "Long Haired Country Boy" (Epic) 51/8, WIL, KLAC, KLVI, WTHI, WCXI, WHBF, WBAX, WKXA. Charts: 18-14 WSEN, debut 29 WHK, debut 28 WIRK-FM, 37-29 KNEW, debut 28 KNOE.

LARRY GATLIN "Taking Somebody With Me" (Columbia) 49/26. Some new adds include WDAF, KHAK, KLAC, KEEN, WEEP, WADR, WOKQ, WCOS-FM, KNOE, KVOO, WVMI, WHOO, WQQT, WINN, WSUN, KLVI, WNYR, WWVA, KSSS, KNIX, WKMF, WKKN, WSM, WSEN, WMZQ and others. Charts: debut 30 WLWI, debut 29 KQFX.

JOHN WESLEY RYLES "Perfect Strangers" (MCA) 49/11, KRZY, KMAK, KLAK, WHK, WHBF, KENR, WRCP, WNRS, WBAP, WNVY, WCMS. Charts: debut 28 WOKQ, 22-17 WBAM, 32-27 KSO.

MERLE HAGGARD "The Way I Am" (MCA) 45/45. One of the "Most Added" of the week. New at KIKK, KRMD, KNEW, KCKC, KLZ, KEEN, WSM, WIRK-FM, WSUN, WUNI, WQQT, KLVI, WUBE, KHAK, KBMR, WJJD, CKLW-FM, WQY, KFEQ, WSLR, WNRS, KFGO, WAXX, WSAI, WKKN, WXCL, KFDI, WKMF, KMAK, WADR, WYII, WSEN, WWVA and others.

LORETTA LYNN "Pregnant Again" (MCA) 45/12, KLAK, WUBE, WKSJ, WINN, KVET, WMZQ, WHBF, WCXI, KWMT, KKAL, KMAK, KCEY, 37-24 KIKK.

EDDY ARNOLD "Let's Get It While The Gettin's Good" (RCA) 44/17, KLAC, KSO, WJJD, KEBC, WNVY, KVOO, WADR, WWVA, KTYN, KYNN, WQY, KLZ, KEEN, KTON, KSON, KSSS, KCEY, 28-19 KCKC, debut 27 WYDE.

CON HUNLEY "You Lay A Whole Lot Of Love On Me" (WB) 42/12, KIKX, KEEN, KSSS, WXCL, WAXX, WNYR, WNVY, KLVI, WVOJ, KVOO, WMC, WKSJ, 28-20 KCKC.

Others Getting Significant Action

CAROL CHASE "Sexy Song" (Casablanca West) 32/3, KEBC, WINN, WCMS. Charts: 27-19 WSM, debut 30 WUNI, 23-9 WADR.

BILLY "CRASH" CRADDOCK "I Just Had You On My Mind" (Capitol) 31/17, WEEP, WCOS-FM, KIKK, KVOO, WYDE, WSM, WVOJ, WBAM, WINN, CKLW-FM, KHAK, KYNN, WNRS, WKKN, KFDI, KSSS, KTON.

LEON EVERETTE "I Don't Want To Lose" (Orlando) 29/8, WHK, KYNN, WXCL, KWMT, WCXI, WYMI, WDEM, KSSS.

LINDA RONSTADT "Rambler Gambler" (Asylum) 29/7, KRZY, KCKC, KIKX, KKAL, KSSS, KQFX, WNRS. Charts: 28-17 WHK, 28-21 WBAX, 14-11 WSEN.

JOHN ANDERSON "She Just Started Liking Cheatin' Songs" (WB) 24/23, WADR, KVOO, WIRK-FM, KOKE, WBAM, WMC, WHOO, KRMD, WVOJ, KSO, KFGO, KFDI, WSLR, KYNN, WAXX, KTYN, KIKX, KCKC, KTON, KEED, KMPS, KFTN, KRZY. On WSM.

ED BRUCE "Diane" (MCA) 24/12, KRMD, KIKK, KVOO, WDEM, KHAK, KFGO, KYNN, WKKN, KWMT, KFDI, KMAK, KTON.

ROGER BOWLING "Friday Night Fool" (NSD) 24/4, WCXI, WXCL, KSO, KHAK, debut 28 WUNI.

JEANNE PRUETT "Temporarily Yours" (IBC) 22/22, KEED, KLAK, KMPS, KFTN, KCKC, CKLW-FM, KBMR, WHBF, WXCL, WKMF, WSLR, KFGO, WAXX, KHAK, KFEQ, KEBC, KZIP, WBAM, KIKK, WCOS-FM, WSM, WWVA.

KEITH STEGALL "The Fool Who Fooled Around" (Capitol) 22/7, KRZY, KWMT, WXCL, WKKN, KHEY, WDEM, WWVA.

JOE STAMPLEY "After Hours" (Epic) 21/21, KMPS, KRZY, KSOP, KNIX, KIKX, WFMS, WAXX, KFEQ, KFGO, WKMF, KFDI, KNOE, KRMD, WLWI, WIRK-FM, KIKK, KHEY, WMC, KKYX, WSEN, WMZQ.

Radio & Records NATIONAL AIRPLAY/40

Three Weeks	Two Weeks	Last Week	This Week	
5	4	2	1	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
9	6	5	2	RONNIE MILSAP/Why Don't We Spend The Night (RCA)
3	3	1	3	ANNE MURRAY/Daydream Believer (Capitol)
16	8	7	4	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
13	7	6	5	MEL TILLIS/Lying Time Again (Elektra)
2	1	3	6	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
20	14	9	7	CHARLY McCLAIN/Men (Epic)
7	5	4	8	GENE WATSON/Nothing Sure Looked Good On You (Capitol)
15	9	12	9	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
18	12	10	10	BOBBY BARE/Numbers (Columbia)
30	19	13	11	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
27	22	17	12	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
25	18	15	13	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
33	21	18	14	MOE BANDY/One Of A Kind (Columbia)
14	11	11	15	TOM T. HALL/Old Side Of Town (RCA)
1	2	8	16	BARBARA MANDRELL/Years (MCA)
-	34	22	17	CHARLEY PRIDE/Honky Tonk Blues (RCA)
28	20	16	18	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
36	29	24	19	HANK WILLIAMS JR./Women I've Never Had (Elektra)
-	35	27	20	RAY STEVENS/Shriner's Convention (RCA)
34	25	23	21	HOYT AXTON/Wild Bull Rider (Jeremiah)
39	33	26	22	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
40	38	29	23	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
11	13	14	24	RAZZY BAILEY/I Can't Get Enough Of You (RCA)
-	-	31	25	DOTTIE WEST/A Lesson In Leaving (UA)
-	-	32	26	BRENDA LEE/The Cowgirl And The Dandy (MCA)
38	36	30	27	LACY J. DALTON/Tennessee Waltz (Epic)
-	-	33	28	ALABAMA/My Home's In Alabama (MDJ)
-	-	34	29	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
-	-	35	30	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
-	-	37	31	EMMYLOU HARRIS/Beneath Still Waters (WB)
-	-	37	32	REX ALLEN JR./Yippy Cry Yi (WB)
6	15	21	33	JOHN CONLEE/Baby, You're Something (MCA)
4	10	25	34	DON WILLIAMS/Love Me Over Again (MCA)
12	16	19	35	JEANNE PRUETT/Back To Back (IBC)
8	17	20	36	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
-	-	37	37	HANK THOMPSON/Tony's Tank-Up, Drive-In Cafe (MCA)
-	-	37	38	STREETS/Love In The Meantime (Epic)
-	-	37	39	RED STEAGALL/3 Chord Country Song (Elektra)
-	-	40	40	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)

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.

DIRT BAND "An American Dream" (UA) 42/4, KTYN, WFMS, KIKX, WBCS. Charts: 7-5 WMUS, 4-3 WHN, 4-2 WEEP, debut 27 WSM, 37-27 WHK, debut 30 WOKQ, 19-7 WBAX, 30-15 KIKK, 14-12 WQY, 23-18 WIL.

DONNA FARGO "Walk On By" (WB) 41/15, WIRE, WNRS, KVOO, WAXX, WYDE, WKKN, KQFX, KLVI, KVET, KTYN, KSO, KEBC, WNYR, KCEY, KSSS, 38-27 KLZ, 32-28 WQQT.

Most Requested

LW	TW	
2	1	RAY STEVENS (RCA)
1	2	CONWAY TWITTY (MCA)
1	3	BOBBY BARE (Columbia)
6	4	BELLAMY BROTHERS (WB/Curb)
-	5	CRYSTAL GAYLE (Columbia)
3	6	GEORGE BURNS (Mercury)
4	7	WILLIE NELSON (Columbia)
9	8	RONNIE MILSAP (RCA)
-	9	G. JONES & T. WYNETTE (Epic)
-	10	HOYT AXTON (Jeremiah)

Active Re-Currents

Singles that have dropped off most current charts but still showing some activity through sales and/or requests.

- RAZZY BAILEY Can't Get Enough Of You (RCA)
- JOHN CONLEE Baby, You're Something (MCA)
- CRYSTAL GAYLE Your Old Cold Shoulder (UA)
- BARBARA MANDRELL Years (MCA)
- OAK RIDGE BOYS Leaving Louisiana... (MCA)
- JEANNE PRUETT Back To Back (IBC)
- KENNY ROGERS Coward Of The Country (UA)
- T.G. SHEPPARD I'll Be Coming... (WB/Curb)
- DON WILLIAMS Love Me Over Again (MCA)



Biff Collie Inside Nashville

Country

ROADIES: T.G. Sheppard revamped his road show, band, bus, bookers, and business manager. He signed with ICM-L.A. and hired Marty Moore, whose background includes seven years with Col. Tom Parker's organization. (Whatever happened to Bevo, Colonel?)

Freddy Weller's new project includes teaming on roadshows with Spurzz, "the first country theatrical band," and costumes (by Pete Menefee, who does clothes for Kiss). They opened in Tulsa last Friday... Hank, Jr. vacationed at his "favorite fishing hole" in Baja California, caught a 140-pound marlin... Mercury's Rayburn Anthony left Wednesday (3-5) by air for London, then trains to Scotland, then boats to Orkney to show off at a resort there before coming home... Kitty Wells did 14 days in California, Alaska, and Hawaii. She'll do another 200-day work-year in '80... Snuff Garrett finished his meeting with Burt Reynolds in Florida re: "Smokey II" (he's doing the music on that one), stopped in Nashville for speaking engagement at the NSAI Songwriters' Symposium. Did you know he owns the world's largest video program library ('zat right Snuff?)? Did you know that Snuff Garrett was a Country DJ in Wichita Falls, TX when I met him in 1957?

"COAL MINER'S DAUGHTER" finally was launched this week with a press screening Tuesday morning and the premiere; the movie opened in Nashville theatres this week to good reaction. ABC ran a 10-minute trailer last Friday night following the "Andy Kaufman Special" on that picture... Sissy Spacek and Tommy Lee Jones really did a super-study on Loretta and Mooney Lynn. If the movie doesn't become a giant box office flick, it won't be the fault of the marketing job that's been done on it. They have



Freddy Weller

gotten mileage for well over a year on the picture, which is about as realistic as any I've ever seen.

PEOPLE: Laura Lee McBride (she was Bob Wills's first girl vocalist) had cancer surgery in Texas. You can write her care of Biff and I'll get it forwarded to her... Helen Cornelius enrolled in Dancercise classes... Ernest Tubb hospitalized with flu (and exhaustion?). He still works over 200 days a year!... The Kendalls got a Canadian platinum LP for their "Heaven's Just A Sin Away" album... Didja see the "Austin City Limits" show on PBS-TV with the songwriter's guitar poll? It was something!... Eddie Rabbitt & Even Stevens cut an album at Caribou Ranch in Colorado. By the way, Rabbitt is the subject of a 60-minute ABC radio network special to air July 12. Tanya Tucker is the guest readied for ABC's "Country Greats In Concert" series airing April 12

Linda Ronstadt booked at Nashville's Tennessee Theatre for a concert next month. She'll do, I understand, the leading female role in Gilbert & Sullivan's "The Pirates Of Penzance" in a public theatre in Central Park, NYC, her first acting stage appearance. She cancelled a tour so she could make the rehearsals in June, they say... Guitar Player retired Roy Clark's name for their annual guitar competition after he won that poll five consecutive years. Clark opened last night (3-6) for a two-week run at the Frontier Hotel in Las Vegas... Oh, Snuff Garrett did a duet album with David Frizzell (Lefty's son) and Dottie West's daughter. He can't decide whether to call it "Stars' Kids" or "Second Generation"... The Milsaps, Loretta Lynns, Archie Campbells, and other seldom-seen Opry acts joined the regulars for that PBS live six hours last Saturday night at the Opry House... Dave Overton, longtime fixture as pioneer TV host-



Linda Ronstadt

announcer, program director, announcer, and personality on WSM/Nashville, died last Friday at the age of 57 after a long illness. Dave once fired a young singer on the station for being immature and inexperienced. The singing young Nashvillian was Pat Boone.

CRS "NEW FACES SHOW" ANNOUNCED: Some of the top names (and future biggies) of Country radio come here to Nashville next week for the 1980 Country Radio Seminar. Each year the closing banquet and "New Faces" talent show are a memorable event. Again this year, April-Blackwood's Charlie Monk will work for laughs as Master of Ceremonies for the show, which features some new names on the Country music horizon. Slated this year are Alabama (MDJ), Carol Chase (Casablanca West), Lacy J. Dalton (Columbia), "Big Al" Downing (Warner Bros.), Leon Everette (Orlando), Reba McEntire (Mercury), Juice Newton (Capitol), Sylvia (RCA) and Jim Weatherly (Elektra). Hope to see you here. Bring a coat or three.

AIRLINES: Charlie Daniels was greeted on his Grammy-winning return from Hollywood by a "Gaggle" of fans, TV cameras, friends, and record company reps, and one of the Governor's aides, complete with signs, songs, and assurance that he had not said "son-of-a-gun" singing "The Devil Went Down To Georgia"... Jimmy Dickens told me he was raised so far back in the hills, they had to order their haircuts from Sears & Roebuck!

IT'S A COUNTRY FACT: Dolly Parton's got two stoves in her kitchen at home: one modern up-to-date first-class, slick, automatic, and one like the old wood-burner her Mama cooked on back in the hills of East Tennessee... Was it Faron Young who said: "Marriage is like a hot tub of bath water... After you get used to it, it's not so hot!"... The Stalter Bros. personally signed 150,000 letters to Virginians soliciting financial support in the 1980 Easter Seals campaign... Del Reeves, whose biggest hit to date was "Girl On The Billboard," saw a sign on a truck which read: "The bigger they are, the farther they haul"... John Ritter (Dorothy & Tex's son) gets a major feature in the current Good Housekeeping magazine... Webb Pierce says his greatest thrill was not his 29 consecutive #1 Country hit records (yes he did!) but quitting drinking. Webb says: "One drink's too many; a million drinks is not enough!"... Country Style magazine said it: "Her hair is from the '60's, her clothes are from the '50's; and her shoes are from the '40's. Put them all together and what have you got? Dolly Parton!"... John Conlee found out why budgets don't work: "We only work five days; we spend seven!"... Daddy Do-Right went to work for Ray Stevens... Faron Young has never allowed his hair to grow over his ears. "I want to look like a gentleman even if I'm not one!"... Hank Jacobs wrote his old friend George Nolan, 4322 Sneed Rd., Nashville. Letter was returned, unopened, unclaimed. He wrote again; this time to "KING OF THE BUGLE," Brentwood, TN. Mr. Nolan got the letter! (You see, Mr. Nolan's stage name is Danny Davis of the Nashville Bugle-er Brass.)... David Houston said the doctor told him he would have him on his feet in less than a month. (He did; had to sell his car to pay the doctor bill!)... Merle Haggard's book will be called "My Life's Been Grand"...



Danny Davis

Jerry Clower says he feels sorry for the sick florist. Who sends him flowers???... Country singing heavyweight Johnny Russell (losing his hair), says, "If anybody wants to get into my hair, you'd better hurry!"... Mac Trukkk says his new record hit the bottom of the charts, went straight up, and hasn't been heard from since!"



COUNTRY CALLS — RCA recording artists Dave Rowland ("Dave & Sugar"), Ray Stevens, Charley Pride and Razy Bailey are seen together during a recent chance meeting at the RCA offices in Nashville. Each were in to do press and radio interviews to promote their current singles. RCA reports that none of their artists had any "hang-ups" that day.



P/A

POP/ADULT®

Mike Kasabo

KDKA Stages Nationwide Salute To Canada

The Granddaddy of radio stations, Pittsburgh's KDKA, its staff, and people of that city joined together recently to thank Canada for rescuing six Americans from possibly being added to the Iran hostage list. Morning man Jack Bogut coordinated the thank-you effort with several Canadian stations, which was highlighted by the playing of Canada's national anthem. Through the facilities of CBC (Canadian Broadcasting Company), the anthem was heard all over Canada, in addition to being heard on KDKA's sister WOWO/Ft. Wayne, KMOX/St. Louis, WCCO/Minneapolis, KSFO/San Francisco, and KALL/Salt Lake City.

Bogut then flew to Toronto and presented a plaque to Paul Godfrey, Toronto Metro Chairman, on behalf of the station and people of Pittsburgh. It displayed the American and Canadian flags and read: "We Are Family," in recognition of the theme line used by this year's world champion Pittsburgh Pirates and the feelings that were generated between Americans and Canadians. The salute didn't stop there. Several days later, the CBC radio network called KDKA to publicly thank Pittsburghers for their kind thoughts on the air.

WOR General Manager Joins New York City Mayor On Trip To China

Well-known, respected WOR/New York GM Rick Devlin is trying his best to become world-famous. He is accompanying the Big Apple's Mayor Edward Koch on a twelve-day visit to China and Japan. The trip is being taken at the invitation of the respective governments. Also along for the journey is the station's News Director Reg Laite, who like Devlin will be spending four days in the Chinese capital before the 1100 mile jaunt to Tokyo, before returning home to New York. As official representatives of American broadcasting, Devlin and Laite will have the opportunity to talk to municipal officials regarding the development of greater trade relationships. Devlin commented, "Reg and I were pleased and gratified to have been invited by the Mayor on this important trade mission, especially in view of the fact that only two radio stations (the other is WCBS) will be represented."

The Great Chicago Soap Opera

As soap operas seem to gather steam on the TV networks — especially in view of the smash runaway hit "Dallas" on prime time nights — the RKO Radio Network has developed a feature called "Soap Opera Update." It's a capsule synopsis of what's happening on the top daytime soaps, detailing the often complex and always trashy story lines of who's doing it to who. The idea is an instant hit for RKO's Windy City outlet WFYR, which airs the series each weekday morning at 10:55 on the Dick Bartley show. The reaction proves again that relevance in radio pays off.



EDENS TO BABBITT TO RODGERS — A double play combination? No. But individually tops in their field. Captured for the occasion of a KOY/Phoenix event that, by the way, raised over \$4000 for the Arizona Boys Community, are Gary Edens, General Manager of the station; Governor Bruce Babbitt (whose glasses refused to fog) and three-time Boston Marathon winner and New York Marathon winner (he's busy) Bill Rodgers.

Update

PULLING YOUR OWN STRINGS: KSTP-AM/Minneapolis continues to create a stir in the market — this time by pulling off a sporting coup that many are still talking about. When word got out that ABC-TV would not carry the (now famous) USA-Soviet Olympic hockey confrontation, KSTP immediately went to work trying to secure a "live" transmission to the hockey-crazed fans of that city. After an 11-hour scene, the station tapped (with permission) the audio portion of a Canadian television transmission from Lake Placid, as well as feeding several other stations in Minnesota and New York state. Staffers are still abuzz about their "public service" heroics. . . . WIP/Philadelphia is sponsoring its sixth annual Leukemia Radiothon, which is hosted by Bernadette Peters at a local stadium. Listeners were invited to come out and enjoy the show, which featured Joey Bishop, Ron Howard, Donny Most, Peaches & Herb, KC and Teri DeSario, Robert John, Ray Stevens, Rip Taylor, and many other celebrities. . . .

FOSTER • KLEISER

Thanks BILL DWYER from 90 KNBR Caribbean Winners



THANKS A TON — This "thank you" card recently appeared on San Francisco's Embarcadero as a surprise to KNBR General Manager Bill Dwyer. It was purchased by winners of a recent contest the station presented. I wonder if the losers sent him hate mail.

ATTENTION JOB SEEKERS: Pop/Adult air personality needed immediately at KADI/St. Louis for morning drive. Serious professionals only, no calls — tapes and resumes to Terry Fox, 7530 Forsythe, Clayton, MO, 63105. . . . KSTP-AM/Minneapolis needs newscpeople: good, lifestyle-conscious types for the young adult crowd are being sought for the soon-to-be-expanded news division. T&R to Denny Carpenter at 3415 University Avenue St. Paul, 55114. . . . KEX/Portland PD Bob Miller is accepting applications for a talk show host for the 7-midnight segment — mailing address: 4949 S.W. Macadam Ave., 97201. . . . Finally on the job front, WMAZ/Macon has an opening for an air personality who can handle production — females are encouraged to reply: T&R's to Bill Powell, PO Box 5008, 31208 — no calls please. . . . KLTE/Oklahoma City Music Director Scott Wilson reports that things didn't go too well with last week's Grammy Awards radio feed. As you may know, the Grammys tied in with many FM stations across the country who carried the audio portion of the awards program. The AT&T feed from New York came into the KLTE studios with only the left channel operating, which forced the station to split the one side on both channels. Wilson suggested that a satellite be used in the future to better insure a proper transmission than the current "long-line" feed can provide. . . . **FROM THE DISABLED LIST:** WWWE/Cleveland afternoon personality Jack Reynolds is recovering from a dislocated jaw — he does not appreciate the don't get well cards. . . . Finally, KBLF/Red Bluff's Tom Plant is recuperating from a broken back suffered from a skydiving accident. . . . And how was your week?

Transition

Chuck Brinkman, KOGO/San Diego Program Director, called to announce the hiring of longtime West Coast — by way of Pittsburgh — personality Clark Race to the 9am-1pm slot. Added Brinkman, "Clark and I go back to Pittsburgh radio; he's one of the really great pros in the business and it's great to have him." . . . Speaking of the Steel City, KDKA VP & GM Tony Hirsh has announced the appointment of Dave Martin as the new play-by-play announcer for the world champion Pirates. Hirsh observed, "We are confident that Dave's experience (he's been a major league broadcaster since 1968) makes him the best person for the position. In addition to his baseball experience, he has always been actively involved in the community." . . . A new addition to the KSL/Salt Lake City staff: Don Schafer, who had in years past been the Program Director of WTAE/Pittsburgh and WNBC/New York, and is now a practicing Baptist minister. He returns to radio as the station's weekend and part-time relief man. . . . Steve Butler is the new MD at WQUD/Memphis, also pulling a morning air shift. Also new at the station is Robbie Billings, who will handle the 7-midnight shift and was previously a probation officer, in addition to broadcast experience at that city's WMPS. . . . Bob Breck resigns his Program Director slot to go to the afternoon drive slot at KYUC/Vacaville, CA — coming to the station is Kevin Brooks as air personality from KRSY/Roswell, NM. . . . New to the afternoons at WDIF/Marion is John Brandon, from KFIX/Kansas City, replacing Mark McKay, who decided to move into sales. . . .

Color

BARTENDER'S BLUES: WRIE/Erie is in the midst of an all-out search for the area's "ugliest" bartender. That's right, in conjunction with the local M.S. Society, they are asking listeners and pub patrons to vote for the beverage consultant they feel is the ugliest. The tongue-in-cheek promotion has votes being cast in the form of money (which goes to the charity) and over \$4000 has already been collected. By the way, the lucky "dog" wins a trophy.

THE ALASKAN CONNECTION: KEX/Portland is sending two couples to Alaska to pan for gold. Listeners have been calling in their names, addresses, etc., along with their reasons for wanting to go for the gold in the 49th state. All the information has been recorded and will be subject to a panel of judges who will award the trip to the most original entry. Upon arrival, the foursome will be dogsledded into Bonnie Toohey's working gold mine, where they will pan for three days, and be fed an Alaskan diet of seal meat and smelt salad. According to station sources, most people come away with an ounce of the glitter.

P/A

POP/ADULT®

BREAKERS®

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

DR. HOOK

Sexy Eyes (Capitol)

70% of our reporters are on it. Adds include WTIC, WHAM, KEX, WBAL, WQUD, KOGO, KRNT, WCBM, WRVA, WEBC, WDFD, WFTL, KLTE. Key moves: 7-1 WCFR, 21-15 WSM-FM, 25-19 WWWE, 22-17 WHAG, 26-23 WOWO, 29-23 WMAZ, debut 20 WBZ, debut 20 WBEN, debut 28 WBOW, debut 29 WORG. Heavy rotation: WIBW. Jumps 31-24 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.

MAUREEN McGOVERN "We Could Have It All" (WB/Curb) 53/7 add WCHV, WBOW, WFTL, WSTV, WEBC, KMPC, WJBO. Key moves: 27-22 WHAG, 24-20 KFMB, 26-21 WHBC, debut 20 WISN. Hot WATR, WHIO, KDWN. Increased 34-29 on P/A chart.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 51/14 adds include WISN, WRVA, WVMT, WJBO, KWOS, KRNT, WPRO, WHIZ, WBEN, KOLO, WIS. Key moves: 19-15 WWWE, 21-18 WHBC, 33-30 FM97, 28-25 WLNH, debut 21 KEX, debut 27 WBOW, debut 29 WCSC. Increased 33-30 on P/A chart.

CHRISTOPHER CROSS "Ride Like The Wind" (WB) 48/11 add WWWE, WNEU, WIP, KAFM, KMRJ, WEBC, WTAE, WJON, WOWO, WHAM, WBZ. Key moves: 19-10 WMAZ, 20-16 KWOS, 19-15 WLNH, 16-7 WSM-FM, 23-10 WCFR, 24-21 WQUD, 27-22 WCSC, 26-20 WVMT, 25-17 WCWA, 25-22 KDKA. Heavy rotation: WSLI, WTMJ, WDIF, WREC, WCHV. Increased 38-31 on P/A chart.

RAY, GOODMAN & BROWN "Special Lady" (Polydor) 42/7 add WHIO, WQUD, KUGN, WHBC, WMAZ, WJBO, KMRJ. Key moves: 11-9 WOWO, 12-7 WBZ, 23-13 WHAG, 21-13 WCWA, 24-16 KLTE, 24-20 KDKA, 27-21 FM97, 30-24 WPRO, 32-23 WFIR, 25-21 WORG, debut 16 WLNH, debut 18 WYFR, debut 23 WNEU, debut 26 KOLO. Heavy rotation: WTMJ, WIP, WTAE. Increased 39-33 on P/A chart.

KENNY NOLAN "Us And Love (We Go Together)" (Casablanca) 44/4 add WCWA, WIOD, WHBC, WISN. Key moves: 16-10 WHAG, debut 27 WCSC, debut 29 WRIE, debut 29 WBOW. Increased 35-34 on P/A chart.

KARLA BONOFF "Baby Don't Go" (Columbia) 40/11 add WJBO, FM97, WBOW, WCBM, WISN, WRVA, KHOW, WIBW, WCWA, WHIZ, WORG. Key moves: 31-27 WFIR, debut 30 WHBC. Heavy rotation: KUGN. Debuts at No. 35 on P/A chart.

CHARLIE DORE "Pilot Of The Airwaves" (Island) 39/17 adds include WTAE, WHBC, WIOD, KDKA, KHOW, KEX, WBAL, WHIO, KFOR, WVMT, KNBR, WJON, WQUD. Key moves: 32-29 FM97, debut 25 WCFR. Hot: WSB, WDIF. Debuts at No. 36 on P/A chart.

JIM KIRK & TM SINGERS "Voice Of Freedom" (Capitol) 34/5 add WHIZ, WSGW, WHAM, KEX, KDWN. Key moves: 24-18 KMPC, 33-29 WHBC. Increased 40-37 on P/A chart.

BARBARA MANDRELL "Years" (MCA) 34/1 add WEBC. Key moves: 21-16 KLTE, 29-24 WHBC, 24-19 KEX, debut 30 WORG. Debuts at No. 38 on P/A chart.

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 33/3 add WFIR, WNEU, KMRJ. Key moves: 23-17 KLTE, 28-20 WHBC, debut 24 KEX. Heavy rotation: WRVA. Debuts at No. 39 on P/A chart.

JOHN DENVER "Autograph" (RCA) 29/11 add WSBA, WCCO, WSLI, WKHM, WGIR, WFTL, WORG, KOB, WJON, WWWE, WHOK. Debuts 28 WRIE. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

SPYRO GYRA "Catching The Sun" (MCA) 32/5 add WRIE, WDFD, KUGN, KMRJ, WBAL.

ROBERTA FLACK & DONNY HATHAWAY "You Are My Heaven" (Atlantic) 32/1 add WIP. Debuts 32 WORG.

J.D. SOUTHER "White Rhythm And Blues" (Columbia) 30/5 add WGIR, KRNT, WHIZ, WSIX, WBOW. Moves 25-19 WMAZ, 32-26 WHBC.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 27/6 add WISN, WRIE, KMRJ, WSGW, WSBA, KRNT. Moves 35-26 WHAG. Heavy rotation: WATR, WSB, WNEU.

ENGLAND DAN & JOHN FORD COLEY "In It For Love" (Big Tree) 26/4 add WDIF, WBOW, KFMB, KDWN. Moves 29-26 WWWE, 27-23 WSM-FM.

STEVIE WONDER "Outside My Window" (Tamla) 23/6 add WCCO, WKHM, WMAZ, KMRJ, KUGN, WHIZ.

BOB SEGER "Fire Lake" (Capitol) 23/5 add WNEU, WFIR, WTVN, WOWO, WCWA. Moves 23-17 WMAZ, 35-27 FM97, 27-22 WQUD, debut 28 KWOS.

WAYNE NEWTON "Years" (Arlis II) 23/2 add WATR, WBAL. Moves 27-23 WPRO, 30-28 WVMT. Heavy rotation: WCSH.

PAUL DAVIS "Do Right" (Bang) 22/15 adds include WREC, WCSC,

Radio & Records

POP/ADULT AIRPLAY / 40

March 7, 1980

Three Weeks	Two Weeks	Last Week	This Week
-------------	-----------	-----------	-----------

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

DAN FOGELBERG/Longer (Full Moon/Epic)
NEIL DIAMOND/September Morn (Columbia)
RUPERT HOLMES/Him (MCA)
ANNE MURRAY/Daydream Believer (Capitol)
CHUCK MANGIONE/Give It All You Got (A&M)
DIRT BAND/American Dream (UA)
SPINNERS/Working My Way Back To You (Atlantic)
TOMMY JAMES/Three Times In Love (Millennium)
ANDY GIBB/Desire (RSO)
BARBRA STREISAND/Kiss Me In The Rain (Columbia)
BARRY MANILOW/When I Wanted You (Arista)
STEVE FORBERT/Romeo's Tune (Nemperor)
STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
AIR SUPPLY/Lost In Love (Arista)
DONNA SUMMER/On The Radio (Casablanca)
CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
TOTO/99 (Columbia)
MELISSA MANCHESTER/Fire In The Morning (Arista)
KOOL & THE GANG/Too Hot (DeLite/Mercury)
EAGLES/I Can't Tell You Why (Asylum)
DAVID GATES/Where Does The Lovin' Go (Elektra)
GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
DR. HOOK/Sexy Eyes (Capitol)
NICOLETTE LARSON/Let Me Go, Love (WB)
MICHAEL JOHNSON/The Very First Time (EMI America)
TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
QUEEN/Crazy Little Thing Called Love (Elektra)
MAUREEN McGOVERN/We Could Have It All (WB/Curb)
FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
CHRISTOPHER CROSS/Ride Like The Wind (WB)
PEACHES & HERB/I Pledge My Love (Polydor)
RAY, GOODMAN & BROWN/Special Lady (Polydor)
KENNY NOLAN/Us And Love (We Go Together) (Casablanca)
KARLA BONOFF/Baby Don't Go (Columbia)
CHARLIE DORE/Pilot Of The Airwaves (Island)
JIM KIRK & THE TM SINGERS/Voice Of Freedom (Capitol)
BARBARA MANDRELL/Years (MCA)
WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
JOHN DENVER/Autograph (RCA)

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



KUGN, WTMJ, KSL, KRMG, WHIO, KEX, WCFR, WCCO, WSLI, WASH. Moves 30-24 WMAZ.

KENNY LOGGINS "Keep The Fire" (Columbia) 22/3 add WHBC, WKHM, WPRO. Moves 28-22 KFMB, 24-17 WCFR, 26-20 WSM-FM, 30-26 WWWE.

DIANA HUBBARD "Rose Coloured Lights" (Waterhouse) 21/9 add WSLI, KFOR (re), KRNT, KAKE, WHBC, WATR, WTMJ, WSGW, WHIO.

SHALAMAR "The Second Time Around" (Solar/RCA) 20/2 add WGY, WLNH. Moves 18-13 WNEU, 21-12 WHIZ, 21-14 WPRO, 20-12 WBZ, 22-18 KDKA.

MICHAEL JACKSON "Off The Wall" (Epic) 19/5 add WASH, WBOW, WMAZ, WHBC, WPRO. Moves 16-12 WCSC, 22-16 WRIE, 28-20 WQUD, 24-17 WNEU.

TURLEY RICHARDS "You Might Need Somebody" (Atlantic) 18/2 add WHAG, WDIF. Moves 25-21 WSM-FM, 26-23 WLNH.

DOTTIE WEST "A Lesson In Leaving" (UA) 18/2 add WHIZ, WSBA. Moves 22-18 WORG.

LINDA RONSTADT "How Do I Make You" (Asylum) 18/1 add WCSC (dp). Moves 10-5 WMAZ.

JIMMY BUFFETT "Survive" (MCA) 16/9 add WCCO, WHIO, WSM-FM, KMRJ, WHIZ, WPRO, WIP, WHOK, FM97.

JIMMY RUFFIN "Hold On To My Love" (RSO) 14/9 add WCFR, WWWE, WSIX, WIP, WPRO, WCBM, WLNH, WREC. Debut 30 WSM-FM.

CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 14/3 add KUGN, WWWE, WCHV.

JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 14/1 add WHBC.

RAY STEVENS "Shriner's Convention" (RCA) 14/1 add KUGN, 2-1 WMAZ.

HERB ALPERT "Street Life" (A&M) 13/2 add KSL, WJON.

FRANK MILLS "Ski Fever" (Polydor) 11/3 add KUGN, WHOK, WKHM.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 10/2 add WJON, WHAG.

LINDA RONSTADT "Hurt So Bad" (Asylum) 8/1 add WDIF.

Most Added:

CHARLIE DORE
Pilot Of The Airwaves (Island)
Added at 19% of our reporting stations.
AIR SUPPLY
Lost In Love (Arista)
Added at 18% of our reporting stations.
PAUL OAVIS
Do Right (Bang)
Added at 17% of our reporting stations.
EAGLES
I Can't Tell You Why (Asylum)
Added at 17% of our reporting stations.
FELIX CAVALIERE
Only A Lonely Heart Sees (Epic)
Added at 16% of our reporting stations.
DR. HOOK
Sexy Eyes (Capitol)
Added at 15% of our reporting stations.

Hottest:

RUPERT HOLMES
Him (MCA)
Reported hot at 50% of our stations.
DAN FOGELBERG
Longer (Full Moon/Epic)
Reported hot at 47% of our stations.
SPINNERS
Working My Way Back To You (Atlantic)
Reported hot at 38% of our stations.
CHUCK MANGIONE
Give It All You Got (A&M)
Reported hot at 37% of our stations.
TOMMY JAMES
Three Times In Love (Millennium)
Reported hot at 24% of our stations.
ANDY GIBB
Desire (RSO)
Reported hot at 22% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore
Jack Lacy

Dr. Hook
C. Dore
Spyro Gyra
Kool & The Gang
W. Newlon

WCLM/Baltimore
Deater Heane

J. Ruffin
K. Bonoff
C. Gayle
Dr. Hook
HOTTEST
A. Gibb
R. Holmes
Spinners
Preston & Syreeta
Kool & The Gang

WBZ/Boston
Wendy Furiga

Eagles
C. Cross
HOTTEST
Spinners
Dirt Band
D. Fogelberg
R. Holmes
Ray, Goodman & Brown
Kool & The Gang
Shalamar

WREN/Buffalo
Roger Christian

M. Manchester
D. Gates
F. Cavaliere
HOTTEST
D. Fogelberg
Peaches & Herb
Preston & Syreeta
Eagles

WVMT/Burlington
Gary Wheelock

F. Cavaliere
D. Gates
HOTTEST
C. Dore
D. Fogelberg
C. Mangione
Dirt Band
Spinners
D. Summer
R. Holmes
N. Larson

WRIE/erie
Ted Abbott

E. Humperdinck
Spyro Gyra
E. Rabbitt
M. Jackson
(Help)(lp)
B. Bare
HOTTEST
Preston & Syreeta
O. Summer
Spinners
Kool & The Gang
B. Streisand
Air Supply
M. Jackson
(Wall)

WHAG/Hagerstown
Rick Summers

F. Cramer
T. Richards
Photoglo
R. Adams
D. Rogers
(China)
HOTTEST
Peaches & Herb
R. Holmes
T. James
K. Nolan
C. Gayle
Ray, Goodman & Brown
M. Manchester

WCMB/Harrisburg
Larry Scott

Starland Vocal
Band
F. Cavaliere
HOTTEST
R. Holmes
C. Mangione
A. Gibb
Preston & Syreeta
Spinners

WTIC/Hartford
Ginny Jostonka

Air Supply
Dr. Hook
HOTTEST
D. Fogelberg
R. Holmes
Dirt Band
Spinners
C. Mangione
A. Gibb

WLNH/Lebanon
Roger Curtis

J. Ruffin
C. Gayle
Air Supply
Shalamar
Whispers
Pretenders (dp)
ZZ Top (dp)
HOTTEST
R. Holmes
D. Summer
Queen
T. James
C. Cross
Spinners
Ray, Goodman & Brown

WGIR/Manchester
Karen Andersen

J. Denver
Kool & The Gang
J.D. Souther
HOTTEST
C. Mangione
Dirt Band
Spinners
D. Fogelberg
WNEW/New York
Jeff Maciel

WVTV/Schenectady
Paul Cassidy

Shalamar
D. Gates
HOTTEST
D. Summer
Queen
S. Forbert
Spinners
Kool & The Gang
Preston & Syreeta
Ray, Goodman & Brown

FM97/Pittsburgh
Dave Popovich
Preston & Syreeta
K. Bonoff
Rivits
F. Mac
(Think)
J. Buffett
D. Fogelberg
Dirt Band
D. Summer
Peaches & Herb
Eagles
C. Mangione
Air Supply

KDKA/Pittsburgh
Randy Flick

Air Supply
C. Dore
HOTTEST
D. Fogelberg
B. Manilow
Spinners
A. Murray
R. Holmes
D. Summer
T. James
Queen

WTAE/Pittsburgh
Don Berns

C. Dore
C. Cross
HOTTEST
T. DeSario/KC
B. Streisand
R. Holmes
Ray, Goodman & Brown

Starland Vocal
Band
F. Cavaliere
HOTTEST
R. Holmes
C. Mangione
A. Gibb
Preston & Syreeta
Spinners

WCSH/Portland
Dean Rogers

Starland Vocal
Band
Kool & The Gang
HOTTEST
T. DeSario/KC
D. Warwick
N. Diamond
M. Jackson
(Rock)
W. Newton

WPRO/Providence
Dave McNamee

M. Jackson
(Wall)
F. Cavaliere
K. Loggins
(Keep)
J. Buffett
J. Ruffin
HOTTEST
D. Fogelberg
Toto
D. Summer
Kool & The Gang
Shalamar
Eagles

WHAM/Rochester
Mike Harvey

Kool & The Gang
C. Cross
Eagles
Dr. Hook
J. Kirk
HOTTEST
R. Holmes
Spinners
A. Murray

WGY/Schenectady
Paul Cassidy

Shalamar
D. Gates
HOTTEST
D. Summer
Queen
S. Forbert
Spinners
Kool & The Gang
Preston & Syreeta
Ray, Goodman & Brown

FM97/Pittsburgh
Dave Popovich
Preston & Syreeta
K. Bonoff
Rivits
F. Mac
(Think)
J. Buffett
D. Fogelberg
Dirt Band
D. Summer
Peaches & Herb
Eagles
C. Mangione
Air Supply

KDKA/Pittsburgh
Randy Flick

Air Supply
C. Dore
HOTTEST
D. Fogelberg
B. Manilow
Spinners
A. Murray
R. Holmes
D. Summer
T. James
Queen

WTAE/Pittsburgh
Don Berns

C. Dore
C. Cross
HOTTEST
T. DeSario/KC
B. Streisand
R. Holmes
Ray, Goodman & Brown

Starland Vocal
Band
F. Cavaliere
HOTTEST
R. Holmes
C. Mangione
A. Gibb
Preston & Syreeta
Spinners

MIDWEST

WHIC/Canton
Rick Jacobs

K. Nolan
J. DeShannon
Ray, Goodman & Brown
M. Jackson
(Wall)
K. Loggins
(Keep)
P. Davis
C. Dore
D. Hubbard
HOTTEST
D. Fogelberg
Queen
Starland Vocal
Band
C. Gayle

WFVR/Chicago
John Wetherbee

None
HOTTEST
Queen
Preston & Syreeta
Spinners
Kool & The Gang
B. Manilow
R. Holmes
Dirt Band

WWWE/Cleveland
Terry Patrick

Capt. & Tennille
(Shoestring)
J. Denver
C. Cross
Kool & The Gang
Beach Boys
(Goin')
J. Ruffin
HOTTEST
D. Fogelberg
Eagles
Dirt Band
C. Mangione
Air Supply

WTVN/Columbus
Danny Nugent

Air Supply
Eagles
Dirt Band
Spinners
B. Seger
HOTTEST
N. Diamond
R. Holmes
Queen
Spinners

WIS/Columbia
Mike Collins

F. Cavaliere
M. Johnson
HOTTEST
D. Fogelberg
Queen
Spinners
R. Holmes

KAFM/Dallas
Ron Dean

F. Cavaliere
C. Cross
F. Cramer
HOTTEST
Kool & The Gang
T. James
Preston & Syreeta

WFTL/Ft. Lauderdale
Tom Darrn

Dr. Hook
J. Denver
M. McGovern
HOTTEST
N. Diamond
D. Fogelberg
A. Murray

WLSH/Jackson
Walt Grayson

J. Denver
P. Davis
D. Hubbard
HOTTEST
C. Mangione
Kool & The Gang
C. Cross
Spinners
D. Summer

WHID/Dayton
Kris Hankin

C. Dore
E. Rabbitt
J. Weatherly
(Gift)
D. Hubbard
Eagles
Ray, Goodman & Brown
P. Davis
F. Harris
J. Buffett
HOTTEST
C. Mangione
Queen
R. Stevens
M. McGovern

WRNT/Des Moines
Scott Huskey

L. Gatlin
Eagles
D. Hubbard
Dr. Hook
F. Cavaliere
E. Humperdinck
J.D. Souther
HOTTEST
A. Gibb
R. Holmes
Dirt Band

WVBC/Duluth
Rick Morgan

M. Manchester
Air Supply
B. Mandrell
C. Cross
G. Burns
M. McGovern
A. Gibb
Dr. Hook
S. Looney(dp)
HOTTEST
C. Mangione
Air Supply

WDFW/Flint
Paul Landino

Spyro Gyra
Dr. Hook
C. Simon
(Heart)(lp)
C. Simon
(Just)(lp)
HOTTEST
N. Diamond
Dirt Band
D. Fogelberg
R. Holmes
N. Larson

WVOD/Flt. Wayne
Sam DeVincent

C. Cross
Eagles
B. Seger
Air Supply
HOTTEST
Spinners
Dirt Band
Toto
Ray, Goodman & Brown
T. James
Babys
N. Larson

WNFL/Green Bay
Bob Hooper

M. Manchester
HOTTEST
Spinners
A. Murray
N. Diamond
Styx
Capt. & Tennille
(Do That)

WKHM/Jackson
Jerry Barnhart

Abba
K. Loggins
(Keep)
Torney/Spencer
S. Wonder
(Window)
F. Mills
C. Cross
K. Loggins
C. Dore

WISN/Milwaukee
Vikki Charlwood

D. Summer
F. Cavaliere
K. Nolan
Eagles
K. Bonoff
E. Humperdinck
N. Diamond
R. Holmes
C. Mangione
Preston & Syreeta
T. James
C. Gayle
Eagles

WKWS/Jefferson City
Steve Morie

P. Davis
C. Richard
(Carrie)
Airplay
R. Adams
Raydio
F. Cavaliere
C. Gayle(ra)
M. Manchester(ra)
HOTTEST
Queen
N. Diamond
Spinners
Dirt Band
A. Gibb
D. Summer
C. Cross

WHOK/Lancaster
Greg Eyerman

J. Buffett
J. Denver
Eagles
S. Jacobs
F. Mills
Studio 88
HOTTEST
Ray, Goodman & Brown
T. James
D. Fogelberg
Spinners

KPOR/Lincoln
Marilyn Kokes

Airplay
C. Dore
D. Hubbard(ra)
HOTTEST
D. Fogelberg
N. Diamond
Toto
R. Holmes

WDIF/Marion
Mike Green

L. Ronstadt
D. Fogelberg
(Heart)(lp)
T. Richards
England Dan
C. Gayle
D. Rogers
(China)
HOTTEST
R. Holmes
C. Cross
B. Seger
K. Loggins
(Keep)
E. Humperdinck
W. Nelson
Ray, Goodman & Brown
C. Cross
Spyro Gyra
J. Buffett
HOTTEST
A. Murray
D. Fogelberg
Spinners
R. Holmes
C. Mangione
Queen

WVMAZ/Macon
Steve Murphy

Kool & The Gang
M. Jackson
(Wall)
Ray, Goodman & Brown
S. Wonder
(Window)
C. Richard
(Carrie)
HOTTEST
R. Stevens
R. Holmes
L. Ronstadt
A. Gibb
C. Mangione
C. Cross
T. James

WSIX/Nashville
Dave Nichols

J. Ruffin
J.D. Souther
R. VanHoy
HOTTEST
Dirt Band
Spinners
Kool & The Gang
C. Gayle

WTMJ/Milwaukee
Sam Armato

B. Bare
D. Hubbard
P. Davis
L. Gatlin
HOTTEST
Ray, Goodman & Brown
D. West
Peaches & Herb
C. Cross

KSTP/Minneapolis
Carpenter/Michaels

None
HOTTEST
D. Fogelberg
R. Holmes
C. Mangione
T. James

WCCO/Minneapolis
Denny Long

J. Denver
P. Davis
S. Wonder
(Window)
E. Rabbitt
J. Buffett
HOTTEST
Zamfir

KMRJ/Pittsburg
Lonnis Swonger

Air Supply
Kool & The Gang
D. Summer
Dr. Hook
S. Wonder
(Window)
E. Humperdinck
W. Nelson
Ray, Goodman & Brown
C. Cross
Spyro Gyra
J. Buffett
HOTTEST
A. Murray
D. Fogelberg
Spinners
R. Holmes
C. Mangione
Queen

WDUA/Quad Cities
W.W. Baker

None
HOTTEST
A. Gibb
D. Summer
D. Fogelberg
T. James

KLTE/Oklahoma City
Scott Wilson

Eagles
T. James
Dr. Hook
HOTTEST
D. Fogelberg
R. Holmes
Toto
C. Gayle
C. Mangione
B. Mandrell
Ray, Goodman & Brown
W. Nelson

WSOW/Saginaw
Rick Batcher

Kool & The Gang
Eagles
E. Humperdinck
D. Hubbard
J. Kirk
HOTTEST
J. Denver
P. Davis
S. Wonder
(Window)
E. Rabbitt
J. Buffett
HOTTEST
Zamfir

WJON/Si. Cloud
Tom Scott

C. Cross
C. Dore
J. Denver
Three Degrees
Photoglo
M. Alpert
(Street)
K. Bonoff
(Restless)(lp)
R. Holmes
(Answering)(lp)
HOTTEST
Spinners
D. Fogelberg
M. Jackson
(Rock)
G. Burns
R. Holmes
Queen

WSTV/Staubenville
Greg McCullough

Air Supply
D. Gates
M. McGovern
HOTTEST
A. Murray
T. James
Spinners
A. Gibb

WJOW/Terre Haute
Larry Joseph

K. Bonoff
England Dan
M. McGovern
J.D. Souther
M. Jackson
(Wall)
HOTTEST
D. Fogelberg
N. Diamond
A. Murray
R. Holmes
B. Streisand

WCWA/Toledo
Doug Silver

B. Seger
K. Bonoff
C. Dore
K. Nolan
HOTTEST
A. Gibb
R. Holmes
C. Mangione
Preston & Syreeta
C. Gayle
T. James
Ray, Goodman & Brown

WVH/WTopeka
John Katz

K. Bonoff
T. James
HOTTEST
A. Murray
C. Gayle
A. Gibb
R. Holmes
Starland Vocal
Band
Dr. Hook

KHMQ/Toledo
Don Bishop

P. Davis
M. Johnson
Air Supply
C. Gayle
Y. Magic Orch.
HOTTEST
A. Gibb
R. Holmes
Queen
C. Mangione
Preston & Syreeta
B. Streisand
C. Cross

WVH/Zanesville
Dave Crist

D. West
F. Cavaliere
J. Kirk
J.D. Souther
S. Wonder
(Window)
J. Buffett
HOTTEST
D. Fogelberg
A. Murray
Spinners
Shalamar
R. Holmes

WEST

KOB/Albuquerque
Paul Douglas

D. Gates
J. Denver
Airplay
HOTTEST
C. Mangione
S. Forbert

KHOW/Denver
Brian Scott

K. Bonoff
C. Dore
HOTTEST
M. Larson
C. Mangione
Queen

KPPL/Denver
Michael Moore

None
HOTTEST
C. Mangione
Preston & Syreeta
Starland Vocal
Band
T. James

KUGN/Eugene
Rick Hubbard

F. Mills
Spyro Gyra
R. Stevens
S. Wonder
(Window)
P. Davis
Capt. & Tennille
(Shoestring)
Ray, Goodman & Brown
HOTTEST
C. Mangione
D. Fogelberg
Preston & Syreeta
K. Bonoff
M. Johnson
D. Summer

K59/Honolulu
John Wright

C. Gayle
Air Supply
Kool & The Gang
HOTTEST
D. Fogelberg
Dirt Band
A. Gibb
T. James
Starland Vocal
Band

KDWN/Las Vegas
Jack London

Air Supply
England Dan
J. Kirk
HOTTEST
D. Fogelberg
J. DeShannon
C. Mangione
M. McGovern

KSL/Salt Lake City
George Lemich

D. Summer
P. Davis
M. McGovern
H. Alpert
(Street)
L. Gatlin
Kool & The Gang
Air Supply
O. Gates
C. Mangione
D. Fogelberg
Preston & Syreeta

KFMB/San Diego
Clark Anthony

M. Manchester
M. Johnson
England Dan
HOTTEST
D. Fogelberg
Kool & The Gang
T. James
Air Supply

KOGD/San Diego
Chuck Brinkman

Preston & Syreeta
A. Gibb & ONJ
(Rest)(lp)
Dr. Hook
HOTTEST
Dirt Band
R. Holmes
D. Fogelberg
S. Forbert

KNBR/San Francisco
Bryan Eaton

C. Dore
G. Burns
Air Supply
A. Gibb
HOTTEST
D. Fogelberg
C. Mangione
Preston & Syreeta

WIDD/Miami
Yolanda Parapar

C. Dore
K. Nolan
HOTTEST
R. Holmes
Dirt Band
T. James
D. Fogelberg
D. Gates
Starland Vocal
Band
C. Gayle

WSM-FM/Nashville
Mary Catherine Sneed

F. Mac
(Think)
J. Buffett
Raydio
HOTTEST
C. Mangione
R. Holmes
M. Manchester
C. Cross
Eagles
Air Supply
Kool & The Gang

WVIR/Roanoke
Frank Grimes

D. Gates
B. Seger
W. Nelson
HOTTEST
Queen
Spinners
O. Summer
S. Forbert

WNEU/Wilmington
Dave Arnes

B. Seger
C. Cross
Searchers
W. Nelson
HOTTEST
Queen
R. Holmes
C. Mangione
Kool & The Gang
Shalamar

WORG/Orangeburg
Stu Wright

C. Dore
J. Denver
P. Davis
K. Bonoff
Raydio
HOTTEST
D. Fogelberg
C. Mangione
Peaches & Herb
D. Summer
Preston & Syreeta
T. James
D. West

WVH/Richmond
Dick Grant

K. Bonoff
C. Dore
F. Cavaliere
Dr. Hook
HOTTEST
Starland Vocal
Band
G. Burns
W. Nelson

WVH/San Francisco
Bryan Eaton

C. Dore
G. Burns
Air Supply
A. Gibb
HOTTEST
D. Fogelberg
C. Mangione
Preston & Syreeta

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

- HERB ALPERT (A&M) "1980"
- BEE GEES (RSO) "Wind Of Change"
- KARLA BONOFF (Columbia) "Restless Nights"
- DEBBY BOONE (WB/Curb) "With All Of My Love" "Never Say Goodbye"
- JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
- GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
- CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
- RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
- NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind" "The Shelter Of Your Arms" "Stagger Lee"
- EAGLES (Asylum) "Sad Cafe"
- FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"
- DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" "Heart Hotels"
- ANDY GIBB (RSO) "I Can't Help It" "After Dark" "Rest Your Love On Me"
- RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"
- MICHAEL JACKSON (Epic) "She's Out Of My Life" "I Can't Help It"

- MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors"
- JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen"
- NICOLETTE LARSON (WB) "Dancin' Jones" "Rio De Janeiro Blue" "Back In My Arms Again"
- MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
- BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"
- JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"
- BETTE MIDLER (Atlantic) "The Rose"
- ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
- CLIFF RICHARD (EMI America) "Fallin' In Love"
- KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"
- LINDA RONSTADT (Asylum) "Hurt So Bad" "Girls Talk" "Look Out For My Love" "Mad Love"
- CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do" "Love You By Heart"
- BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
- JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
- STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

STATION PROFILE: WEZI-FM

A Beautiful Music Triumph In Memphis

Memphis is popularly known for its rich black music heritage and as a country stronghold, but according to the Oct./Nov. Arbitron, Memphis's emphasis is on Beautiful Music. WEZI-FM went from 10.4 to 10.9 and in the process took over the number one spot in the city, just in time to celebrate its seventh anniversary.

R&R Beautiful Music Editor Pam Bellamy spoke with WEZI GM Dave Thomas about the station's programming techniques and successful attributes. Thomas, a 15-year Memphis radio veteran who began his career as an account exec at WHBQ, knows his market and contended from WEZI's debut in early 1973 that a Beautiful Music station could win in Memphis. He tells how it was done in the interview below:

R&R: Tell us about WEZI-FM; has it always been a Beautiful Music station?

THOMAS: WEZI went on the air as WEZI on January 12, 1973. It was formerly a Pop/Adult station in the market owned by RKO, WHBQ-FM. They sold the FM to Southern Broadcasting Co. in 1972. When Southern purchased it they did quite a bit of research to find out what type of format wasn't being done well in Memphis, and had a good chance to grow quickly. That research showed it was Beautiful Music. Contemporary was being done very well in the marketplace. WEZI as a new radio station came into being on the 12th of January, 1973, and we went in with Jim Schulke from the very beginning. So it was a new radio station as far as the call letters were concerned. We're just a little over seven years old.

R&R: Was there already a Beautiful Music station in Memphis at that time?

THOMAS: There were a couple of stations that were doing a homegrown version. Within two years after we went on the air they were both doing something else.

R&R: At this time, how many Beautiful Music stations are there in your market?

THOMAS: We are it. Memphis has a very high metro black population, about 36 to 37%, and it's a good country market and also good for contemporary, so our research showed about 12 to 14% of the population we could shoot for if we were exclusive. Now in other markets across the country, Beautiful Music will have a greater percentage, so you'll have more than one Beautiful Music station. So our feelings were if we could drive away the other two into other formats and get an exclusive going for us, then we'd have a chance to win big here.

R&R: You've mentioned that you are a Schulke station; do you get involved in the music?

THOMAS: No, Jim's service is very thorough. As far as the music is concerned, it comes to us from him. It is customized to us, like we'll play more vocals maybe than a market that has competition. Schulke will do that market by market.

R&R: How big a part does the technical end play in the overall sound?

THOMAS: A first class engineer and the best audio processing equipment that you can buy. I would say, are most critical to the success of a Beautiful Music radio station. You are really going after the long listeners and if that technical quality is not there, you will lose them.

R&R: What type of equipment do you use?

THOMAS: RCA transmitters. We have an optimode in our processing chain, which is a relatively new addition. Most Beautiful Musics have gone to the optimode because it allows you to have more modulation without destroying your full dynamic range. The best way would be to do this in its pure form and have no audio processing, because then you would hear it as it would be played by a full orchestra, and this lets your highs and lows go without any limiting. But then you are unable to achieve modulation, and someone next to you on the dial will sound much, much louder. If someone is listening to the soft rock at 104 and then were to go to us, they would have to reach over and turn the knob up, so this optimode is a technological improvement and it really gives you the best of both worlds.



"We are very strong on the fact that it's a human voice and not a machine."

— GM Dave Thomas

R&R: Is WEZI-FM involved in any on-air promotions?

THOMAS: Yes, we are. A lot of Beautiful Music stations throughout the years have not done promotions. But we have done some very effective things recently. We offered a trip to Nashville for a weekend to visit Opryland, and we invited our audience to send in postcards. Now there was just one winner, and we received well over 600 postcards in a very short period of time (about two weeks), and we didn't run that many spots. It proves, very dramatically, that people are very involved with the radio station and do listen to the commercial matter. Another thing that we are doing right now is tying in with the grand opening of a large mall. We have a hot air balloon (with our call letters on it), and we'll be offering rides to the first 106 people that come, and they'll get tickets to the ice show. I think one of the deplorable things throughout the years has been that Beautiful Music stations have not been promotionally-oriented, but there are opportunities, as long as it fits in with what you are doing. We even do T-shirts; about three years ago we decided that the contemporaries weren't the only ones that could have T-shirts, and our T-shirts came out with the saying "I'm An EZ Lover" on the front and a scenic picture of one of the rivers in Memphis on the back. They were well received by the buyers and advertisers; we will probably repeat that this spring. We don't give them away on the air, we distribute them to local advertisers.

R&R: Tell us about the overall sound of your commercials — are they uptempo, the same as on a contemporary station, or are they customized?

THOMAS: What is happening, a real trend nationally, is that you are getting material now where the client has done three or four versions. There are more and more national advertisers who have recognized that Beautiful Music stations across this country are a very important force. And so when they are doing their creating, they are producing a version that is acceptable to this format. Locally, we work very close with the advertisers and agencies along these lines, saying that certain high intensity commercials that are designed primarily for a contemporary don't fit, and our position to the advertisers is that you use the radio station to sell. You don't want to put a commercial on that is going to offend the audience.

I'm also finding that more and more material is becoming more acceptable, as long as it's done well. They can be bright, you know, they don't have to be somber. You have to listen

very closely to each piece of material and look upon it and how it will fit in overall.

When Beautiful first started there was a Bible, so to speak; you shall not do this, this, and this. But I think you have to examine everything in the light of the maturing of your radio station, and be objective and think of how it will be received by your audience in the total broadcast day.

R&R: Do you use live announcers during any part of the day?

THOMAS: Oh, yes. We have all live announcers 24 hours a day. We're totally live. They work six-hour shifts. We are very strong on the fact that it's a human voice and not a machine. Having live announcers gives you more of an identity. I think the terms elevator music, background music, etc. are being overcome now. We let our announcers end the news by saying "... and this is Vince Bishop for WEZI-FM-106." We have more information like everybody else in morning drive. If it's a beautiful morning or sunrise then he'll make a poem, a little personal touch. And they know it's not a tape or someone reading a weather report. And that's the one-on-one that makes your audience feel that this is their radio station, and it's not just a robot.

It's very important that the listener feels involved, and that this is a great place for you to relax, and we are glad to have you. Our jocks are very informative; if there is a major event they are going to let you know. But we don't talk about the rape downtown, or the cops, or anything like that, because if you go to that type of presentation what you will encourage someone to do, if they really want to go into that story, is to switch off to the TV or to another station that gives in-depth news.

R&R: What age group are you targeting for?

THOMAS: We target for adults over 25. Our strongest appeal is still 35+. 25-34 is everybody's battleground. It's an important demo. 25-54 is the big buying demo too.

R&R: To reach the 25-34's, do you program in your music newer, more uptempo songs? Can you give me a few artists that might be aired on your station?

THOMAS: We have played some Neil Diamond, John Denver, Carpenters, and Schulke had a Barry Manilow or two in the mix, but in addition to those artists, who are good gap bridgers, we have custom versions which were recorded in England. This again goes back to one of the major problems in Beautiful Music and that is "where is the product coming from?" Most of the syndicators have some custom arrangement, and most of it is in England. They will have 10 or 12 cuts done that originally came out of rock or disco or country. So the listener who likes that and then listens to our station hears familiar music. I think that is one of the main things that will contribute to our growth in that 25-34 group. In the last ARB we came up to almost 10% of the 25-34.

R&R: What goals have you set for WEZI-FM?

THOMAS: Well, we certainly would like to remain exclusive in Memphis. As far as financial growth, I believe this radio station can achieve a 20% growth as far as revenues are concerned. We will continue to build on what we have done. When we started off we were a brand new station, and now we're number one. For a station that doesn't have much audience from 12-24 that really shows you how much strength we have 25 and up.

R&R: What type of background do most of your announcers have?

THOMAS: Well, I'm fortunate enough to have two announcers (our morning and midday announcers) both from Memphis, and they are both 40 and they love it here. They came up through stations where they have had a lot of experience, and they have the right kind of warmth and one-on-one voice that makes this work. It's very hard to find good announcers for this format because so many people want to be stars, and this format is the music and the music is the star. A lot of your announcers could do this format but they will be attracted to the ones where they can hit it big.

We have an announcer now who came out of a rock station, and his long range goals are to get into production. He just came in and auditioned, and did our ID's, and he is tremendous. I couldn't believe he had never done Beautiful Music. His name is Hugh Brooks, he is 26, and had worked in several small markets. He left a Country station to work for us.

R&R: Do you have any final comments for those who are going after the Beautiful Music listeners?

THOMAS: I would say the format requires a great deal of discipline, more than any other. I think it's finding your market. Before anybody should change formats they should really invest in some research to find out what that individual marketplace really holds. So many people jumped on Disco and are now disappointed. If you are thinking about Beautiful Music make sure there is enough market there. If someone wanted to try and put another Beautiful Music in Memphis, they will find it disappointing, because if they got half of my share that would only be a 5.5 and every other FM in the marketplace already has better than that, so what would be the advantage?

Again, the technical part is very important; invest in an outstanding sound engineer.



PARADISE AT WEZI — The station celebrated its seventh birthday early this year by making up sets of dice which rolled exclusively sevens. Staffers pose atop a pair of giant models of the dice above. Thomas is at left.

OPPORTUNITIES

Openings

KLAZ-FM/Little Rock has several openings for enthusiastic, entertaining communicators. Only the best need apply to work with Arkansas's finest. Tapes and resumes to Carl Jones, Asst PD, KLAZ-FM, 1801 N. University Ave., Little Rock, AR 72207. No calls please. (3-7)

If you've got the jobs, we've got the jock! Creative on-air talent for Top 40, AOR, Pop/Adult and Country formatted stations. No charge to stations. Contact MEDIA CONSULTANTS at (317) 474-5888. (3-7)

Anchor/reporter for AOR and Pop/Adult station in Eastern Central state. Must have journalistic writing and delivery skills. One yr experience. Send salary requirements, tapes and resumes and writing samples to WRNL/WRXL, 7100 Bethlehem Rd., Richmond, VA 23228. EOE (3-7)

WQXQ-FM/Daytona Beach looking for news person. Excellent opportunity for the right person. Tapes and resumes to John Scott, WQXQ, Box 5806, Daytona Beach, FL 32018. EOE M/F (3-7)

Making big bucks. Competitive AM/FM combo looking for aggressive sales people. Thriving market near New Orleans. Guaranteed draw and expenses. Call Frank Landry (504) 475-5141.

WANTED: A News/Traffic reporter for top rated tidewater radio AM-FM combo. Some experience required. Contact Cynthia Smoot WCMS AM/FM, Norfolk, VA (804) 424-1050. EOE M/F (3-7)

Nationally renowned Pop/Adult needs savvy production director with good voice, strong copy and sharp razor blade. Some airwork involved. Send resume, aircheck and production samples to Bob Hughes, WASH-FM, Washington D.C. 20016. No calls please. EOE Minority applicants encouraged. (3-7)

News/anchor reporter needed for Southeastern medium market AM/FM. Must have strong news gathering and writing skills. Will also have the opportunity to work on special programs, features and public affairs in addition to daily air shift. Send tapes and resumes to WDNC/WDCG, Box 2126, Durham, NC 27702. Call (919) 682-0318 and ask for Melinda Stubbs or Tom Britt. EOE (3-7)

WAYS radio has opening for midday personality. Short air-shift. Must be a commercial production specialist. Minimum 3 yrs experience. Send tapes and resumes to Scott Slade, 400 Radio Rd., Charlotte, NC 28218. EOE (3-7)

KQEO/Albuquerque, NM has immediate opening for creative, experienced news announcer/reporter who can handle morning drive and street reporting. Send tapes and resumes to John Godie, KQEO, 2000 Indian School Rd., N.W., Albuquerque, NM 87104. Women and minorities encouraged to apply. (3-7)

KQHU-FM/Yankton, SD has rare daytime opening. We're looking for competitive Top 40 jock with production to work in a 4 station market. Send tapes and resumes to Craig Metz, Box 794, Yankton, SD 57078 or call (605) 665-4498. Immediate opening. EOE M/F (3-7)

WCPA/Clearfield, PA looking for bright Pop/Adult personality with production talent. Experience required and knowledge of automation helpful. Send tapes and resumes to Charlie Philips, WCPA, Box 1032, Clearfield, PA 16830. EOE M/F (3-7)

WQXQ-FM/Daytona Beach, FL #1 mass appeal FM looking for qualified air talents. Also need full-time production person. No beginners. Excellent opportunity for the right people. Send tapes and resumes today to John Scott, WQXQ, Box 5806, Daytona Beach, FL 32018. EOE M/F (3-7)

Urgent! Need whiz Engineer with 1st phone to double as air talent on Pop/Adult FM. Also send tapes and resumes from jocks and newsmen for present and future openings. Please respond immediately to Hank Damon, Station, Mgr., KXKX, Flagship Pier, Galveston Island, TX 77550 or call (713) 763-4106. EOE M/F (3-7)

Openings

Chief Engineer. Immediate opening for 5,000 watt full-time AM station. 3 yrs experience in standard broadcasting with good maintenance background. Good salary and benefits. Send qualifications to KMED, Box 1440, Medford, OR 97501. EOE M/F (3-7)

KGEN/Tulare needs on-air jock and newsmen for Top 40, Country. Hard working with no experience necessary. Contact Gary Thompson (209) 886-3408. (3-7)

K104/Lebanon, OR has immediate opening for one-on-one communicator for Oregon's fastest moving FM Top 40's. Send tapes and resumes to Russ Daniels, 743 Main St., Lebanon, OR 97355 or call (503) 259-2414. EOE M/F (3-7)

K-99-FM/Great Falls, MT's only AOR station is looking for a full-time jock. Tapes and resumes to Nat Lamp, MD, K-99, 2307 10th Ave., South, Great Falls, MT 59406. (3-7)

Staff announcer/production position available. Requirements: excellent air sound, ability to handle heavy information and commercial commitment. Heavy emphasis on quality production work. Delivery that sells! If you have large market talent and would like to work at a progressive station in a beautiful small market, investigate this opening. Contact Dave Ziebell, KAGE Stations, Winona, MN, (507) 452-2867. (3-7)

WPLP/Tampa Bay, market #17. Fastest growing News/Talk station in U.S. In just over 1 yr we've moved from 40th in ratings to top 10. Have 3 hour night time slot open for exciting, professional talk host on way up. Controversial, please, at times. Understand entertainment. Strong interviewer with guests. Keeps a phone show moving. Hello? Are you out there? Cassette and resume to Don Watson, PD, WPLP Talk Radio 57, Box 570, Pinellas Park, FL 33565. EOE M/F (3-7)

Top sounding Midwest contemporary station looking for communicator wanting to join our team of professionals. If you love good radio and good surroundings send tapes and resumes now to John Ashton, PD, WTCJ, Box 250, Tell City, IN 47586. EOE M/F (3-7)

Morning anchor/reporter opening in one of the fastest growing markets in the Sunbelt. Reporting experience, conversational writing and delivery and sound knowledge of community affairs and issues a must. To join a 9 person news staff, Tapes and resumes to Mark O'Connell, KRAV, Box 746, Tulsa, OK 74101. EOE M/F (3-7)

First phone operator, good voice, dependable. Minimum 6 months experience. Minorities encouraged. Tapes and resumes to Harry Dierks, KBIM, Box 910, Roswell, NM 88201. EOE (3-7)

KKEZ/Ft. Dodge, IA #1 North Central Iowa station expanding to full-time looking for talented person to work 2-6am. Send tapes and resumes to J. Michael Lobbie, Box 578, Ft. Dodge, IA 50501. EOE (3-7)

V100 is expanding. We have two openings. One for a night time rock 'n' roller and the other for a Production Director (no writing involved). Send tapes and resumes to Dan O'Toole, Box 4318, Charleston, WV 25304. EOE M/F (3-7)

KOPA FM/AM, First Media station in Phoenix, searching for a creative, adult-oriented, humorous morning personality. Good money and security for the right person in a great working environment. Send tapes and resumes to Steve Rivers, KOPA, Box 1827, Scottsdale, AZ 85251 or UPS to 4601 North Scottsdale Rd., Scottsdale, AZ 85251. EOE M/F (3-7)

We're looking for an experienced Production Director. Good voice and experience in copy writing necessary. Send tapes and resumes to Paul Sebastian, WAPE, Box 486, Orange Park, FL 32073. No calls please. EOE M/F (3-7)

Openings

Opening for evening personality. Send tapes and resumes to Mike Anthony, KBDF, Box 70128, Eugene, OR 97401. EOE M/F (3-7)

If you're hungry, I want to hear from you. I need air talent that wants to move up and want to work. Tapes and resumes to Drew Bentley, KWWL, 500 East 4th St., Waterloo, IA 50703. EOE M/F (3-7)

KBTN/Stockton, CA may soon have one or more openings for first phone air talent/production people. Send your best to Marc Hunter, 2171 Ralph Ave., Stockton, CA 95206 or call (209) 948-5786. Women and minorities encouraged. EOE (3-7)

WQCM/Hagerstown, MD looking for experienced contemporary personalities full and part-time. Tapes only to Gary Michaels, WQCM, 1250 Downsville Pike, Hagerstown, MD 21740. EOE (3-7)

KRBP-AM-FM has openings in the News Dept. and also some openings for announcers. Send tape and resumes to Alan Hague, Box 7760, Salt Lake City, UT 84107. EOE (3-7)

KPLE-FM needs experienced morning announcer. Must be familiar with Beautiful Music. Knowledge of automation would help. Total community involvement required. Tapes and resumes to Chuck White, Box 1230, Temple, TX 76501. EOE M/F (3-7)

Young aggressive AOR jocks needed. Tapes and resumes to Box 3280, Albuquerque, NM 87190. No calls please. EOE M/F (3-7)

The new 98, WILK has a rare opening. We're looking for a humorous communicator for our 6pm-12mid shift. Tapes and resumes to Tony Rose, PD, 88 N. Franklin St., Wilkes-Barre, PA 18711. No calls please. EOE M/F (3-7)

WKCM/Hawesville, KY is looking for announcer/news person and announcer/sales person. Good salary professional staff, excellent commission structure. Recognized as one of the top news stations in Kentucky. Ask for John or Rick (502) 927-8121. EOE (3-7)

WAEB/Allentown, PA has immediate opening for a part-time news person. Could lead to full-time employment. Send tapes and resumes to Matt Kerr, ND, WAEB, Box 2727, Lehigh Valley, PA 18001. No calls please. EOE M/F (3-7)

WOKF (96 Fever)/Tampa, FL is looking for part-timer due to internal promotions. Must have contemporary experiences. Tapes and resumes to Scott Robbins, PD, WOKF, Box 1109, Clearwater, FL 33517. EOE M/F (3-7)

62KMNS is looking for a bright entertaining morning man and second news person. As part of station group we offer excellent benefits and good money for the right people. Rush salary requirements, tapes and resumes to Pete Early, Box 177, Sioux City, IA 51102. Also tapes for future openings. EOE (3-7)

Suburban New York (Sussex County, New Jersey) AM/FM combo is seeking air talent for various shifts. Here is your opportunity to work in the most scenic part of the New York ADI. Send tapes and resumes and salary requirements to General Manager, WNNJ/WIXL, Box 40, Newton, NJ 07860. EOE (3-7)

Dominant Adult Contemporary AM in Central Virginia looking for pleasant informative entertaining person to fill morning opening. Send tapes and resumes to Box 2179, Lynchburg, VA 24501. Attn: Jim Brown. EOE (3-7)

Top rated KSEZ (Rock 98) is looking for an Operations Manager. Duties will include automated assist live mornings and total station over-view. Automation experience helpful. Send salary requirements, tapes and resumes to Pete Early, Box 177, Sioux City, IA 51102. EOE (3-7)

Openings

WKBC-FM, North Wilkesboro, NC needs morning flash sportsman. Good production skills. We are a 100,000 watt station reaching two top 100 markets. Send tapes and resumes to Jim Zimmerman, Box 938, N. Wilkesboro, NC 28659. EOE M/F (3-7)

WYBR/Rockford needs afternoon drive news anchor. Must be a thinking personable communicator. Rush tapes and resumes and writing skills to Reese Rickards, WYBR, Cherryvale Mall, Rockford, IL 61112. EOE (3-7)

KFKA/Greeley, CO has opening for a Public Service Director/night jock at its Pop/Adult station. Send tapes and resumes to Larry Hevner, KFKA, Box K, Greeley, CO 80631. EOE M/F (3-7)

WDAI goes Adult-Rock in April. To join our news staff send tape demonstrating creative writing, engaging delivery, and a passion for helping people to understand and to cope. Matthew Cienott, WDAI, 360 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-7)

Rare midday opening for experienced personality Top 40 jock. Production a must. Solid #1 station for years in market 60 miles from Pittsburgh. Need contemporary thinking, mature person. Send information to Mike Farrow, WCRO, 605 Main St., Johnstown, PA 15901. EOE M/F (3-7)

AOR PD needed for incredible opportunity on medium market. If you have a strong background in AOR, music, people, promotions and research, write to 103 Concord Drive, McMurry, PA 15317. EOE M/F (3-7)

If you're a good Top 40 jock, heavy on writing commercials and production, we've got a good spot for you in the Wilkes-Barre-Scranton market of Northeastern PA. Send resume and demo of show, writing and production work to Superward 15, Box 1540, Pittston, PA 18640. (3-7)

KIOK/Tri-Cities, WA needs experienced newsmen for 100,000 watt AOR. Lifestyle news with strong morning show involvement. Tapes and resumes to Michael Taylor, KIOK, Box 2798, Tri-Cities, WA 99302. (509) 586-0459. EOE (3-7)

WKTK/Baltimore, MD is looking for Top 40 personality. No time and temp jocks please. Midday shift. Tapes and resumes to Lou Kneger, 5200 Moravia Road, Baltimore, MD 21206. EOE M/F (3-7)

WTSN currently collecting airchecks from experienced air talent for future openings. 5,000 watt day and night located on seacoast of New Hampshire. Music format is unique combination of Top 40 and Adult Contemporary. Heavy into local news. We're looking for newspeople too. No screamers or high energy jocks. Great number of very attractive fringe benefits. If you're interested send tape and resume to Jim Sebastian, WTSN, Box 400, Dover, NH 03820. No calls please. (2-29)

WPEG/Charlotte needs two production people. One will have a full-time airshift and the other must have copywriting abilities. This is North Carolina's only 24-hour Dancemusic station. Send tapes and resumes to Shane Atwell, Box 128, Concord, NC 28025. EOE M/F (2-29)

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

KEVIN RANDALL joins KHOO/Waco, TX from KRIG/Odessa, TX.
JOHN McCALL, formerly with KIXS/Killeen, TX appointed to PD post at KHOO/Waco, TX.
RICHARD GUALANO named News and Public Affairs Director at KCSN/Northridge, CA.
JIM HILL joins KCBS-FM/San Francisco, CA as Jim Bridget from KREM/Spokane, WA.
DAVE TAYLOR promoted to MD at KLAZ-FM/Little Rock, AR.
TODD MICHAELS promoted to Assistant MD at KLAZ-FM/Little Rock AR.
HARRY GREGOR (The Hurricane) promoted to Operations Director at KSNM-FM/Santa Fe, NM.
JACK MOORE named Merchandising Director for KCBO/San Diego, CA.
MARK HUNTER, formerly KJLY/Stockton, CA joins KSTN/Stockton, CA as PD/MD.

Record

MARGAUX LEVY appointed Contract Development Specialist, Business Affairs for RCA Records.
BRENDA GEFFNER named Coordinator, Publicity and Artist Relations for 20th Century-Fox Records.

Industry

DON CHASE named Quality Assurance Specialist at Station Business Systems.

KAREN MERRELL appointed Corporate Director of Broadcast Standards for Shamrock Broadcasting Company, Inc.
ANDY HEJNAS named Software Product Manager for Station Business Systems.
SHERRI MUDD named Director of the Communications Institute.

Station Line-Ups

WXML/Savannah, GA LINE-UP: 6am-10am Bruce Cotton with Bill Grey, 10am-2pm Bill Grey, 2pm-7pm Mike Miller, 7pm-12mid Mark Howard, 12mid-6am Steve Harmon. Weekends: Jay Edwards, Dan VonJenis, John Robertson.

WEZX-FM/Scranton, PA LINE-UP: 6am-10am Rich Levinson, 10am-3pm Ben Smith (MD), 3pm-7pm Chris Noren (PD), 7pm-12mid Larry Hillyard, 12mid-6am Paul Michaels. Weekends: Karen Dolan, The Doctor, Shawn Casey.

WTIX/New Orleans, LA LINE-UP: 6am-9am Robert Mitchell (PD), 9am-12pm Your Pal Al, 12pm-3pm The Oldie King, 3pm-7pm Gary Franklin, 7pm-10pm Marty With The Party (MD), 10pm-2am Kern Stephens (Asst. PD), 2am-6am Blair Kullman.

KSTN/Stockton, CA LINE-UP: 6am-10am Sharon Lewis, 10am-2pm Jerry Stevens, 2pm-6pm Marc Hunter (PD/MD), 6pm-12mid Rick Curtis, 12mid-6am Tom Sright. Weekends: Mike Roberts, Roy Farrel, L P Temple.

WAVA/Washington, DC LINE-UP: 6am-10am Jim Herron and Michael DeColliand, 10am-3pm Linnie Odel, 3pm-7pm Gary Chase, 7pm-12mid Cerphe, 12mid-6am Richard Allen. Weekends: Lou Katz, Tom Cox.

WSAI-FM/Cincinnati, OH LINE-UP: 6am-10am Jay Gilbert, 10am-2pm Mark Tipton, 2pm-6pm Alan Sells, 6pm-10pm Mary Kuzen, 10pm-2am Jeff Fowler, 2am-6am Kevin Wolf.

WTJC/Hampton, VA LINE-UP: 6am-10am Gerald Desalvatore, 10am-2pm Laura Coffey, 2pm-6pm Roi Ewell. Weekends: Larry Hollewell, Calton Manley.

OPPORTUNITIES

Openings

Suburban New York (Sussex County, New Jersey) AM-FM combination seeks an air/pro/PD who knows how to lead and supervise people and production. Send written philosophy along with tape of on-air and commercial voice, resume and salary requirements to GM, WNNJ/WIXL, Box 40, Newton, NJ 07860. (2-29)

Houston's premiere Beautiful Music station now accepting applications for staff announcer. Send tapes to Gene Chrusseel, Operations Dir., 1001 E. Southmore, Pasadena, TX 77502. EOE (2-29)

Are you worth major market bucks? We're looking for a bright adult-oriented morning personality. Great bucks for the right pro. If the challenge of working with the highest rated #1 team in West Texas sounds exciting to you, rush tapes and resumes to Greg Cole, KBST, Big Spring, TX 79720. EOE M/F (2-29)

Growing chain in the Sunbelt seeks air talent for Pop/Adult station and a contemporary station. Tapes and resumes to WJBO/WFMF, 444 Florida Blvd., Baton Rouge, LA 70821, Attn: Randy Rice. EOE M/F (2-29)

GCC Communications seeks natural sounding air talents with 3-5 yrs commercial experience (AFTRA). Tapes and resumes to Steve Rivers, National PD, GCC Communications, 1 Bela Cynwyd Plaza, 231 St. Asatha Rd., Bela Cynwyd, PA 19004. EOE M/F (2-29)

WKTM/Charleston needs morning man for 50,000 watt AOR with great ratings. Good communicator who's intelligent and stable. Tapes and resumes to Bob Kaake, Box 5758, N. Charleston, SC 29406. (2-29)

Abrams Superstars station seeking bright up-tempo rock & roll jocks for midday AOR shift. Large chain, immediate opening. Send tapes and resumes fast to Bob MacRae, 59 Virginia Place, Buffalo, NY 14202. No calls please. EOE M/F (2-29)

WKIX/Raleigh, NC searching the nation for a News Director to head it's 8 person staff of professionals. Emphasis on a "life-style" news approach with many tools available to help you including mobiles, UPI audio and the new RKO radio network. Send tapes and resumes to Bob Bolton, OM, WKIX, Box 12526, Raleigh, NC 27605. EOE (2-29)

Suburban New York (Sussex County, New Jersey) AM-FM combo seeks aggressive news person to collect, write and broadcast news. Must have potential for News Director and talk show host. Send samples of writing, tape and resume and salary requirements to GM, WNNJ/WIXL, Box 40, Newton, NJ 07860. (2-29)

WLIR/Long Island looking for newscaster/reporter for creative non-traditional news format. Strong journalistic and production background required. New York area preferred. Tapes and resumes to Steve North, WLIR, 175 Fulton Ave., Hempstead, NY 11550. EOE M/F (2-29)

WKXX/Birmingham looking for a super talented morning personality. Salary open. Tapes and resumes to Steve Davis, Box 10904, Birmingham, AL 35202 or call (205) 252-2100. EOE M/F (2-29)

52,000 watt KKBC-FM/Reno-Carson City adult rock format looking for dynamic morning jock and sharp News Director to handle FM adult rock format as well as AM MOR format news. Send aircheck and detailed description of how you would handle a morning show and make yourself #1 in the Reno market. News Directors send sample newscast and resume to Michael Bennett, PD, Box 10978, Reno, NV 89510. No calls please. EOE M/F (2-29)

News Director with excellent interview ability and good production skills being sought. Knowledge of PSA and Public Affairs programming needed. Also, news editor wanted. Ladies encouraged. Send tapes and resumes to Kurt Larsen, KAOH, Box 8167, Duluth, MN 55808. EOE (2-29)

WBCN/Boston has immediate opening for experienced Public Affairs Director. Send tapes and resumes to Tony Berardini, 5005 Prudential Tower, Boston, MA 02199. EOE M/F (2-29)

KENR/Houston looking for assistant engineer for one of Houston's finest radio facilities. Resumes to Ron Haney, Chief Engineer, KENR, #2 Greenway Plaza East, Houston, TX 77046 or call (713) 621-1550. EOE (2-29)

WOKF/Tampa (96Fever) actively looking for a news person who can relate to our 18-34 target demos. Experience required. Tapes and resumes to Scott Robbins, PD, WOKF, Box 1109, Clearwater, FL 33517. No calls please. EOE M/F (2-29)

WKBN/Youngstown, OH has opening for experienced news person. Tapes and resumes to Mike Gaunter, 3930 Sunset Blvd., Youngstown, OH 44501. EOE (2-29)

Announcers/newspersons wanted. Send tapes and resumes to Jim Scheffer, KGHL, Box 30196, Billings, MT 59106. EOE M/F (2-22)

KYNO/Fresno needs news conversationalist. Someone who thinks before opening their mouth. Outstanding package for the right person. Send tapes and resumes to Jeff Young, ND, KYNO, Suite 1500, 1060 Fulton Mall, Fresno, CA 93721. EOE M/F (2-29)

Goods & Services

Your Audition Tape Is Critical!

We know! We're THE PROGRAM DIRECTORS. We can show you how to spotlight your talents and CREATE AN AUDITION TAPE that will effectively increase your chances for SUCCESS.

THE PROGRAM DIRECTORS encompass years of major market experience in every radio format. THE PROGRAM DIRECTORS is headed by Jerry Stevens whose programming credentials include: WMMR and WCAU-FM, Philadelphia, in addition to on-air performances with WBZ, Boston, WIBG, Philadelphia and WNEV, New York.

We know what Program Directors listen for in any audition tape. LET US LISTEN TO YOUR TAPE FIRST! THE PROGRAM DIRECTORS will provide you with a written detailed critique and evaluation PLUS recommendations on how to SHOWCASE what YOU DO BEST.

THE PROGRAM DIRECTORS report within two (2) weeks of receipt of your tape (7 1/2 3/4) or cassette (which will be returned).

Pending our evaluation and your agreement, your tape may merit job placement efforts with our CLIENT STATIONS in addition to other established station listings.

Evaluation fee: \$30.00

YOUR AUDITION TAPE IS CRITICAL!
IF IT DOESN'T MAKE... YOU WON'T!

LET THE PROGRAM DIRECTORS LISTEN FIRST!

THE PROGRAM DIRECTORS, The Warwick, Suite 1810, 17th & Locust Sts., Philadelphia, PA 19103, (215) 985-4337.

The Copy Writer's Cookbook

Save yourself hours over a hot typewriter with 100 great radio commercial recipes. Double-headed humor to straight & smooth, \$15.00. THE COPY WRITER'S COOKBOOK, 5804 West 16th, Sioux Falls, SD 57106.

Air Check Center

Unable to produce a quality AIR CHECK because of poor equipment? Perhaps you don't know what to include on your audition tape. Let our staff of programmers edit-process your tape professionally! Call (318) 861-4507.

Comedy Material

300 DJ's get big laughs and ratings with funny material. For freebie, write HYPE INK., Box 69581, Los Angeles, CA 90069.

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.

I'm The Late Jeannie Baker . . .

writing monthly comedy lines, bits, running features for DJ's who wanted to get out of the business anyway. Adding comedy tapes: 110 S. Bruce, Las Vegas, NV 89101 or call (702) 386-1909.

500 Classic AOR Tracks

We did the searching and researching so you don't have to! From AEROSMITH to JONI MITCHELL, MOODY BLUES to ZZ TOP. Alphabetically listed by artists. PD, MD, DJ or AOR observer, you need 500 Classic AOR Tracks! Send \$10.00 to J. PARRISH, Box 161636, Sacramento, CA 95816.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the leffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Dr., Ypsilanti, MI 48197.

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.

"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) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Positions Sought

Warm and witty ex-deejay out of business for 1 1/2 yrs (now in sales) wants to return to a personality Pop/Adult station. 10 yrs experience, including some major markets. Call FRANK (414) 257-2157 or (414) 543-4179. (3-7)

MIKE BENSON former Ass't PD/MD in Grand Rapids looking for step up. Heavy AOR, Top 40, production and promotion experience. Write to 3760 Whispering Way, Apt. 202, Grand Rapids, MI 49506 or call (616) 942-0492. (3-7)

Positions Sought

Ready To Go! Looking for small market opening in Colorado, Arizona or Oregon. Graduate of broadcast school and voice-over workshops. Have small market DJ and news experience. Want full-time DJ and/or news position at Pop, Rock or Pop/Adult station. Available immediately. Call JEFF at (213) 688-1661 anytime. (3-7)

Currently afternoon drive with good production looking for medium market Top 40 or Pop/Adult. Call (319) 372-4349 before 1pm. (3-7)

Experience counts, but so does education. 8 yrs experience announcing with copy and multi-track production and production management plus BA degree in broadcasting/management. Looking to move into programming but will consider all offers. Call J.D. MICHAELS (304) 252-5572. (3-7)

Good personalities are hard to find. How would you like to have someone on your staff who has 12 yrs major market programming, talent and sales experience? Collega degree too. Call (412) 831-1855. (3-7)

I'll work my ass off for you. 1 1/2 yrs experience in D.C. area. Willing to relocate. Prefer Eastern U.S. Call STEVE CHAMBERS at (703) 978-8609 or write 8911 Moreland Lane, Annandale, VA 22003. (3-7)

10 yrs Top 40/AOR, afternoons WAVZ/New Haven, Q105/Tampa also 98Rock/Tampa, FM107/Miami. Contact PAUL RESNIK (203) 389-2486. (3-7)

Spring is here! AND STEVE SPRINGFIELD is ready to join your Long Island station as a DJ. First time out commercially. Have 3rd class ticket. Work well with contemporary and AOR formats. Give me a buzz after 3pm at (516) 265-4126. (3-7)

7 yrs experience, Music Director. Looking for situation in Midwest. Mornings or afternoons. AOR, TOP 40, Adult Contemporary. Small or medium market. Call ED at (502) 683-8146. (3-7)

Professional impressionist looking for larger market near the East Coast area. Will relocate. 3 yrs experience, morning man. I can do any shift. Call WOODY FLOE at (614) 861-7636. (3-7)

In love with Northern California. 20 yrs on-air experience in Beautiful and Classical. I do nice production and write clean, salable copy. Experienced, mature, dependable, settled. For tape and resume with references call (901) 794-8450. (3-7)

Last to go of former #1 team in town. This isn't sour grapes, it's just that I have more to offer than time and temp. Humor-oriented, human delivery. Let me entertain your adult audience within your format. It's worked before. Call (702) 871-4254. (3-7)

Looking for full-time position in Pop/Adult or Top 40. Good production, degree, will relocate. Prefer small-medium market. PD, MD and sales experience. Tap "WILD BILL" at (616) 924-6938. (3-7)

Serious about production! Versatile, concise, perfectionist. An experienced AOR jock. I'm RANDY MARS looking for immediate production/air work on West Coast. All formats. Call now (415) 355-1553. I'm anxious to work! (3-7)

Rock-Top tracks, AOR, old AOR, Adult Contemporary, Universals, Country and a few they haven't got a name for yet. Plus Disco and live Disco and I'm still alive. I'm looking for a jock position and a shot at Music Director. Call anytime, I'm here. MARK (816) 373-7388. (3-7)

BILL HILTON, warm, personable, communicator who can bring in the numbers (38.6 last book). Also, polished production pro with programming experience. Available now in medium or major markets. (501) 224-1267. (3-7)

News professional. 4 1/2 yrs at Midwest news giant. GORDON HARRIS, WISM, (608) 271-1486 or (608) 257-9415. (3-7)

KIRK RUSSELL, WZZP, KTKT, XEROK-80, KLEO looking for major market mid-days or programming. (316) 832-0980. (3-7)

BOB McKAY, WDAE, WIXY, KQEO, KLEO looking for major market or programming. (316) 524-3042. (3-7)

Attention Top 40, Pop/Adult, or Disco PD's. Long-time radio enthusiast who has strayed from the business seeks new challenge for the 80's with you! 1st phone, tight board, and able to go the extra mile. Also interested in PD or MD position in South or Southwest. Call PAT at (713) 988-3546, or write 8080 Creekband #704, Houston, TX 77071. Available immediately. (3-7)

Available, BOB TATE, the Midnight Cowboy, one of the most knowledgeable, experienced entertainers in Country. Heard nightly throughout the West on 50,000 watt K2/Casper, 1030 kHz. Can do managerial and creative production. Call (307) 265-0000 (on-air), or (307) 265-5616 (home). (3-7)

3 yrs experience, 1st phone, air personality looking for good reputable small or medium market station in Northeast Pop/Adult format. Call JIM KAPP (412) 658-3587 days. (3-7)

Young female radio freak can do it all. On-air, news, jock, production and copywriting. College grad, major market experience, hungry for work on West or East Coast. Call ANNETTE at (415) 665-2461. Keep trying. (3-7)

Positions Sought

For sale or lease. Used (7 yrs) 3-speed air personality with extras, like 1st phone and MD experience. KEN CASE (505) 623-2810 days or nights. (3-7)

Have pipes will travel to Florida. Presently PD at Northwest Ohio station. 3 yrs experience on-air, production and play-by-play sports. Prefer Top 40 will take Adult Contemporary. Contact T.K. at (419) 492-2349. (3-7)

Bleck 1st phone with 6 months commercial experience as technician in New York area. Also trained broadcaster looking for first job as announcer/DJ as well as contributing to any technical work required. Tape and resume available. Any shift. Will relocate. BUD MAYO (212) 865-0827 or (212) 992-0022 or write 926 Columbus Ave., New York City, NY 10025. (3-7)

I can do anything. Lady DJ, 5 yrs experience, MD, first phone. Excellent references. Presently employed and looking for an offer I can't refuse. Call LINDSEY ROCK at (213) 876-0682.

Program Director of Northwest Ohio radio station looking for Top 40 or Pop/Adult station in Florida. 3 yrs experience on-air and in production. Call TOMMY KAY (419) 492-2349 anytime. (3-7)

STUART McRAE, former PD at Superstars KLPQ/Little Rock. MD at WZXR/Memphis, with more than a decade's worth of experience in AOR radio. Seeking programming post for AOR radio. Prefer South or Southwest but will relocate for right position. Call (501) 663-7002. (3-7)

Marketing graduate with 3 1/2 yrs professional programming and production experience wants job in objective programming, promotion or research. Degree emphasizes advertising and promotion. Available immediately. MIKE NEAL (314) 625-1635 or (314) 441-5121. (3-7)

Natural voice polished by 8 yrs airwork in AOR, MOR, production, enthusiastic broadcaster will produce results for your Southwest operation. Call MARC (404) 252-7079. (3-7)

Recent jock now in outside sales looking for weekend jockeying in Syracuse, Rochester or Buffalo, New York. For tape, resume and latest ARB call BILL DICKSON at (607) 756-8583 and leave message. I can maintain your weekend image in Top 40, Contemporary or AOR. All replies answered. (3-7)

T. RICHARD SMITH, R&B Coordinator at KTKT89 Tucson, AZ seeks program position and midnight shifts at small large Black stations on the West Coast or Southeast Coast. Ratings low? Other stations in your city or town have no respect for R&B, Soul, Funk and Jazz? Well, if they don't you need to get on the phone and call me and let's do something about it. (602) 623-1706 or (602) 623-1837 before 9am or after 6pm. (3-7)

Aggressive, imaginative commercial jock looking for full-time air position with production duties. Experienced in AOR, Top 40, Jazz, News, Sports, play-by-play and more. Prefer mid-Atlantic area but will consider all. Call CHIP (301) 877-2694. (3-7)

Suburban Chicago newsmen ready to move back to Northeast Ohio. Cleveland-Akron-Canton area preferred. Experienced street reporter, and in the studio. Also talk show interview host that can put your guests at ease and get job done. Call MARK A. BEALL at (219) 464-2706 (evenings) or write to 557 Locust St. #4, Valparaiso, IN 46383. (3-7)

BOB McKAY, PD, KLEO and KQEO, also air talent, WIXY, WDAE and KRKE seeks programming position or major market mornings. Available immediately. Call after 5pm (316) 524-3042. (2-29)

ANGELO FIAT, entertainer coordinator and trouble shooter is free from all contractual obligations. Now accepting offers. Law degree, concert and nightclub promotion, record company experience. Write Box 1391, Canoga Park, CA 91304 or call (213) 348-7099. (2-29)

I need help! California, Nevada, Arizona, Oregon, Washington, Alaska, take note! I'm being held captive (by aliens). Please set me free. I want to create. 4 yr pro. AOR, Pop/Adult, Jazz or Music Director. Call the man who needs help! Then I can help you. (805) 967-7230. (2-29)

Miscellaneous

WZEN-FM needs Disco and Pop Service for singles and albums from all record companies. Please send to: Program Director, WZEN, 1139 Olive St., St. Louis, MO 63101. (3-7)

WNDB looking for station jingles for their adult-formatted station. Send to Dave Laing, WNDB, Love Park, Daytona Beach, FL 32015. (2-29)

Let 20,000 people see your station's stickers. College student doing station promo sticker project. Will take anything from anywhere. Send to Keith Abrams, WCCB, 102 Harvey Hall, Clarion State College, Clarion, PA 16214. Your help is greatly appreciated. (2-29)

I'm interested in your radio stickers (window or bumper). Please send to Bernie McNery, 37 Alexis St., Pittsburgh, PA 15207. (2-29)

Wings 92-FM is making changes. In dire need of record service from all labels. LP's, singles, catalogs. You name it, we need it for adult Top 40. Send to Debbie, MD, P.O. Box 609, West Palm Beach, FL 33402, or call (305) 844-6343. (2-29)

THE BACK PAGE

BREAKERS

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

MICHAEL JACKSON Off The Wall (Epic)

63% of our reporters on it. Moves: Up 81, Same 6, Down 2, adds 21 including KVIL, KBEQ, B100, WBEN-FM, WAEB, Q106, KELP, KEEL, KSTT, KOFM, KLEO, KMJC, KJRB, KCPX. See Parallels, charts at number 23.

HEART

Even It Up (Epic)

59% of our reporters on it. Moves: Up 75, Same 16, Down 0, Adds 11, Z97, Q102, WICC, KAUM, WTI, KEEL, KMJC, KFXM, WGUY, KENI. See Parallels, charts at number 29.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

BILLY JOEL "You May Be Right" (Columbia) 98/96

Moves: Up 0, Same 2, Down 0, Adds 96 including WXLO, WNBC, WFIL, WPEZ, WCAO, WRKO, WPGC, CHUM, KVIL, Z93, 94Q, Y100, KWK, KSLQ, KBEQ, Q102, KEARTH, KFRC, B100, KJR, KIMN, KOPA.

JIMMY RUFFIN "Hold On To My Love" (RSO) 91/41

Moves: Up 29, Same 21, Down 0, Adds 41 including WXLO, KKBW, WPEZ, WCAO, F105, Y100, KFI, KOPA, WBLI, Q106, WTI, 95SGF, KOFM, WMEE.

FLEETWOOD MAC "Think About Me" (WB) 90/64

Moves: Up 16, Same 10, Down 0, Adds 64 including WKBW, WPEZ, WCAO, 94Q, Q105, WLCY, KBEQ, B100, KJR, KIMN, KOPA, WTRY, KC101, WAEB, KXX106, 95SGF, WLAC, WAYS, KRAV, WNAP, KERN.

BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 90/13

Moves: Up 61, Same 12, Down 4, Adds 13, WNBC, CKGM, WTIC-FM, KINT, KSTT, KWEN, KLEO, KZ93, WTSN, G100, WTRU, KSLY, KYSN, WKBW 11-6, WCAO 17-7, WLS 11-8, CKLW 7-4.

CHARLIE DORE "Pilot Of The Airwaves" (Island) 88/32

Moves: Up 31, Same 25, Down 0, Adds 32 including F105, KSLQ, WOKY, WBLI, Q106, WFMF, WMEE, 92X, KMJC, KRQ, Z93 23-19, KFI 29-25, WAYS 30-23, KRUX 39-29.

UTOPIA "Set Me Free" (Bearsville/WB) 78/22

Moves: Up 35, Same 21, Down 0, Adds 22 including WIFI, Q105, WOKY, WICC, JB105, WFMF, Y95, 95SGF, WAYS, KOFM, KERN, KENO, 94Q 24-19, KSLQ 31-26, KOPA 29-25.

ZZ TOP "I Thank You" (WB) 73/0

Moves: Up 46, Same 17, Down 10, Adds 0, CHUM 11-9, Q105 19-16, KBEQ 27-18, KJR 8-7, KOPA 17-14, KAUM 8-7, KXX106 20-16, KRSP 7-6, KRUX 13-7.

KNACK "Baby Talks Dirty" (Capitol) 62/0

Moves: Up 44, Same 17, Down 1, Adds 0, WABC 30-28, WIFI 9-8, CHUM 4-3, Q105 26-24, WLS 18-11, PRO-FM 14-10, WHYN 35-29, WTI, 39-24, KZ93 7-4, KRSP 11-10, KQWB-FM 30-26.

FOREIGNER "Women" (Atlantic) 60/3

Moves: Up 28, Same 29, Down 0, Adds 3, KENO, KRUX, KBDF, WIFI d-26, Y100 33-30, KUPD 12-10, WKEE 23-17, WSGN 32-27, WVIC 29-26, KJRB 28-24, KFXD 13-8.

PAUL DAVIS "Do Right" (Bang) 52/21

Moves: Up 19, Same 12, Down 0, Adds 21 including WLCY, CKLW, KDWB, Q106, WSGN, WLAC, WISM, KJRB, 13FEA, WISE, KWIC, WROK, KBOZ, Z93 30-25, 94Q 22-15.

JOURNEY "Any Way You Want It" (Columbia) 52/18

Moves: Up 20, Same 14, Down 0, Adds 18 including WIFI, F105, WOKY, WKEE, WFMF, WBBQ, K104, V100, WHHY, KQWB-FM, KBDF.

Others Getting Significant Action

GARY NUMAN "Cars" (Atco) 48/9

Moves: Up 24, Same 15, Down 0, Adds 9, WGCL, BJ105, WAYS, WISM, KENO, V100, KQWB-FM, WNAM, KSLY, WIFI 17-10, CHUM 22-16.

PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 46/13

Moves: Up 18, Same 15, Down 0, Adds 13 including KFRC, JB105, WKEE, WRJZ, KROY, KRSP, WHHY, WSPT, WGBF, KBIM, 94Q 8-5, WIGY 23-17, CK101 19-15.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 44/17

Moves: Up 14, Same 13, Down 0, Adds 17 including WICC, WHYN, WKEE, KEEL, KXX106, WOHO, WJBQ, WISE, KAAY, WNAM, KBIM, Z93 d-29, 94Q 13-9, WAXY 22-17.

PEACHES & HERB "I Pledge My Love" (Polydor) 43/11

Moves: Up 22, Same 8, Down 2, Adds 11, WNBC, WFB, KINT, WAXY, WBBQ, WLAC, 92Q, WZZP, KFXM, KENO, KX104.

KENNY LOGGINS "Keep The Fire" (Columbia) 42/4

Moves: Up 24, Same 13, Down 1, Adds 4, F105, WHYN, WVIC, 13FEA, CHUM 24-17, 94Q 10-8, Y103 38-32, WTMA 10-5.

RadioRecords

NATIONAL AIRPLAY/30

March 7, 1980

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		ARTIST/Title (Label)
13	6	5	1	PINK FLOYD/Another Brick In The Wall (Columbia)
2	2	2	2	DAN FOGELBERG/Longer (Full Moon/Epic)
9	4	4	3	RUPERT HOLMES/Him (MCA)
1	1	1	4	QUEEN/Crazy Little Thing Called Love (Elektra)
3	3	3	5	SPINNERS/Workin' My Way Back To You (Atlantic)
16	14	9	6	KOOL & THE GANG/Too Hot (DeLite/Mercury)
12	8	7	7	ANDY GIBB/Desire (RSO)
26	20	13	8	CHRISTOPHER CROSS/Ride Like The Wind (WB)
15	13	10	9	LINDA RONSTADT/How Do I Make You (Asylum)
7	5	6	10	TOTO/99 (Columbia)
22	15	12	11	TOM PETTY/Refugee (Backstreet/MCA)
-	26	19	12	BOB SEGER/Fire Lake (Capitol)
-	23	18	13	EAGLES/I Can't Tell You Why (Asylum)
27	19	15	14	CHUCK MANGIONE/Give It All You Got (A&M)
-	-	25	15	BLONDIE/Call Me (Chrysalis)
10	7	8	16	DONNA SUMMER/On The Radio (Casablanca)
24	17	16	17	BABYS/Back On My Feet Again (Chrysalis)
-	29	26	18	AIR SUPPLY/Lost In Love (Arista)
-	-	22	19	SHALAMAR/The Second Time Around (Solar/RCA)
8	9	11	20	NEIL DIAMOND/September Morn (Columbia)
-	27	24	21	TOMMY JAMES/Three Times In Love (Millennium)
-	-	27	22	RAY, GOODMAN & BROWN/Special Lady (Polydor)
-	-	27	23	MICHAEL JACKSON/Off The Wall (Epic)
4	11	14	24	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
11	12	17	25	DIRT BAND/An American Dream (UA)
-	30	28	26	J. GEILS BAND/Come Back (EMI America)
23	21	20	27	PAT BENATAR/Heartbreaker (Chrysalis)
-	-	30	28	DR. HOOK/Sexy Eyes (Capitol)
-	-	27	29	HEART/Even It Up (Epic)
6	10	21	30	STEVE FORBERT/Romeo's Tune (Nemperor)

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

BILLY JOEL "You May Be Right" (Columbia)
FLEETWOOD MAC "Think About Me" (WB)
JIMMY RUFFIN "Hold On To My Love" (RSO)
CHARLIE DORE "Pilot Of The Airwaves" (Island)
DR. HOOK "Sexy Eyes" (Capitol)

Complete Regionalized Listings on Pages 28 and 29.

HOTTEST

PINK FLOYD "Another Brick In The Wall" (Columbia)
CHRISTOPHER CROSS "Ride Like The Wind" (WB)
BLONDIE "Call Me" (Chrysalis)
RUPERT HOLMES "Him" (MCA)
SPINNERS "Workin' My Way Back..." (Atlantic)

DAVID GATES "Where Does The Lovin' Go" (Elektra) 42/4

Moves: Up 22, Same 15, Down 1, Adds 4, WKIX, WVIC, KSLY, KOOK, WRKO d-30, KWEN 20-15, 13FEA 13-11, KILE 30-26, KQWB-FM 36-31.

WHISPERS "And The Beat Goes On" (Solar/RCA) 41/10

Moves: Up 25, Same 3, Down 3, Adds 10, WCAO, Q105, WTIC-FM, WICC, WLAC, KENO, WXIL, WAAY, KBDF, Z93 26-20, WFB 23-16.

38 SPECIAL "Rockin' Into The Night" (A&M) 41/4

Moves: Up 22, Same 13, Down 2, Adds 4, WPEZ, Q105, WTI, WGUY, WIFI 19-17, Z93 18-14, KBEQ 31-25, KUPD 4-2.

CLIFF RICHARD "Carrie" (EMI America) 39/12

Moves: Up 16, Same 11, Down 0, Adds 12 including WLCY, WFB, WKEE, WSGN, WRVQ, WVIC, KWEN, KRSP, WIGY, KQDI, WCAO 26-24, 94Q 27-22, KXX106 28-24, KENI 36-29.

ROMANTICS "What I Like About You" (Nemperor) 37/6

Moves: Up 11, Same 20, Down 0, Adds 6, WKBW, WGCL, PRO-FM, WTI, Y103, KPUR, KIMN 27-24, KUPD 21-19, KHJ 30-27, K104 38-30.

KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 37/3

Moves: Up 19, Same 15, Down 0, Adds 3, PRO-FM, 13FEA, KCBN, Y100 29-26, WFB 25-23, WLAC 29-26, WAYS 33-25.

BETTE MIDLER "When A Man Loves A Woman" (Atlantic) 33/0

Moves: Up 15, Same 10, Down 8, Adds 0, F105 13-11, WRKO 29-18, PRO-FM 30-27, 92Q 10-8, WTMA 5-2, KBOZ 29-27.

JEFFERSON STARSHIP "Girl With The Hungry Eyes" (RCA/Grunt) 28/3

Moves: Up 7, Same 17, Down 1, Adds 3, WNCI, WGUY, KCBN, WIFI 29-25, WGCL 24-22, WNAP 30-28, WSPT 17-14.

RUSH "Spirit Of The Radio" (Mercury) 27/6

Moves: Up 10, Same 11, Down 0, Adds 6, WBEN-FM, Y95, WAPE, BJ105, WNAP, KRCL, CHUM 8-7, KDWB 27-25, KWK 1-1, KUPD 7-4, KRUX 37-32.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 24/7

Moves: Up 12, Same 5, Down 0, Adds 7, PRO-FM, WHYN, WNOX, WKIX, WVIC, WCIR, WANS-FM, 94Q d-30, KC101 20-18, WXIL 22-17.

KARLA BONOFF "Baby Don't Go" (Columbia) 23/6

Moves: Up 12, Same 5, Down 0, Adds 6, WKIX, WNAP, WFLB, WROV, KPUR, KRCL, KJR 7-5, WNOX 30-28, KKXL 30-23.

WAYNE NEWTON "Years" (Aries II) 23/3

Moves: Up 9, Same 11, Down 0, Adds 3, WKBW, WGCL, Y103, KEARTH 23-21, PRO-FM 27-24, WTI 32-28, KEEL 27-17, 13FEA 23-18.

CLASH "Train In Vain" (Epic) 18/3

Moves: Up 5, Same 10, Down 0, Adds 3, JB105, WFB, WSPT, CHUM d-24.

CRYSTAL GAYLE "It's Like We Never Said Goodbye" (Columbia) 18/2

Moves: Up 12, Same 4, Down 0, Adds 2, WFIL, KENI, KFI on, Y103 24-21, WOW 35-32, WOHO 27-24, 13FEA 22-19, WXIL 26-22.

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