

Radio & Records

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THE INDUSTRY'S NEWSPAPER

APRIL 4, 1980

DIARY TAMPERING BY STATION IN QUESTION

Arbitron Recalls Orlando, Daytona Books

Arbitron has recalled its October/November, 1979 Orlando and Daytona Beach ratings books over a suspected instance of diary tampering. Two former WHLY/Orlando employees, GM Bill Kirk and MD Charles Gregory Odom, are allegedly involved; Odom and his wife evidently received Arbitron diaries during the second week of the fall sweep, filled in almost 600 quarter hours of total listening to WHLY, then allegedly denied to Arbitron that they were affiliated with the station.

WBJW Suspects Trouble

Competitor WBJW's staffers noticed when the fall figures were released that WHLY had surged from 3.8 to 9.6 in 12+ figures. WBJW GM M.F. Kershner felt that Arbitron might have mishandled a slogan conflict situation involving the rounded frequency 106, used by both WHLY and WELE-FM as an identifier. Arbitron initially determined that there was nothing inherently suspicious about the book, and the report was released. WBJW then filed suit contending the book was inaccurate and mishandled, and as a result WBJW personnel reviewed the survey's diaries at Arbitron's Laurel, MD offices.

Uneasy Listening Listings

A diary from a 25-34 male respondent listed 320 quarter hours of listening to WHLY, while a 25-34 female diarykeeper listed 269. Arbitron officials determined that standard callback procedures had been followed. At that time neither respondent admitted any media affiliation. WBJW pressed for another callback, at which time the two diarykeepers apparently gave Arbitron false information about their occupations, affiliations, and listening habits, claiming their TV was broken that week.

Arbitron Corporate Counsel Tony Kelsey told R&R that at WBJW's request, Arbitron next approached the counsel for WHLY's new owner Bob Herpe. WHLY declined to supply Kelsey with an employee list, but agreed to cooperate, and upon being supplied the initials, ages, address, and zip code of the suspected diarykeepers, informed Arbitron that there was a perfect match with Odom. Last week, acting on this information, WHLY management relieved Kirk and Odom of their positions.

A Point Less After A Pointless Act

Arbitron will soon reissue the Orlando book, as well as the slight-

ly overlapping Daytona Beach report; WBJW accordingly dropped its action against the company. Ironically, Arbitron's revision of WHLY's ratings causes the station to lose just nine-tenths of a point, sustaining its substantial gain and rendering the alleged diary tampering rather pointless. Demographic combinations involving the 25-34 cell will be reweighted, with new estimates being generated as well. In addition, Arbitron is considering legal action against Kirk and Odom, Kelsey told R&R. He added, "We are not going to let it drop. We are deciding whether to ask for civil or criminal remedies in this matter."

FIGENSHU NEW NATIONAL PD

Greenfield Named Viacom Radio President



Al Greenfield

Al Greenfield has been named President of Viacom's newly-formed Radio Division, following the company's completion of its acquisition of Sonderling Broadcasting. Greenfield had been President/GM of Sonderling's KIKK-AM-FM/Houston since 1974. At the same time, KIKK Operations Manager Bill Figenshu has been appointed National PD for Viacom Radio, replacing Mac Allen, who held that position for Sonderling and had been with the company for five years. Also exiting is Son-



Bill Figenshu

derling radio head Jerrold Levine. Viacom Chairman/CEO Ralph M. Baruch, commenting on Greenfield's appointment, said, "Mr. Greenfield's consistent record of accomplishments in the radio industry speaks for itself. We believe that Mr. Greenfield will give Viacom's new Radio Division outstanding leadership and inspiration towards further achievements."

Greenfield stated, "I am delighted to be able to lead Viacom's entry into radio. Viacom and I share a common enthusiasm for the medium, and we both look forward to the introduction of progressive and creative approaches to radio, not only as a business but also as a news, public affairs, and entertainment forum."

Before joining KIKK, Greenfield had been General Sales Manager at WJJD-AM-FM/Chicago and VP/GM of KWK/St. Louis. He is a 25-year broadcast industry veteran.

Figenshu had been OM at KIKK for about 18 months, joining the station from Sonderling's WMZQ-FM/Washington. He will report to Greenfield and will be based at corporate headquarters in Miami. He told R&R, "I am extremely excited about the great opportunity Viacom has given me. It

BAYLISS TO HEAD RADIO GROUP; WITTBERGER STAYS

Eller, Charter Team For Broadcast/Publishing Firm

The Charter Co. has agreed to join forces with former Combined Communications head Karl Eller in a new broadcasting/publishing venture called Charter Media Co. The new company will encompass Charter's six radio stations (WOKY and the newly-acquired WMIL-FM/Milwaukee, WDRQ/Detroit, KSLQ/St. Louis, KCBQ/San Diego, and WMJX-FM/Miami) plus its Subscription Fulfillment Data Service operation and magazines Ladies Home Journal, Redbook, and possibly Sport. Eller's KIOI-FM/San Francisco, recently purchased for \$12 million, would also be part of the new company. The

radio realignments are subject to FCC approval.

Eller, who will hold 50% of the new company's outstanding stock (with Charter holding the other 50% plus preferred stock), expressed intentions to take Charter Media into additional broadcast properties, plus newspapers, outdoor advertising, cable TV, and further magazine properties. Eller will serve as Chairman/Chief Executive Officer of the company, which will be based in Phoenix, where Eller's Red River Resources, Inc. (owner of ranches and an ice cream chain, among other properties) is also headquartered.

John Bayliss, former President of Combined's Radio Division under Eller, will become President of Charter Media's Radio Group at a later date. Bayliss will also maintain separate ownership of his recently-purchased Santa Maria stations, KSMA-AM-FM, as well as other broadcast interests.

In addition, Russ Wittberger, who resigned as Charter Broadcasting President last week, has rescinded that resignation and will stay on as the transfer is completed. Upon Bayliss's assumption of the Radio Group presidency, Wittberger will most likely remain with Charter Media in another, as yet unspecified position. Fred C. Danneman continues as President of Charter's communications subsidiary Chartcom, with responsibilities in the company's publishing and computer services division areas.

will be a tremendous challenge, which I will be able to meet with the continued help of Al Greenfield and the support of Viacom. I can't wait to get started."

Greenfield and Figenshu will supervise Black-formatted KDIA/Oakland, WDIA (Black) and WQUD-FM (Pop/Adult)/Memphis, Country KIKK-AM-FM, WWRL (Black) and WRVR-FM (Jazz)/New York, and Country WMZQ-FM. Viacom also owns national radio rep firm Bernard Howard Co., which Greenfield will also supervise. KIKK morning man Charlie Ochs has been named Operations Manager at the station to replace Figenshu; no new GM has been appointed.

CENTURY FIRST CLIENT

Allen Shaw Forms Radio Consulting Firm

Allen B. Shaw, former President of the ABC-Owned FM Radio Stations, has formed his own general radio consulting firm, Allen B. Shaw, Inc. The company, based in Melville, NY, has entered into an agreement with Century Broadcasting for consulting.

Shaw's company offers services in station acquisition evaluation, management systems, business planning, programming, advertising, promotion, retail sales systems, and custom special projects.

Describing his basic philosophy, Shaw stated, "I think there is a need for a radio consulting service that offers today's competitive radio operators high quality input on a wide range of opportunities to improve the performance and profitability of their operations. I am very pleased to have Century



Allen B. Shaw Broadcasting Corp. as our charter client."

Century President Howard Grafman expressed enthusiasm at "acquiring the consultancy skills of Allen Shaw and his associates to aid Century in further developing its successful operational and programming performance."

Arbitron Advance Results

DETROIT

WRIF AOR Domination Increases;

WJR Tops Market Again

WASHINGTON

WRQX Big Bucks Pay Off

For Victory Over WPGC

TAMPA-ST. PETERSBURG

WWBA-FM Increases Lead;

WQYX Wins Country Battle

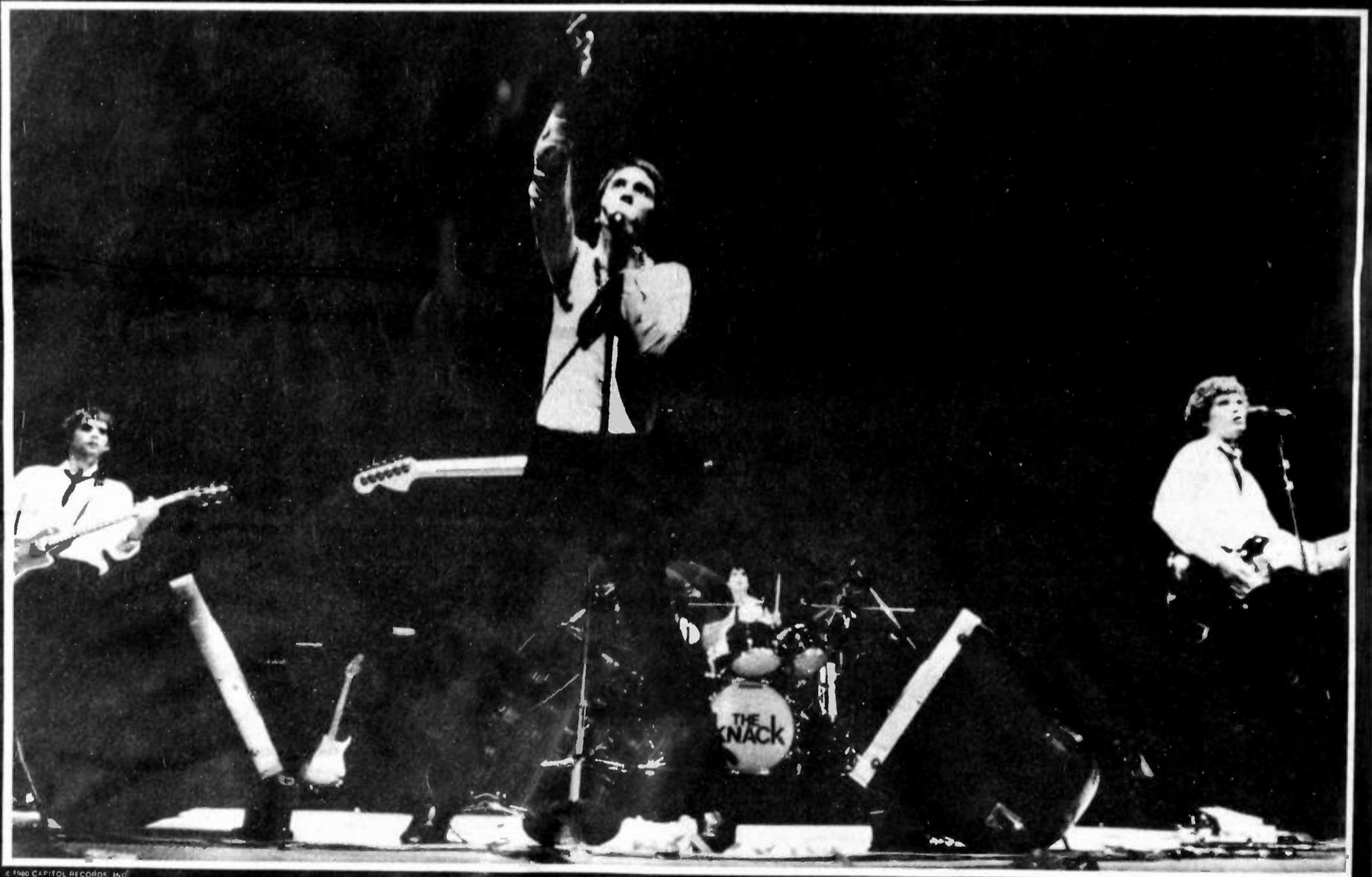
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"CAN'T PUT A PRICE ON LOVE" ⁴⁸⁵³

the new single from

THE KNACK

Produced by
Commander
Chapman



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From the album *...but the little girls understand*

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WIFI on
PRO-FM deb 28
Q105 on
KDWB add 32
KS95FM add
WGCL add
WEFM on
WAEB add
KBFM deb 29

KEEL add
BJ105 deb 40
95SGF add
KX104 on
WVIC add
V97 add
WLOF add
WORD add
KROY add
KCPX on



KRSP on
KRUX add
WLBZ on
WIGY add
WFBG on
WAAY add
G100 on
WSEZ add
WISE add
WFLB on

WANS-FM on
FM99 add
WNAM add
KCBN deb 40
KBDF 22-21
KOOK add
KSTN on
KQWB-FM on
KJ100 on

Beach Named KYUU PD

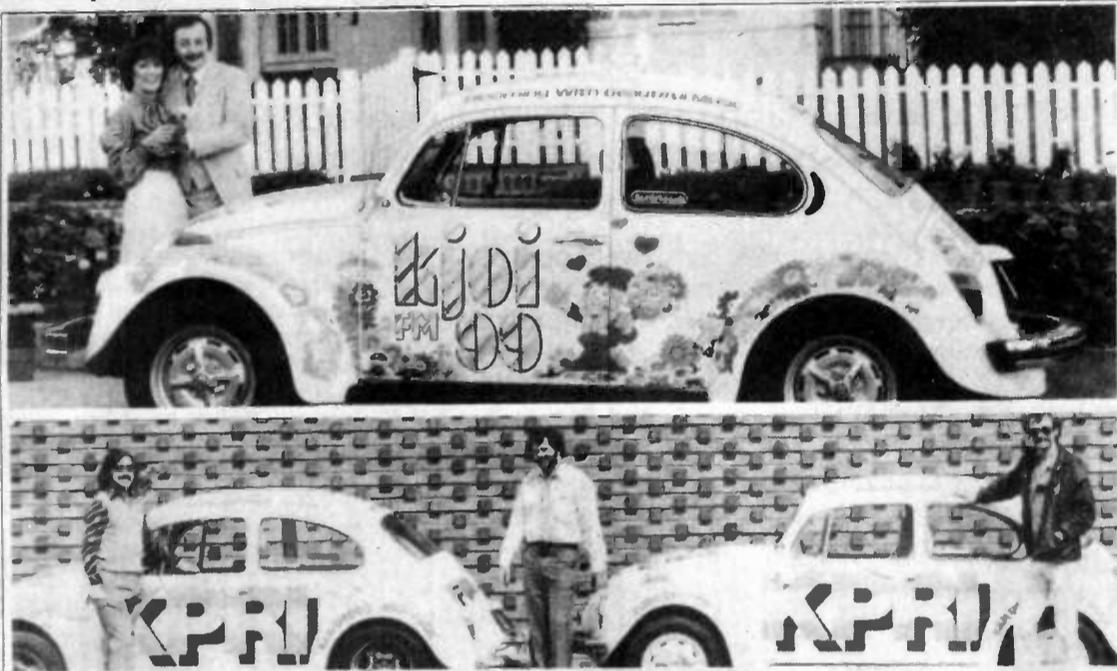
Sandy Beach has been named Program Director at KYUU/San Francisco. Beach, who had been at WKBW for 12 years, the last three as PD, will be leaving the Buffalo Top 40 outlet on April 25, assuming the programming duties at the West Coast FM Top 40 station on May 5. Mike Phillips, who had been PD at KYUU, was promoted earlier to the newly-created position of National Pro-

gram Director for the NBC FM Group.

Commenting upon the change, Beach told R&R: "Buffalo is like a second home to me. I have strong emotional ties not only with the station, having grown up with it, but also with the people in the community. Although I'm really looking forward to San Francisco, this will be the toughest-ever move for me.

"WKBW is still a viable competitor," Beach continued, adding, "I think we've done a good job here for a long time and I think the station will continue to do a good job. I hate to leave this situation — it's like changing families almost, going from AM to FM, from the East to the West Coast."

No replacement for Beach has been named yet.



RADIO TARGET FOR BUGGING DEVICE — Beetleboards, the company which sends out all those advertising-decorated VW's, is making a new move to attract radio (following a campaign several years ago). With "coverage" available in the top 50 markets, the motorways are already saturated with cars carrying the logos of KPRI/San Diego (an eight-month campaign), KJOL/Los Angeles (six months), and WMJX/Miami and KSLQ/St. Louis (both using two months on/two off). Pictured above is a KJOL model car with Beetleboards' Jeanette McCroray and Les Carroll; below, KPRI's vehicular advertisements are introduced by (l-r) station Promotion Director Les Edelson, VP/GM Dex Allen, and Operations Director Jesse Bullet.

Moore Named Torbet Radio President

Peter Moore has been named President of the Torbet Radio rep firm, replacing Joseph L. Dorton,

who was recently appointed President of Gannett Radio (R&R 3-7). Moore, most recently Sr. VP at

Torbet, has been with the company for 13 years, serving as VP, Sales Manager, and in various sales, research, and accounting positions. He worked at the McCann-Erickson ad agency before joining Torbet.

Moore also announced that Mike Bellentoni has been named Executive VP at Torbet. Bellentoni comes to the company from a vice presidential position at the Eastman Radio rep firm, and previously worked at WHUD/Peekskill, NY.



ATLANTIC'S KORNHEISER RETIRES AFTER 22 YEARS — Atlantic Records recently hosted a party/luncheon honoring VP/International Manager Bob Kornheiser, who is retiring after 22 years with the label. Kornheiser began his Atlantic career as Sales Manager, serving in numerous sales positions before taking on his most recent responsibilities. Pictured at the party are (l-r) Atlantic Chairman Ahmet Ertegun, President Jerry Greenberg, Mrs. Kornheiser, Kornheiser, and Exec. VP Sheldon Vogel.

King Takes KPLZ PD Post

Jeff King has been named Program Director for Golden West's KPLZ/Seattle, coming to the position from his present post as PD for KSEL/Lubbock, TX, where he has spent the past five years.

Golden West National PD Michael O'Shea, commenting upon King's appointment, told R&R: "Todd Bitts (KPLZ VP/GM) and I interviewed 14 applicants this past weekend, and Jeff King was one of the most enthusiastic and obviously dedicated broadcasters that we talked to. I met Jeff at a convention about a year ago and managed to keep him hidden until the time was right."

"It's something I've waited and worked five years for," King told R&R.

King will assume the programming reins of KPLZ on April 28. A replacement for him at KSEL will be named shortly and will come from within the station.



PLATING THE RATINGS — With the Arbitron spring sweep already underway in 22 markets involved in Quarterly Measurement (and beginning April 10 elsewhere), most radio people have ratings on their minds. Andy Hangerter, former Arbitron employee and now VP of RAM, carries his interest a step further, as pictured above. Hangerter's plate shows he thinks the ratings battle is just a two-horse race. Will Mediatat ask for equal time space when license renewal time comes around?

AM BAND STILL PLAYING MUSIC

PD Al Herskovitz Tells How WIP Whipped The FM Music Competition In Philly, While AM AOR Programmers Explain How They Make It Work.

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HEFTEL'S HOYT LOOKS TO THE FUTURE

An Interview With A Top Young Broadcast Executive With An Emphasis On Tomorrow.

Page 6

this week ...

ADVERTISING OBJECTIVES — A NEW SERIES

Dr. Lutz explains the theory behind the specific goals you aim to achieve through advertising, gives examples, and outlines the benefits.

Page 17

THE PROGRAMMER'S NOTEBOOK

John Leader starts a series of basic programming pointers with a warning about becoming too predictable — and some preventive remedies.

Page 18

MORE BASICS OF BEAUTIFUL MUSIC PROMOTION

How much money to spend and the best way to spend it, through advertising and promotion.

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Washington Report

**MAKING IT EASIER TO GET A NEW FM
OR INCREASING THE COMPETITION?**

More FM's In The Works

**FCC Proposal Would Accelerate
Assignments; Bulk Will Go To Small
Markets, Brown Says**

Earlier this month the Commission proposed to increase the number of FM stations (R&R 3-7). Now, in a move Chairman Charles Ferris says will "eliminate needless litigation, paperwork, and expense," the Commission last week proposed new rules for considering new FM assignments. Specifically, in the case of unopposed assignments, the FCC wants to:

- Abandon population guidelines which have restricted assignments to two channels for a city of 50,000; four channels for a city of 100,000; six channels for a city of 250,000; ten channels for a city of one million; and 15 channels for cities over one million.

- Change the policy of reserving some channels for smaller cities. The FCC said, "With current FM growth, this preservationist philosophy seems unnecessary."

- Review the so-called "Berwick" issues, which arise when a station proposes to serve a small community, but apparently intends to serve a much larger nearby community instead.

- Reexamine a longstanding practice whereby some areas could not get an assignment because a "possibly more deserving locality" was reserved for the channel, even if the area had not demonstrated an interest.

- Eliminate requirement for specific demographic data, replacing it with a general description of the proposed community of service.

New Priorities

When considering two proposals for the same FM assignment, the FCC announced the following comparative priorities:

1. First full-time signal in a community.
2. Second full-time signal in a community.
3. First local service (licensed)

in a community.

4. A catch-all category for public interest matters.

"Most of the assignments at issue here would be to small cities," said Commissioner Tyrone Brown. He indicated the action did not mean large urban areas would get additional assignments at the expense of smaller communities, because major markets are already saturated. No date has been set for comments.

AM STEREO DECISION EXPECTED NEXT WEEK

Lee Sees Nine kHz Decision In 1981

FCC Commissioner Bob Lee told a press conference in Washington Tuesday (4-1) that he expects 9 kHz to be adopted at next year's Western Hemisphere Conference. "If you're a betting man, and I am, I'd bet other nations will overcome their reservations and join us in supporting 9 kHz," Lee, who headed up the U.S. delegation to last

month's Region 2 meeting, told the gathering. The next Region 2 conference is scheduled for November 1981.

Canada and Argentina were the major opponents of 9 kHz, but Lee said the main reason the measure was not adopted this year was that some nations needed more time to

study potential interference before making a decision. "This was the first time several countries had discussed 9 kHz at an international gathering," Lee said. He added "We had a 13 to 8 majority for 9 kHz, but in matters that involve so many countries everyone has to agree."

WTUP CALLED ON THE CARPET

Commission Okays Eight Radio Distress Sales

**Sets Ceiling On Distress Price at 75%;
Establishes Appraisal Guidelines;
Clarifies Tax Certificate**

The Commission last week tentatively permitted the distress sale of eight radio stations (and five TV's), and established new procedures for determining fair market value to be followed in the future. The stations are WUEZ/Salem, VA; WTUP/Tupelo, MS; WKYO & WIDL/Caro, MI; WVAM-AM-FM/Altoona, PA; and WIZR-AM-FM/Johnstown, NY.

The FCC's new definition of distress sale allows a station designated for revocation hearing to sell to a minority buyer at 75% or less of fair market value.

Buyer And Seller Must Submit Appraisal

Because the Commission previously had to ask for additional documentation on the appraised value of stations, it decided to implement a new policy. From now

on, both buyer and seller will submit an appraisal and the average will be used as fair market value. If the difference between the two prices exceeds five percent of the average, the parties have to get a third appraisal and the average will determine the value.

Stations Get Conditional Go Ahead

In the case of Lee Broadcasting's WTUP, the licensee was ac-

cused of airing free hourly ads for a carpet store he owned. Other Tupelo carpet merchants claimed this created an unfair competitive advantage. The proposed buyer is WTUP Broadcasting, which is 51% minority-owned, but a price still has to be reached since Lee's proposal came to over 75% of fair market value. The FCC said it would okay the sale when the parties agreed on a price.

WUEZ, designated for a hearing for transferring control without FCC approval, was sold to Blunt Broadcasting, which is 90% black-owned, for \$200,000 and \$45,000 placed in escrow subject to renewal.

WIZR was set for hearing for fraudulent billing. The owners proposed to sell to P&L Broadcasting, 100% minority-owned, for \$520,000. The Commission agreed, providing P&L checks out as a qualified buyer.

The proposed buyer of WKYO and WIDL, Sway Enterprises, is 51% owned by Eugene Bardo, an American Indian, who will also be GM of both stations. The seller was set for hearing for fraudulent billing and relinquishing station control. Deal for \$570,000 depends on Bardo being found a qualified buyer.

Blair Country Broadcasters, accused of fraudulent billing, will sell WVAM-AM-FM for \$914,000 to Phylidel Communications, which is 95% black-owned. But Blair was denied a tax certificate, which is an incentive program to encourage sales to minorities. The FCC said granting tax certificates for distress sales would undermine the punitive nature of distress sales. Deal depends on Phylidel being found a qualified buyer.

Lee said he'll recommend that the Commission go ahead with the necessary paperwork and begin studying exactly how many stations would be created by reduced spacing. Estimates have been between 200 and 1200.

Delay Won't Affect AM Stereo

Asked whether the delayed decision would be extended to AM stereo, Lee said that issue was still on the Commission's agenda for next Thursday (4-10). "Unless someone raises a problem, we anticipate a decision on AM stereo next week," Lee said.

Washington Street Talk

It seems that the Commission's decision to recruit someone to push industry on hiring the handicapped ran into a fiscal brick wall. Funds reportedly won't be made available for two years.

In a move to find out whether other industries are harassed by public interest groups — the way broadcasters sometimes are by frivolous petitions to deny — NRBA last week held a meeting at its Washington headquarters with eight other organizations.

After local newspapers published stories about the meeting, fifteen or twenty new organizations asked to be included.

At the direction of its executive committee, NAB lobbyists were pushing hard at the FCC this week for a single system decision on AM stereo.

Sales Talk

Eastman Radio has formed a cable TV rep division to be headed by Carl Weinstein, former VP/Sales Manager for TV rep firm Harrington, Righter & Parsons.

WRDO/Augusta, ME sold for \$260,000 to Sterling Livingston, former owner of WPVA/Petersburg-Colonial Heights, VA. Broker was Keith Horton Co.

Jane Marie Reino joins Blair Radio as Programming Projects Associate. Reino will work with Senior VP/Director of Marketing Operations David Klemm to help expand Blair's station program consulting services.

The Woodruff Organization, a broadcast planning company, is forming a new corporation called Woodruff Broadcasting Systems in order to purchase KNCR/Fortuna in Northern California. C&M Broadcasting Inc. is the seller. W. John Grandy of San Luis Obispo is the broker; no price was disclosed.

Cheap Trick[®] to Get Ratings for ABC-FM Network Affiliates!

The spectacular Blondie concert, aired March 22, was just the beginning of an exciting season of special programming for our ABC-FM Network affiliates.

Listen for: An all-new, 2-hour Cheap Trick concert! A



Cheap Trick.

special 2-hour artist profile of young America's current #1 favorite group, Styx! Plus encore performances by The Cars, The Moody Blues, The Allman Brothers and Chicago! Other new Supergroup Concerts are in the works for 1980.

And, between the concerts, ABC-FM Network stations will be keeping their listeners up-to-date on the rock scene with "Inside Rock" *daily* reports from America's leading broadcast rock reporter, Lou O'Neill. For the past year Lou O'Neill's reports have been one of the most popular features on New York's WPLJ. He knows rock, and he knows the stars.

Throughout the year, we will be the number one

Blondie.



The Cars.

network for special music programming, all of it high-quality audience-building material.

We say, if a Cheap Trick or a Blondie will insure your ratings, you'll get them on ABC.



Lou O'Neill and James Young of Styx.

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AMERICAN
FM RADIO
NETWORK

Heftel's Tom Hoyt: Preparing For The Future

Tom Hoyt, 39-year-old President of Heftel Broadcasting, is one of the foremost representatives of a new generation of broadcast executives who will be on the front lines as radio copes with the oncoming revolution in communications technology. He has been in radio for 21 years, starting at WMFM/East Lansing and joining WCOL/Columbus as an account exec in 1962. His first GM position was at WAVZ/New Haven, and he was later GM at KRBE/Houston until 1974. At that time he took charge of the Broadcast Division for Houston-based Taft Broadcasting, a position he held until taking on his present position in 1978.

Heftel Broadcasting, run by Rep. Cecil Heftel of Hawaii, was a prominent radio concern which gradually sold off most of its holdings. In 1978 the company began expanding again, and the roster now consists of WLUP/Chicago, WIKS-FM/Greenfield (Indianapolis), WXKS-AM-FM/Medford (Boston), and KSSK-KULA-FM/Honolulu, plus KGMD-TV/Hilo. In addition, Heftel owns KJQY/San Diego, licensed to HBC, Inc., and has a pending purchase of WLTV/Fairfield (Cincinnati) before the FCC.

In the following interview, Hoyt discusses Heftel's plans for the 80's, the company's basic philosophies, and the challenges faced by broadcasters in the decade to come.

R&R: Is there an overall strategy or plan for Heftel Broadcasting in the 80's?

TH: The overall strategy is very simple. We want to maximize our current stations, and they're all still fairly new. We want to maximize the recent acquisitions and we're looking to make acquisitions where it makes sense.

R&R: What makes sense now?

TH: The money market is now so very tight; the banks are not in a position to be as helpful as they would like to be because of what the Federal Reserve has told them. We feel that we are going to be a very solid group broadcaster for many years to come, and certainly as we look at the markets that we're in now (and we'll be in Cincinnati within a very short period of time), those are all major market responsibilities.

R&R: How are you going to position them? Could we expect to see a Country format if it was workable in the market or are you going to basically stay in contemporary radio?

TH: We don't have a set pattern. We feel that we would examine each of the markets on its own individual merits. If there were four album rock stations in the market, we probably wouldn't be the fifth. You can't draw a formula for more formats. KSSK/Honolulu is Pop/Adult on AM, and KULA-FM is stereo rock. We're Beautiful Music at KJQY/San Diego; we are probably moving towards Adult Contemporary at WXKS/Boston on FM, and we are "Music For Your Life" on the AM. In Chicago, WLUP is the leader in AOR in the country, and at WIKS/Indianapolis we're Top 40.

R&R: You don't have a National Program Director and you don't have a National Sales Manager, so does it fall on you to be the coordination point for all your stations?

TH: I think my position is the coordinating position. I'm in touch with all the stations every day. I talk with all the General Managers.

R&R: Mostly sales ideas, sales concepts?

TH: Sales and promotion and programming, not necessarily in that order, are the three most talked about topics.

R&R: Does every manager have total direct control?

TH: Yes, control of his own station. We consider the home office function as one of helping set the general direction. For example, in Indianapolis, after Disco didn't serve us as well as we would have liked, I was very involved in the decision to go Top 40. Now when it comes down to the execution, do you add five new songs or six this week or whatever, I don't get involved in that. That's the Program Director and the General Manager working with, in this case, Kent Burkhardt and his associates. But as far as the general direction of the station, that's very much home office involvement.

R&R: At the home office, being a support vehicle, you don't have a large staff there...

TH: There's five.

R&R: That's how it stays as a support vehicle as opposed to the command post...

TH: Right, I don't feel the home office function is one of pulling strings and necessarily somebody on the other end of the string jumping. Home office function as we see it is one of supporting the stations, helping them solve their problems and being totally aware of what's going on in each of those markets, and at that end I, and our financial controller here, are in constant touch with all the stations.

R&R: You're 39 years old — so you haven't had 25 years of management experience where you know where everybody is. Where do you go to find these people that you can trust to run a property?

TH: In finding people, I think we've known that Tom Hoyt or anybody else doesn't know everybody, and may not know an individual marketplace as well as he should. So in coming to Chicago and Boston, the first place I went to look for people was people that already knew Boston and Chicago. And we hired Dick [Name obscured]



as GM for Boston.

We don't believe, when we take over a station, in blowing everybody out. In the case of Boston, and specifically for Boston, Arnie Ginsberg is a seasoned veteran of Boston radio and is well-respected and well-liked, and he's a very smart man. He was already there when we bought the station. There was a financial guy there when we bought the station who had worked for them for eighteen years. To get rid of a talent like that would be nuts, so we retained the good people.

R&R: Did you have to get involved, did you have to go in there?

TH: Indeed, I spent a lot of time there, working with the people.

R&R: Are you on the road a good amount of time?

TH: Yes, I'm in one of the stations every week, and we have a dialogue, but we don't have an overabundance of paperwork and report writing and those types of things. The nature of our enterprise is one that moves, very quickly, and one where we make fairly big decisions over the telephone.

R&R: You've worked with consultants before, with Paul Drew at WAVZ, and now you're working with them in most of your markets. Why so many consultants?

TH: Well, our posture on consultants and all of those outside resources, engineering experts as well as legal experts, is that we seek as much input and dialogue into the decision-making process as possible. We feel we are better equipped to solve the problems, engineering, legal, music, whatever, if we have a lot more information with which to base our decisions on. We look at those guys as partners in our decision-making process and we respectfully reserve the right as the licensee and the guy in charge to do something we feel right about. The same kind of thing is true with our national reps. We have the Eastman Company for Honolulu, Major Market Radio represents us in Boston, the Christal Company represents us in San Diego, Chicago and Indianapolis, and we try to work as closely as possible with our reps, who are our sales partners in those other cities where they are representing us to the agencies. We respect their input and we talk to them about our problems, and I think we have a very high level of communication and open dialogue between all of those outside resources.

R&R: How involved is Congressman Heftel?

TH: He is involved from the financial and from the acquisition end of the business; the daily operations of our company he leaves to me and to our group. I'm having more fun and the relationship seems to be working real well. He is so involved in his political life and he takes his role as Congressman very seriously; he wanted to devote his life to public service and at the same time to have investments and to see those investments grow. I speak to him frequently; we would talk in general terms about what's going to be happening in Cincinnati, for example.

R&R: Does he get excited when the Loop hits number one?

TH: Oh yes, unbelievable, and I get a lot of gratification when we win. We're not in this thing for any light

want to win and we have been very lucky. You know the

old saying... it's true, the harder I work the luckier I get.

R&R: How do you see radio, either specifically your stations or in general, stacking up against all the new and different kind of media and in-home services that are now coming out.

TH: Personally, I think that is the single biggest challenge facing us.

R&R: Do you think radio is going to be listened to only in cars soon?

TH: No, but of course I think that that's the great exclusive. Radio is challenged to make itself that much better, radio is challenged to bring something to the people that perhaps they don't have right now.

R&R: Are you trying to find it somewhere?

TH: I think to that end we are seriously looking at what our role is. We have discussed and are planning to take a talent like a Steve Dahl into a multi-city, multi-station syndication network. Maybe there are other things we should be looking at. I think we are challenged, I think the biggest challenge is for the share of entertainment time. I guess I believe that radio is a creative force that can rise and will rise to the occasion. Back when television came in and everyone said, "Radio's dead." It didn't happen.

R&R: If you could change a few things regarding the state of the radio marketplace, and I mean everything from receivers to stereo to quad to Arbitron to anything, what would they be?

TH: I think deregulation would be important.

R&R: Do you think that the broadcasters would not abuse the privilege of being totally unregulated?

TH: No, I don't think the marketplace would allow broadcasters to do that. I don't think all-ads radio is going to work. I don't think a lack of awareness of this community at large is going to work for a broadcaster. Guys that don't know what's going on in their marketplace aren't making it today. As it gets more competitive, they're going to be even less in a position to win, so I think if we could cut down somewhat on the amount of paperwork, perhaps that's a viable suggestion. The FCC entrusts us with a license for a period of time and I think they ought to give us the guidelines to operate under and let us operate. As far as Arbitron is concerned, I would like to see, among other things, the information and the data gathering on the 25-34 year old segment changed. 25-34, it seems to me there's a big difference when a guy or gal is 25 years old and a guy or gal is 34 years old.

R&R: You're saying instead of 18-34 and 25-49, you'd like to change it to what?

TH: I'm not saying to what I'm going to change it, I'm saying that I think there's a greater difference between somebody who is 34 and 25 than there is with somebody who is 18 and 25. If radio has become so fragmented and we're all seeking specific nooks and crannies to be in our respective marketplaces, the broad demographic guidelines also tend to be too broad; maybe they should be somewhat more specific.

R&R: A very valid point — the early 80's, from all the research we've seen, will have the consumers cut down spending. Business is still going to have to advertise, but they're going to be more selective, targeting their market plans is what it really comes down to.

TH: Traditionally in the past, when things have gotten tight, advertisers, particularly national advertisers on a large scale, and local advertisers, who when times are good can afford television, spend more time on radio. I did a piece recently for our bankers, a historical thing, about how radio does very well in a downturn economy. I think that we have enough history going for us there that will keep radio strong at least in the early part of the 80's. I guess what I'm saying is I don't think that the in-the-home outside influence with the video and cable services and all of that will hit today. It's probably already here to some extent but I don't think we'll feel it till the mid-80's, so we've got some time to get ready and we've got some time to think and to put all of our resources together to prepare for the audience battle.

R&R: Is your business staying good right now?

TH: Business is great. Frankly, for us, I think that's due to a couple things. Business is real good for us because we're still a brand new company, we're not looking at last year's numbers saying we can beat them, and because we've got over-achievers in all the key positions.

R&R: Any final words for the beginning of the challenging decade?

TH: One thing from the business side that bothers me is that it seems that many radio station operators don't believe in the value of their product as much as they should, and perhaps tend to undermine the growth of the marketplace by keeping their rates on the floor. I know you've heard that before. We've got guys in every market that are selling spots for peanuts. I just believe so strongly that if you're in this business for your life as I am, that you should be a champion of it every way you know how.

**"CHEAP SUNGLASSES"
CAN BREAK EASILY**



**"CHEAP SUNGLASSES"
BRAND NEW FROM
ZZ TOP**

**PRODUCED BY BILL HAM
A LONE WOLF PRODUCTION**



ON WARNER BROS. RECORDS

WHAT'S NEW

Anderson, Burch & Strong Join Raison Mgt. Firm

Ray Anderson, Robert Burch and Beverly Strong have joined as partners in the personal management firm of Robert Raison Associates, with the new organization to be known as Raison, Anderson, Burch & Strong Management.

Anderson, who 15-year music industry career includes stints as Division Vice President of Promotion and Marketing for RCA Records and as Vice President at United Artists Records, most recently headed his own music production company Live Time Productions, as well as managing Maxine Nightingale.

Burch, who served as National Program Director of the Century Broadcasting Company for the past 8½ years, will team with Anderson in the firm's music development division, while Ms. Strong, whose credits include serving as Director of Television & Media for Artist Development at A&M Records as well as having worked at Warner Bros. Studios Film Division will be primarily involved with the firm's television and feature film projects.

In making the announcement, Raison commented, "With the finalization of agreements with Ray Anderson, Robert Burch and Beverly Strong, I feel we now have the most diversified, and intensely covered operation in existence." The firm intends to work in the areas of movies, records, radio, TV and other media, drawing on the varied backgrounds of its principals.

NAB Convention Show Focuses On Media's Future

The TM Companies (TM Productions, TM Programming, and TM Special Projects) have combined with Radio & Records' Multi-Media Division (The Producers Group) to produce a multi-media show, "Tomorrow Media." The project, which includes 360-degree sound and costumes, sets and props from the "Buck Rogers" TV series and the "Star Wars" film, will be unveiled at the National Association of Broadcasters (NAB) Convention on April 14. Intended to give broadcasters a look into the future of their industry, the presentation begins with the inception of electronic media, ending with a projected view of media in the year 2076.

"Tomorrow Media" is a follow-up to the TM-produced record album, "Tomorrow Radio," and will be available in double-album form to those attending the convention. Following the NAB, the futuristic program will be made available for state broadcasting conventions. For further information, contact Pat Shaughnessy or Ken Fournier at TM Companies, (214) 634-8511.

RKO Revenues Up, Profits Down For 1st Qtr. '80

RKO General Inc. reported revenues for the first quarter of 1980 rose to \$62.3 million, up from \$54.6 million for the equivalent period of 1979. The firm, which includes soft drink bottling and other activities in addition to its radio and TV operations, also posted earnings of \$3 million from taxes, a decline from \$4.7 million in the year-previous. RKO's parent firm, General Tire & Rubber Co., recorded an \$11.3 million loss for the first quarter of 1979, but although RKO's profits are consolidated with those of its parent, RKO's revenue is not.

Costs associated with the development of RKO's new radio network combined with low ratings of certain stations contributed to the decline in profits. Furthermore, Frontier Airlines, of which RKO owns 60 percent, also posted lower profits from operations, but aircraft sales resulted in a larger contribution to net income.

The 12 stations and one TV station that General Tire proposed to spin off as a separate company reported revenue of \$57.5 million for the fiscal year ending November 30, 1979, earning \$13.7 million before taxes. General Tire noted that these figures exclude certain revenue and expenses related to corporate operations and jointly used assets. Since the firm posted broadcasting revenue of \$129.8 million for fiscal 1979, the stations to be spun off generated almost half of RKO's broadcasting revenues.

MAY 15 ENTRY DEADLINE

Nat'l Press Club Opens Consumer Journalism Competition

The National Press Club is soliciting entries from professional journalists in radio and other media for its Seventh Annual Consumer Journalism Awards Competition. Entrants should submit their best 1979 consumer news or feature story, which must be postmarked no later than May 15 for consideration. Competition will be within each individual media for both large and small market size with these winners eligible for the \$1000 grand prize provided by the National Press Foundation.

Winners will be notified in late summer and will be presented their awards at a National Press Club luncheon in September, 1980. To obtain a contest brochure or for further information, contact Consumer Journalism Awards, National Press Club, National Press Building, Washington, D.C. 20045, (202) 638-5300.

4 FIRMS INTRO EP'S

An Alternative To Albums?

Faced with a belt-tightening economy, several record companies have taken their cue from local independent labels (R&R 3-21), and will introduce a variety of reduced price extended play discs within the next 30 days. The International Record Syndicate (I.R.S.), whose 12-inch, five-song "Gravest Hits" by New York-based group the Cramps was the first major-distributed EP, has issued a seven-inch, 33½rpm, four-song "Mini-LP" entitled "Play" by Santa Cruz's the Humans. The disc will retail for \$3.49 and come with a double pocket jacket containing the record in one side and an information booklet about the band in the other.

Meanwhile, Columbia Records re-

leased its first commercially available EP in several years, a seven-inch 33½rpm, four-song offering from Jules And The Polar Bears. Complete with a picture and lyric sleeve, the EP has been prefixed and sold as a single (retailing for \$1.49). All four songs are outtakes from "Fenetiks," the group's second Columbia album, and will not appear on their third LP, due later this year.

Doubles & Six-Paks

This renewed interest in EP's is not confined to labels with major distribution, as Sonny Limbo International Records plans to concentrate exclusively on this configuration, debuting the first of four such waxings on April 13. Two of the four 10-inch 33½rpm EP's by SLI artists RF and Deacon Little will contain four songs apiece and will be promoted as "Doubles," retailing for \$3.98. The second pair, by label acts EQT and Bootleg will feature six songs each and will be promoted as "Six-Paks." These will retail for \$3.98 as well. The company is so committed to the idea of these EP's, which will be independently distributed, that it does not plan to release albums or singles with the exception of some seven-inch singles for jukebox play only.

Likewise committed to the concept of EP's is England's Chas Chandler. The former member of the Animals and ex-manager of Jimi Hendrix and Slade has shuttered the doors of his Barn Records label to concentrate exclusively on his 12-inch, 45rpm EP's under the generic heading "Six

Of The Best." These six-song discs, distributed and manufactured by RCA-England, will appear in generic paper sleeves and retail for roughly a pound-and-a-half (about \$3.35 in U.S. currency). Initial product will be by the En Route group, with a Slade effort upcoming as well. When asked to explain why he chose the EP configuration, Chandler told England's Record Business, "I have always thought the single was a restrictive medium while the album has become too expensive. Both of them are out of date in my opinion."

CBS Debuts

"51 West" Label

CBS Records has formed a new label, 51 West Records & Tapes, which will be distributed, interestingly, through independent distributors nationwide. The new line will initially consist of previously unreleased and reissued material on records, tapes and cassettes, none of which is not from the CBS Records catalog. The label will feature all categories of music, the first 45 titles ranging from Sam Cooke to Captain Kangaroo, with between 12 and 15 additional releases of mostly newly-recorded material planned for later this year.

Syndicated "Senators" Show Set For Spring

"The Senators," a syndicated 2½-minute current affairs commentary, will air beginning April 14 on over 200 radio stations daily. The program, created by Harry O'Connor, President of O'Connor Creative Services, enables U.S. Senate members to expound their views on current national and international issues. While many of the topics discussed will be covered within the 2½-minute framework, others will be expanded over a series of programs when subject matter requires. For further information, contact O'Connor Creative Services at Box 8888, Universal City, CA 91608, (213) 769-3500.



Taft Travels

The Taft Broadcasting Company has relocated its Corporate, Broadcast Group and Amusement Park Group offices to the building pictured at the top of the accompanying photo. Taft's new address is 1718 Young St., Cincinnati, OH 45210; its phone number remains (513) 721-1414.

CBS U.K. To Offer Certain Cassettes For Less Than LP's

CBS Records-England recently announced plans to offer certain titles in its prerecorded cassette catalog at up to a pound (about \$2.25 in American currency) less than the price of the equivalent album. The move is designed to counteract the growth in home taping by making prerecorded cassettes more attractive to consumers and retailers.

CLIFF RICHARD

"CARRIE" ⁸⁰³⁵

The New Single
From The LP

"We Don't Talk Any More" ^{SW-17019}

On EMI America Records 



WFIL add
WCAO 15-12
WNAM 10-7

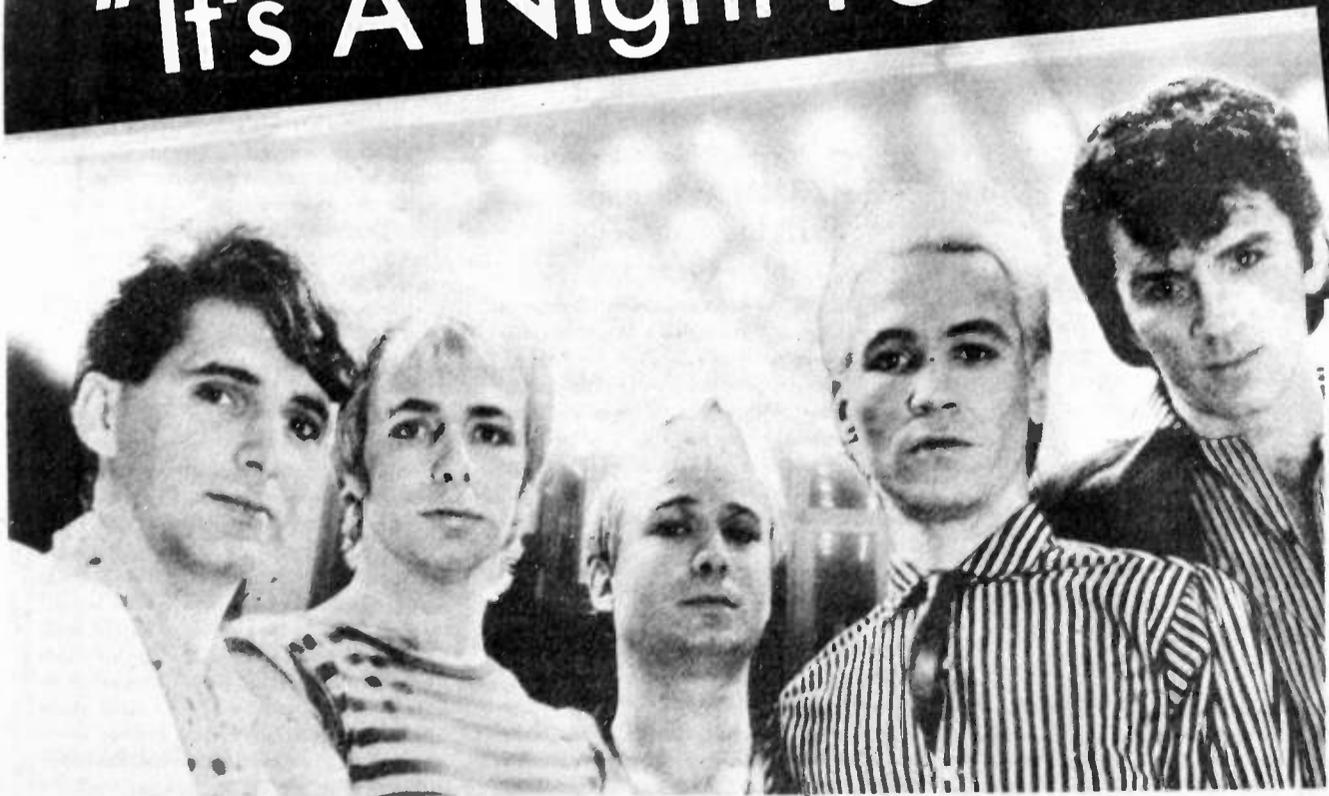
94Q 13-11	WTIX 37-33	BJ105 20-18	KOFM 21-16	WAAY 9-8
KDWB 26-22	KHFI 20-14	WSKZ 25-20	WNAP 25-20	WCGQ 25-18
KBEQ 26-23	KBFM 27-20	WAYS 31-28	KYNO-FM add	WSEZ 28-23
WHB 28-25	Z98 add	WQRK 18-14	KCPX deb 26	WISE 14-8
WOKY 21-19	WJDX 24-18	WRVQ 24-20	KRSP 21-17	WROV 22-17
WTIC-FM 28-24	WSGN 21-18	WAKY 16-12	KMJK 22-15	KKLS 25-20
WPST add	WLCY 26-22	KSTT add	WJBQ 14-9	WRKR 26-21
KNUS add	Y103 22-17	KIOA add	WIGY 20-12	WSPT 12-10
WROK 20-13	KENI 8-3	KBDF add	KOOK 28-22	

The Fools

"It's A Night For Beautiful Girls" ⁸⁰³⁶

The New Single
From The LP
"Sold Out" ^{SW-17024}

On  EMI America Records
©EMI America Records Inc.



WRKO 12-9
JB105 add 35
94Q on
KUPD on
F105 deb 20
PRO-FM 30-26
BJ105 add
WRVQ add
WLBZ on

WBGN
WORD
WALG add
WAEB add
KASH add
WAIM add
WAYS LP cut
KEYZ-FM

WHAT'S NEW

Elektra Enters Music Publishing Arena

Elektra/Asylum Records has announced the formation of its own music publishing company, based in the label's Los Angeles headquarters as well as its Nashville office. The music publishing arm, a first for the label, will be involved in all types of music.

In making the announcement, Elektra/Asylum Chairman Joe Smith commented, "Though we have not been previously involved, music publishing is a natural adjunct to the record business. Our publishing company will be in line with what exists at other record companies." Smith added, "We expect to be very active publishers and to offer numerous opportunities to the writers who sign with us."

Debbie Reinberg, Elektra/Asylum Vice President of Business Affairs, will administrate the Los Angeles operations for the newly-formed division, while Dixie Gamble-Bowen, a five-year veteran of Nashville-based Tree Publishing, will serve as General Manager of the publishing company's Nashville operations. The BMI-affiliated facet of the publishing company will be called Elektra/Asylum Music with the SESAC-affiliated branch entitled Noreale Music. No name has been decided upon for the ASCAP-affiliated division as yet.

Married Working Couples Earn More

The old adage "two can live as cheaply as one" may be more accurate than ever before, principally due to the influx of working women into the mainstream of American life and the resulting increase in family income. According to the latest figures from the Labor Department, for the 56.3 percent of the married couples in which both husband and wife work, 1979 earnings averaged \$25,792 per year or \$496 per week.

Comparable figures for households in which the husband was the sole wage earner were \$16,744 per year or \$322 per week, while households in which the wife was the only one who worked earned \$7852 per year or \$151 per week. Together, these total \$1196 less than that for two-income married couples. These figures mark the first time the Labor Department has compiled such statistics, chiefly in an effort to measure the impact of the social phenomena described above.

Hearing Loss: Loud Rock Getting Bum Rap?

Noted guitarslinger Ted Nugent claims to have played a concert in Kansas City that was so loud farmers living 18 miles away complained about the volume. Not surprisingly, Nugent has suffered a 20 percent hearing loss in his left ear as a result of his overexposure to his own high decibel fretgrindings, or is his equally celebrated sport shooting to blame?

While researchers generally agree that repeated exposure to amplified music is dangerous (the New York League for the Hard of Hearing has discovered that over 30 percent of the disco disc jockeys in New York have suffered some hearing loss), current opinion is that amplified music is but one of many modern environmental noises that can contribute to impaired hearing. In other words, factory noise, chainsaws, screeching brakes, food processors, and vacuum cleaners may cause as much adverse affect upon your hearing as Nugent's sonic blasts.

Variables Include Length Of Exposure, Drugs & Attitude

Among the variables involved in whether loud music causes hearing damage are the source of the sound (live concerts or headphones or home stereo equipment), length of exposure vs. "recovery time" (the time it takes for that familiar ringing in your ears to go away), the subject's history of exposure to industrial noise, the amount and nature of drugs in the subject's body, individual sensitivity to volume, and even the attitude the subject brings to his listening experience!

A pair of recent studies by William F. Rintelmann, professor and chairman of audiology at the University of Pennsylvania School of Medicine, found that over a seven-year period, two-thirds of the musicians studied suffered no hearing damage, with the remainder reporting only minor hearing loss. (This particular study confined itself to musicians who were not exposed to hearing loss for reasons other than music.) Rintelmann's second study divided college students into two groups, those who were frequent listeners to rock music and those who listened infrequently; he found no difference in the two groups' hearing.

Although sound levels at concerts have been measured in excess of 120 decibels (the threshold of pain), experts point out that this is peak volume and that it fluctuates, giving the ear a chance to recover. So, while the Occupational Safety and Health Administration (OSHA) guidelines state that an American worker cannot be subjected to more than 90 decibels for eight hours or 115 decibels for 15 minutes, the musicians in Rintelmann's study were exposed to 105 decibels for 11 hours per week for three years with no ill effects. Therefore, it would appear that when it comes to hearing loss, volume alone is not the villain.



PRO:MOTIONS



Paul Ward

Ward Forms Far West Consultation Firm

Far West Communications, a radio consultation firm, has been formed by Paul Ward, most recently VP/GM at L.A.-based radio syndication firm Audio Stimulation Inc. Besides pacting Audio Stimulation as the initial client for his new company, Ward has developed a 24-hour automated music format, "Gold Plus," which will debut on WCAV/Brockton, MA this month.

Prior to his joining Audio Stimulation, Ward served as PD for WROR/Boston, having previously programmed KF1/Los Angeles and KFRC/San Francisco during the course of his 20-year industry career.

Barnett Named President At MSS Records

Michael Barnett has been named President of MSS Records, the recently-formed production arm of Muscle Shoals Sound Studios, whose product is manufactured and distributed by Capitol Records. Having been involved with the Muscle Shoals Sound Rhythm Section (Barnett's partners in the label) for the past two years, Barnett will continue to manage the Amazing Rhythm Aces via his Boulder, CO-based management firm, Barnett and Associates, in addition to his duties as President of MSS.

Pollack Named VP/GC At Arista

Michael Pollack has been appointed to the newly-created position of Vice President and General Counsel at Arista Records. Most recently, Pollack served as General Counsel for the label, establishing its legal department. Prior to his joining Arista, he was General Attorney for CBS Records, having held positions at Avco Embassy Pictures and United Artists as well.

In his new post, Pollack will be responsible for all of Arista's legal affairs, including artist contracts, licensing agreements, independent distributor agreements, copyright matters, and litigation, as well as the supervision of outside counsel.

Kolsky Named VP/Sales For Prelude

Joe Kolsky has been named Vice President of Sales for Prelude Records, which has also recently pacted with Buddy Scott's Cross-over Enterprises Inc. to promote the label's R&B product on a national basis.

Paynter Named Dir./Mktg. For Jet

Judy Paynter has been named Director of Marketing for Jet Records. A veteran of more than a decade in the music industry, Paynter previously served as National Director of Publicity for CBS Records and as National Director of Publicity & Artists Relations at ABC Records as well as having held similar posts with Elektra and Atlantic Records. Most recently she worked as Director of Advertising and Promotion for WFAA/Dallas.

Peck Named Nat'l Promo Dir./BMM At Columbia; Wilkins, Edwards Also Upped

Greg Peck has been appointed Director of National Promotion for Black Music Marketing at Columbia Records. Peck has held local and regional promotion posts since joining Columbia in 1978, prior to which he served as a local promotion rep for Atlantic Records.

Simultaneous with Peck's appointment, Doug Wilkins has been promoted to the newly-created position of Director of National Promotion, West Coast Black Music for Columbia Records. Wilkins joined Columbia in 1978 as a local promotion rep based in San Francisco, having previously served in Motown Records' promotion and merchandising department, as well as having held local promotion rep posts with Arista Records.

Meanwhile, Wayne Edwards has been named West Coast Product Manager, Jazz/Progressive Music Marketing, CBS Records. A former musician and writer, Edwards join-

ed CBS Records as a staff writer of the Black Music Marketing department. Most recently, he headed the label's Jazz/Progressive department's publicity efforts.

Video Concerts Int'l To Distribute Musical Videocassettes

Video Concerts International, a distributor of home videocassette and videodisc programming, will begin manufacturing, packaging, and distributing music-oriented videocassettes via a recently-formed arm of the parent firm beginning this month. Product acquisition negotiations are currently underway under the supervision of VCI Executive VP Ken Berger. VCI maintains offices at 1680 North Vine Street, Penthouse Suite 1210, Hollywood, CA 90028, (213) 463-7125.

Kulin, Josling Named Sr. VP's At CBS-Canada

Stan Kulin has been named Senior Vice President of Marketing, Sales and A&R for CBS Records Canada Ltd. while Brian Josling has been named Senior Vice President of Retail and Rack Division, Manufacturing and Distribution of Shorewood Packaging of Canada Ltd. Kulin came to CBS Records Canada as Vice President of Business Development in 1978, having previously served as President of United Artists Records in Canada until the termination of the label's Canadian operations. Josling, a 10-year veteran of the record industry, has held a variety of sales, marketing, finance, retail and distribution positions.



During the National Easter Seal Telethon last week, they raised 14.5 million dollars in 21 hours . . . and our congratulations.

While doing a sketch with host Suzanne Somers, Peter Falk, and Mike Douglas, Mike told me something that staggered my withering memory-flogging device. Back when he was singing with Kay Kyser's orchestra, he had the No. 1 and No. 3 records in the country in the same week. That's right, "Ole Buttermilk Sky" and "The Old Lamplighter" were right at the top of the charts musically, and what a great accomplishment. I asked Mike if he got any kind of a bonus? Kay gave him a gift certificate for \$25 to a clothing store that was owned by Mickey Cohen! Ah, the beauty of being a salaried employee.

Wolfman Jack and I were chatting in the Green Room with one of America's most courageous human beings, Darrell Stingley of the New England Patriots. You may recall Darrell was paralyzed after being speared by Jack Tatum of the Oakland Raiders during a nationally televised football game. Darrell looks fine and appeared to be in great spirits as he sat in his wheelchair in Hollywood. Easter Seals aids all accident victims, paraplegics, quadraplegics, etc., and that's why everybody is so willing to help this great cause. Back to the Wolfman . . . I have a 17-year-old niece who's six feet tall and is not unlike Margaux Hemingway in her stunning good looks, who worships Wolfman Jack. She once travelled 150 miles to meet him (he was doing a benefit for the State Home for the Chronically Hirsute).

Her heart melted faster than a 20-dollar bill at a gas pump . . .
Hand Me The Pliers,
There's Two KVI'ers . . .

That's right, from Seattle to San Diego go Clark Race and Art Kevin from GWB's KVI to KOGO.

Clark is doing the 9am to 1pm stint . . . and Art is the News Director. They are both very talented fellows . . . I know because I sat and admired their astuteness for many years at KMPC.

Clark is featuring a "What's Cooking?" department each day with a different recipe being unfurled. (The Gary Owens column loved his special gourmet treat of broiled Hostess Ding Dong under glass!)

The rest of the personality-laden KOGO'ers are: Ernie Meyers in the early morning, PD Chuck Brinkman from 1-3 (Chuck nurgled at WTAE/Pittsburgh), Ken Copper from 3 to 7, Rod Page from 7 to midnight, and Tom Lyons midnight to Ernie.

John Leader just saw the first robin of this polluted spring . . . it fell out of a tree.



CBS Goes With 'Flo' For Decisive Win

CBS took a giant step toward upsetting ABC in the 1979-1980 Nielsen ratings by defeating ABC by almost two points for the week ending March 30. With just three weeks left, CBS has pulled into a slim seasonal lead and thanks to its series strength on Sunday, Monday, and Friday, may just pull it off. Certainly this week's statistics (a 20.3 average rating compared to ABC's 18.5 and NBC's 15.8) were impressive, and part of the good news was that the network's new "Alice" spinoff, "Flo," which has taken over the attractive Monday 9:30 slot following "MASH," tied for number one in its debut airing, with a 30.3 rating. Sharing the first-place berth was none other than "MASH," while "60 Minutes" took third for a clean CBS sweep.

ABC's best tidings were that new show "That's Incredible" is still pulling down incredible Monday night ratings, finishing fourth for the week. Following were 5) "Dukes Of Hazzard" (CBS) 6) "Dallas" (CBS) 7) "Three's Company" (ABC) 8) "Alice" (ABC) 9) "The Jeffersons" (CBS), and 10) "CHiPs" (NBC).

Boosted a bit by the "Flo" lead-in, "Lou Grant" (CBS) finished a strong 11th to head the 11-20 roster, followed by 12) "Diff'rent Strokes" and "Real People" (both NBC) tied 14) "Barney Miller" (ABC) 15) "Archie Bunker's Place" (CBS) 16) "Taxi" (ABC) 17) "Laverne & Shirley" (ABC) 18) "Soap" (ABC) 19) "Happy Days" (ABC) 20) "Hagen" (CBS's new Chad Everett series) in its first top 20 appearance.

GRAPPLING WITH CABLE: A committee of agency and cable reps will be inviting Arbitron, Nielsen, and other researchers to participate in a study aimed at discovering the best way to measure local cable viewers. Magazine research firms are also invited to bid, as the committee is seeking "fresh thinking" from any source. The local surveys would not conflict with planned national cable measurements from Nielsen and Arbitron.

PTA PICKS BEST, WORST: The national PTA, known for its annual worst ten TV programs listings, accentuated the positive this year and added a best ten list. That survey ran: 1) "Little House On The Prairie" (NBC) 2) "60 Minutes" (CBS) 3) "Prime Time Saturday" (NBC) 4) "The Waltons" (CBS) 5) "Quincy" (NBC) 6) several CBS specials lumped together 7) "White Shadow" (CBS) 8) "Eight Is Enough" (ABC) 9) "20/20" (ABC) and 10) the long-since cancelled "Salvage 1" (ABC). The programs were picked on the basis of contribution to the quality of life, artistic and technical merit, and lack of offensive content; CBS had four in the top 10, with ABC and NBC each garnering three.

Making the top ten in the "least overall quality" category were (in no particular order) "A Man Called Sloane" (NBC), "Best Of Saturday Night Live" (NBC), "Vega\$" (ABC), "Detective School" (ABC, cancelled), "Charlie's Angels" (ABC), "Soap" (ABC), "The Ropers" (ABC), "Misadventures Of Sheriff Lobo" (NBC), "Three's Company" (ABC), and "The Associates" (ABC), giving ABC seven out of ten, NBC three and CBS zero.

VIDEOSCOPE:

PIONEER TO INTRO \$750 VIDEODISC SYSTEM: The U.S. Pioneer Electronics Corp. has announced plans to market a \$750 videodisc system in four U.S. cities (Syracuse, Minneapolis, Dallas-Ft. Worth, and Madison, WI) beginning in June. The Pioneer system, called the "Universal Video Disc," will be manufactured by Universal Pioneer, co-owned by Pioneer and Discovision Associates, the latter of which is a joint venture between MCA Inc. and IBM. Pioneer plans to add an additional four markets every 60 to 90 days once the system is in the stores . . . **TURNER SUES RCA FOR \$34 MILLION OVER LOST SATELLITE:** Noted sportsman-entrepreneur Ted Turner filed suit in Atlanta federal court recently against RCA, asking for \$34.5 million in damages to his embryonic Cable News Network, resulting from the loss of RCA's "Satcom III" satellite, which was to have carried Turner's news programming . . .

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

Radio & Records

- ★ TOP 40 KRUX/PHOENIX TO GO ALL-NEWS WITH NBC'S NIS NETWORK
- ★ MCA, RCA DEVELOP VIDEO SYSTEMS — Tentative date for "Discovision," "Selectavision" is Christmas, 1976.
- ★ NUMBER ONE FIVE YEARS AGO: "Philadelphia Freedom" — Elton John (MCA)
- ★ NUMBER ONE ALBUM: "Bluejays" — Hayward & Lodge (Threshold)



STREET TALK

DANCIN'
HER WAY
INTO
YOUR
CHART!

**"DANCIN'
JONES"**
**NICOLETTE
LARSON**

PRODUCED BY TED TEMPLEMAN



ON WARNER BROS. RECORDS

Two more new major market PD's this week . . . Lee Armstrong has accepted the PD's job at WVON/Chicago, exiting as Operations Manager for WNOE-AM-FM/New Orleans. Randy Lane is the new PD at KBEQ/Kansas City replacing Bobby Kline, who has left the station.

Street Talk hears that Columbia Director of National Album Promotion Fred Humphrey has resigned. No details yet or word on a possible replacement.

The big battle that tore Atlanta apart last year won't be repeated, because WQXI-AM-FM has just been officially awarded this spring's raft race. The event will hit the river on May 24. You might remember that last year Z93 and WQXI fought it out in court over who would sponsor the event, and Z93 emerged the winner.

Has MCA VP/Sales Stan Layton resigned? There are now *more* rumors surrounding possible personnel changes high up at MCA.

Don't look for those Elvis "duet" songs anytime soon. Seems that RCA has wisely decided to shelve the project, reportedly when most of the major artists contacted to dub duets with "The King" took a pass.

Warner Brothers will distribute a rock documentary film called "No Nukes," which was shot at last year's Madison Square Garden M.U.S.E. concert.

Pittsburgh Pirate Dave Parker has formed his own concert promotion firm, Cobra Productions. Dave will produce concerts mainly in the Midwest and South.

Gordon McLendon has invested in Subscription Television Corporation of America, along with Sy Weintraub, a member of the Columbia Pictures Board of Directors. The Texas-based STV owns pay-TV franchises in San Francisco, Dallas, and Providence, with applications before the FCC for others in Chicago, Atlanta, Tampa Bay, Indianapolis, Denver, and Norfolk.

Taking A Stand

This may not have a giant national impact, but it could be an idea whose time has come. Paul Hess, who is News Director at WFON/Fond du Lac, WI, has announced that his station will not air any excerpts from speeches by presidential candidates *unless* they offer possible solutions to the issues!

Paul said, "We're frankly a little tired of rhetoric. I don't know how much a little station in Fond du Lac, Wisconsin can do, but I'm personally fed up with such rhetoric and I think it's unfair to the people of the country. We're going to take a stand, if it helps any."

We hope it does.

A.J. Roberts has left KMJC/San Diego, with Chris Collins being promoted to fill A.J.'s vacated Music Director's job.

Michael Atkinson has been named to the newly-created post of Local Promotion/Los Angeles for Columbia Records.

We hear that Motown is setting up a distribution deal with a new singles-oriented label forming under the direction of Shelter's Denny Cordell, who is currently a partner in Flipper's Roller Disco in Los Angeles. The label will appropriately be called Flip-A-Disc.

Don Murray has left KFXM/San Bernardino to do 10pm-2am at George Wilson's KIQQ/Los Angeles. Craig Powers has been upped to PD at KFXM.

Adam Smasher, who was going to segue from WNAP/Indianapolis to WIKS/Indianapolis, and who was heavily promoted on WIKS as starting Thursday (3-27) at 4pm, did not make his WIKS debut. A judge in Indianapolis, apparently acting on a complaint from WNAP, issued an order keeping Adam off his new station.

Bill Smith from WEEI-FM/Boston is now the new PM drive jock for WRKO/Boston.



WHY IS EVERYONE SUDDENLY PLAYING WITH THEIR FOOD? — This is getting a little bit out of hand. Last week a jello-jump (one of many we've seen) and this week "pudding sitting!" That's right, WAAAY/Huntsville morning man Gary Drake set a new world record for pudding sitting recently when he deposited himself into this tub of chocolate ooze and stayed there for 28 hours. By the way, we've also received word that a representative of WRKA-FM/Louisville sat in a tub of catsup for 24 hours, claiming a new world's record. We think it's about time that Mr. Guinness comes forward and tells everyone he was only kidding.

Here Comes

**TOM PETTY AND
THE
HEARTBREAKERS**

New Single

MCA 41227

Here Comes My Girl

B/W

Louisiana Rain

From The Platinum Album

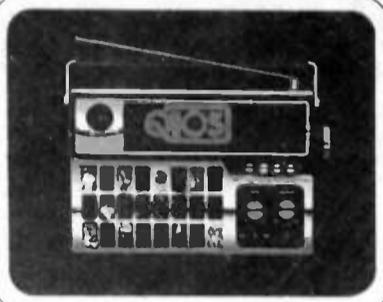
"Damn the Torpedos"

Backstreet
MCA RECORDS
1980 Backstreet Records

ON BACKSTREET / MCA RECORDS AND TAPES

The **Rock Lifestyle**

30/10 TV Campaign



**“The Best TV Spot Ever Made For
A Contemporary Radio Station.”**

George Williams
VP/Programming
Southern Broadcasting



**Customized For Each Station
With Call Letter Reinforcement
Seven Times**

Just Completed:
Q105/Tampa
KMJK/Portland
Q94/Richmond



A Division of Radio & Records, Inc.



Call Today For Information On How You Can
Get It Exclusively For Your Station

213-553-4330



"You must translate your message into language that people on the street can relate to."

Is Your Station "Board" To Death?

There are several sure signs of spring. Grass begins to reappear in northern climes, baseball again implants itself on the national consciousness, and the Arbitron surveys are on the horizon. You can always tell when the sweeps are imminent — stations buy up all the decent (and many of the poorer) outdoor board locations, and four-letter words starting with "K" or "W" leap at passers by. But how many of the boards used by stations to (hopefully) boost ratings really help accomplish that goal? If my recent observations are any indication, the answer is "not many."

This past week Dr. Richard Lutz and I were conducting a seminar on behalf of the McGavren-Guild rep firm for some of its clients. The site for the several-day meeting was a Western resort city which shall remain nameless. During our exposure to the environs we noticed that most stations were not making very good use of their outdoor boards. Worse, in several cases the boards were actually detrimental to the station's image. In such cases, two errors are committed — ad dollars are used inefficiently, and ratings jumps are unlikely to occur.

Two Major Questions

There are two considerations that seem to me to be important when planning to use outdoor boards as part of a ratings effort. The station management team must be able to answer the following questions:

1. What is the purpose of our outdoor campaign? Do we want to persuade, identify, or inform? A campaign designed to persuade people to tune in (cume building) should perhaps be different from a board aimed at giving feature information about the station.

2. How do we position our station as apart from the rest of the radio alternatives available to the target demographics? If all of the other rock FM's in town are using dial position in their ad campaigns and boards, should we follow suit or try to segment ourselves by taking a different tack?

After you have decided how to answer points one and two above, then keep in mind you must translate your message into language that people on the street can relate to. Failing to adhere to this point probably undermines the success of outdoor board campaigns (and ad campaigns in general) more than any other factor. Let's look at how each of the points relate to your success. We'll also cite some examples seen recently which point out how *not* to do it.

What Are Your Goals?

Let's assume your station has done its marketing research homework and you are now able to answer intelligently the question regarding the purpose of your outdoor campaign. If *persuasion*, a hard sell, so to speak, is your goal, then don't forget to "ask for the order." So many stations in cume-building situations never ask the potential listener to "tune-in" in their ad campaigns. If you have a new station or are often confused with another, then *identification* may be your goal. If so, be sure your outdoor board message is brief and easy to read (both in motion and stationary). If you want to *inform* potential or current listeners about a new feature or DJ or perhaps about a format change, more copy may be needed than on other boards. Edit ruthlessly until you are able to condense the heart of the message into a text that will be applicable to the medium of outdoor boards.

How Not To Do It

During my travels lately I've seen some examples of station efforts that were aiming at one or more of the above goals. Certainly, when your station goals combine any of the aspects cited earlier, that can complicate the job of advertising properly on outdoor boards. Here are some examples that may give you some guidance on how to avoid the curse of having your ad message fail to get through to potential diarykeepers.

1. Avoid complicated graphics. One example is a board for a station with the rounded dial position of "92." However, the creative team came up with a look that was so avant garde that the average person, especially at speed in a vehicle, thought the frequency was "99." Not a very good job of identifying the station so that prospective listeners could tune in if they so desired. Keep the graphics clean, even if it means bruising the ego of the creative team that suggests that your look be something out of "2001."

2. Make the ad copy understandable to the average person. An attractive board spotted last weekend was done in red, white and blue, and featured the call letters and the slogan "Stand Up For Your Country." A very patriotic gesture, someone mentioned to me, but there was absolutely no connection that the board was referring to a radio station format. A great idea gone astray here, since the copy and the intended message went over the heads of most people.

We in the radio business all too often make the mistake of thinking that the average citizen is hanging on our every word and promotional

Week In Review

Orlando and Daytona Beach books to be recalled due to diary tampering. See Page 1 for details.

Arbitron Adds Two Markets

Arbitron has just announced that effective with the A/M '80 survey there will be two new syndicated markets measured. The new markets are Johnstown, PA and Riverside-San Bernardino-Ontario, CA. Adding these new areas to the previous syndicated market total means that Arbitron will measure 176 standard markets in the spring.

Arbitron Employs Advisory Council Member

Jim Ridings, former GM of WRJZ in Knoxville, has gone to work for Arbitron. Ridings was a member of the Advisory Council, representing stations with contemporary formats, but he will now be Arbitron's Manager of Advertiser/Agency Sales in the Chicago office.

effort. Not so. Speak the language of the people in your community and you'll have a much better chance of successfully boosting your numbers through advertising. Along these same lines, keep in mind that not everyone out there knows that the sponsor of the board is a radio station. This is especially true of stations that use non-exclusive identifiers. After all, what is a "99X or a "Zeta 4?" Are these new sports cars, science fiction monsters, or what? Several persons were overheard recently looking at a board for one station and musing, "What is it?" If the public is asking that about your effort, your ad message isn't getting through.

3. Have the ad message contain some reason for the person to tune in. Answer the question, "What is our unique selling proposition?" and make sure it also is properly related to a benefit identified by marketing research as being important to your target audience. Just saying "Bright and Beautiful" doesn't really tell a potential listener why he/she should tune in. Saying, "Here is the station where you can relax" specifies a more tangible benefit.

Overall Guidelines

While every ad effort using outdoor boards is unique, here are a few summarizing thoughts which may help *your* campaign positively influence Arbitron diarykeepers:

1. Do the proper marketing research homework. Identify your target demo, and test ways to best motivate them.

2. Establish your goal(s). Choose persuasion, identification, and/or information.

3. Allow enough time to plan the campaign properly. Don't forget to coordinate your outdoor effort with the rest of the media mix.

4. Make sure the boards are "clean." Don't get cute with graphics or colors; make sure the copy is aimed at your target man-in-the-street, is readable at a glance, and mentions the product (radio station) while asking for the order (tune-in).

5. Test the board design with focus groups to see if the point of your message is getting through.

6. Realize that outdoor boards may not be a vital link in all ratings-boosting campaigns. Maybe your station has too much to get across, a message that might better be communicated in print or on TV.

Keeping these points in mind may help your ad blitz pay off in better numbers rather than having everyone look at your boards and wonder "What is it?"

— Jhan Hlber

Q&A

Arbitron recently announced TSA updates for its markets. We've subsequently received several calls asking, "How does Arbitron determine whether or not a county is in our TSA?"

There are three criteria that counties outside the respective metro must meet if they are to be included in the market's TSA. Based on data from two previous surveys (usually) every spring Arbitron will implement these criteria when updating the TSA's. Each TSA county must have a total of at least 10 in-tab diaries over the previous sweeps. Next, the county must have at least 10 diaries that contain mentions of station(s) in the respective metro. Finally, the county must have at least 10% of all diary entries recorded to stations in the metro. If a county meets all these criteria, it is retained or included in the relevant TSA. Otherwise, it will not be in the market definition for the survey year. However, next year the county may be added or deleted depending on listener patterns as reflected in the '80 surveys.

Top-40 Is Getting On The Marshall Tucker Bandwagon

KWK	KQWB-FM
KJOY	KKLS
KJRB	WFLI
WCGQ	KBIM
WISE	WXIK
WANS-FM	



"It Takes Time"

THE MARSHALL TUCKER BAND

Produced by Stewart Levine
for Outside Productions, Inc.



On Warner Bros. Records

Brad Messer



Personality News Is *Not* Play News

A potentially skillful newscaster explained in an interview that he and his staff sometimes brighten up dull newscasts by reading one-line jokes from a book.

Poor guy. Desperate programmers have so distorted the premise of "personality news" in their haste to imitate success, that what's forced on otherwise self-respecting newscasters is Play News.

Play News may briefly satisfy bottom-demographic listeners who might rather ignore what's going on, but fades when the listening age hits the twenties, and fails even the young in dealing only superficially with subjects they don't want to ignore.

What's the difference between Play News and Personality News? At the top level perhaps we could ask Charles Osgood, who frequently turns a legitimate news story into a piece of poetry with amusing but not silly results on the CBS Morning News. He's a personality. He's a "delivery system" that can reveal his unique viewpoints without altering the basic product being delivered . . . news.

When the *basic product* becomes entertainment or humor the telltale signs of Play News are evident.

Another point. Play News won't work on serious stuff. Can you imagine a Play News staff grabbing the joke book for a nuclear-related one-liner while preparing the bulletin on Three Mile Island? ("Take my reactor . . . please!")

Part of the misunderstanding about Personality News may be blamed on our interest in controversy, somewhat related to our interest in a good fight or "someone really getting his." Programmers have been known to push news staffs to become more controversial without stressing the attendant responsibilities to remain accurate and fair-minded.

The more you find out about a controversial subject, the less controversial it becomes. It may be exciting to present one side of an issue but not as exciting to explain the opposing side so effectively that even your listeners realize it ain't a black-and-white situation but only those ever-pervading shades of grey. Who said we're in the Excitement business? I'm in the News business, which deals in *interest*. Interest is renewable daily. Henny Youngman jokes finally run out at the back of the book.

Radio news is seeing a recharging of its own credibility. News people are increasingly feeling that what we do is useful and worthwhile. Play News slows down the whole business. It makes temporary mince meat of the ideals and enthusiasm brought into our newsrooms by younger professionals, who deserve to be taught the trade . . . not merely bad tricks.

In the headlong rush toward good ratings, some perceptive programmers are realizing their stations *must* have news operations like the Big Winners do. In the rush to imitate, some of 'em are getting it all wrong.

Rip 'N' Read

Al Hoffman Falls Off His Bike

MONDAY, APRIL 7: Dr. Albert Hoffman fell off his bicycle on this date in 1943 while pedaling home from the Sandoz Laboratories in Basel, Switzerland. He had inadvertently taken the world's first acid trip, by splashing his hands and arms with what we now call LSD. (The handlebars seemed "rubbery.")

In the remote scrublands of New Mexico 21 years ago today, a nuclear reactor produced the world's first atom-generated electricity, fourteen years after the Bomb.

California Governor Edmund Brown Jr. is 42. Moviemaker Francis Coppola and TV interviewer David Frost hit 41. Bobby Bare ("500 Miles...") is 45. Ravi Shankar arrives at 60.

Join The Service! See Ice!

TUESDAY, APRIL 8: Earth-orbiting satellites have pretty much taken over the job of the DEW Line, but when the Distant Early Warning radar network was announced 26 years ago today it sounded like science fiction had become science fact. Radar installations strung across the frigid top of the world would give the U.S. early warning of incoming enemy airplanes (which never incame). Here in the future, missiles have become the Best Bet Threat, so fewer military people have to live igloo-like up there in the snowpack.

Betty Ford is 62. Catfish Hunter is 34.

Original 7 Astronauts Chosen

WEDNESDAY, APRIL 9: What year were the first U.S. astronauts named? The year Alaska and Hawaii became the 49th and 50th states. "The Sound Of Music" and "Mack The Knife" were hits. The killer hint: the cars that year were '59's. On this date 21 years ago NASA named the Original Seven to begin training to put Americans into space two years later. (It was close but the Soviet Union beat us with Yuri Gagarin on 4-12-61. John Glenn Jr. orbited 2-20-62. The first moon landing was in July, 1969, the next one was that November. The Soviets have never landed anyone on the moon.)

Carl Perkins ("Blue Suede Shoes") is 48. Hugh Hefner is 54.

The Civil War wound down 115 years ago today as General Lee surrendered the Confederate Army to General Grant in 1865.

Full Speed Ahead Thru The Dark! Crunch

THURSDAY, APRIL 10: The Titanic was a beautiful new ocean liner with a double hull to make it unsinkable, so space that would have been wasted on lifeboat storage was utilized for turkish baths and squash courts. It steamed out of Southampton, England 68 years ago today with 2223 aboard, headed full-speed for New York. As you know, a couple nights out it rammed an iceberg and sank: 706 people were saved by a nearby ship. 1517 weren't.

Walter Hunt patented the safety pin 131 years ago today, then sold the rights for \$400 (back where \$400 would buy, say, twenty average slaves).

Glen Campbell is 44. Omar Sharif is 46. Chuck Connors is 59. Bobby Hatfield (Righteous Brothers) hits 40.

Bob Dylan's First Paying Gig

FRIDAY, APRIL 11: Nineteen years ago this evening at Gerde's Folk City in New York, Bob Dylan played what's reported to be his first paying gig. Among the songs was "House Of The Rising Sun." Among the audience was Joan Baez. That was in 1961, when rock was still trying to break thru the barrier to become as popular as "The Lion Sleeps Tonight" and "Where The Boys Are."

The first black man in major league baseball was Jackie Robinson, who hit the field for the Brooklyn Dodgers 33 years ago today in 1947. Two years later he was voted Most Valuable Player.

Ethel Kennedy is 52.

Media Marketing

Setting Advertising Objectives, Part I

The recent series in R&R, "Radio On TV," provided a wide-ranging discussion of the use of television advertising by radio stations. As pointed out on a number of occasions in that series, a prerequisite for successful use of TV advertising is the initial specification of one or more advertising objectives. The need for advertising objectives is not limited to the instance where TV advertising is the medium in question — objectives are critical to any advertising or promotional effort on the part of the station.

What exactly is an advertising objective? How do you go about selecting appropriate objectives? And how can you tell if your objectives have been met? I will address these and other questions in this and next week's column.

What Is An Objective?

An advertising objective is a specific measurable goal which is to be achieved via the advertising effort. It is useful to think of an objective as a task which the advertising is to perform on behalf of the product or service being advertised. In order to be truly useful, objectives must be expressed in measurable terms with respect to the target audience to be reached, the specific communications task to be performed, and the time period within which the objective is to be attained.

Scope of Target Audience. It is important to note that advertising objectives must always refer to a particular target audience group. Very few, if any, advertising programs are equally relevant to all segments of the market. For instance, an AOR station may be interested in attracting greater numbers of male listeners, age 18-34, while a Country station may wish to increase awareness among all current non-listeners over age 34. In the latter instance, a spot TV ad placed during "Hee Haw," which is viewed primarily by teenagers, would not very fruitful in pursuing the station's objectives. Although many people may see the ad and become aware of the station, most of them would not be people who fall into the target audience group. Thus, it is important to clearly specify the group to be reached by the advertising, in order that you may determine if your advertising has been effective in reaching that group, and not just any group of consumers.

"It is important to note that advertising objectives must always refer to a particular target audience group. Very few, if any, advertising programs are equally relevant to all segments of the market."

Communications Task. Advertising objectives must also be clear with respect to the task the advertising is to perform. The most commonly accepted means of thinking about the task of advertising is what is referred to as a *hierarchy-of-effects* model. As shown in the diagram, the hierarchy notion corresponds to a series of stages or steps which a consumer is viewed as passing through in becoming a loyal customer of a product or service.

The first stage, where the consumer has never heard of the station, is the state of un-

awareness. The first task to be accomplished, then, is to make the consumer aware that the station exists. Awareness is the starting point for

A Hierarchy-Of-Effects For Radio



trying to attract the consumer to your station. Creation of awareness is particularly important for a brand new station or, alternatively, for new groups of consumers, such as people moving into an area or when a station increases its signal strength, thereby reaching new areas.

It is not enough for consumers to simply be aware that a station exists — they must also know something about it; most notably its format. People must be informed of what they can expect to hear if they tune into the station (i.e., the listener *benefits* offered by the station). Another aspect of knowledge is the band frequency, which comes in handy if the consumer decides to listen to the station.

Based on the perceptions or knowledge consumers have about a station, they will form positive or negative feelings (i.e., attitudes) toward the station. For instance, a person who likes rock music should be favorably disposed to a station which advertises "All Rock. All the Time," while a classical music aficionado would probably be more negative toward the station based on such an ad. This goes back to the importance of delivering the message to the *right people*. People who you have reason to believe would never advance from the *Knowledge* step to the *Favorable Feelings* stage should not even be reached by the advertising in the first place, if it can be avoided.

Having developed a positive feeling toward the station, the consumer may form an *Intention* to listen to the station some day. The problem with intentions is that they are not always acted upon ("the best laid plans of mice and men and radio listeners often go astray"). Thus, some potential listeners will need further encouragement from advertising to actually carry out their intentions and listen to the station at

least once — this "first listen" is referred to as *Trial* of the station by the consumer. By trying out the station, listeners can determine if they really like listening to it as much as they thought they would.

Those listeners who found trial of the station to be a rewarding experience would presumably become more or less regular listeners, and some of them might even listen to the station almost exclusively.

Obviously, it is increasingly difficult to

move a consumer from lower stages of the hierarchy to higher stages. For example, many more people are aware of a station than are favorable toward it, and still fewer people listen to it regularly. Nevertheless, depending upon the position of the station along the hierarchy, it is necessary to specify the objectives of advertising in terms of the stage or stages of the hierarchy which will move the most potential listeners closer to actual listenership. Deciding upon the most appropriate step(s) of the hierarchy to try to influence relies on the use of market research — I will discuss that procedure in detail next week.

Relevant Time Span. Advertising objectives must also incorporate a time frame — how soon is the objective to be accomplished? Specifying a time interval in advance helps you to control your advertising effort better. Leaving objectives open-ended with respect to time could allow you to waste money on an unsuccessful campaign over too long a period. By making a realistic judgment of the results you expect within a given time interval (say six months), you are at least guaranteeing that the advertising effort will be evaluated at some predesignated date. At that point, you can decide whether the results are satisfactory and whether the campaign ought to be continued.

The Benefits Of Objectives

The specification of precise, measurable advertising objectives has a number of potential benefits to the advertiser. First, objectives provide guidelines for subsequent planning of the advertising program. Objectives assist in the formulation of creative strategy, as well as in the selection of appropriate advertising media. Thus, objectives serve as up front *organizers* of the entire advertising effort.

Second, objectives provide a readily usable means of evaluating advertising after it has been disseminated to the market. Too often advertisers fail to recognize the relationship between what advertising was designed to do and what it actually was able to do. Assessment of advertising's effectiveness is one of the most elusive tasks of modern marketing. Clear-cut objectives help to pin that task down and make it workable.

Finally, advertising objectives force advertisers to think more clearly about the role of advertising. It is too easy for a manager to say, "Let's try a little advertising," without any idea whatsoever of exactly how or why that might help solve his or her marketing problem. If more managers sat down and really tried to come up with some hard objectives for their advertising, a lot fewer advertising dollars would be wasted.

Integrating Research And Objectives

I mentioned earlier that research is a necessary component of sound objective formulation. Next week I will deal with an approach which allows you to measure the hierarchy-of-effects for your target audience, determine which level of the hierarchy to attack and get some ideas of how to move consumers up the "listener ladder."

--Dr. Richard Lutz



TOP-40

John Leader

PROGRAMMER'S NOTEBOOK

Are You Predictable?

Now that's quite a question . . . are you predictable? Is your radio station so consistent that you can tell exactly what time it is just by hearing what record is playing or what one-liner is airing?

I had a conversation with a PD last week who was concerned about his slipping ratings. Seems his station, which used to be considered "the hot newcomer," was now perceived as "the old-line rocker" since a newer station had recently blossomed in the ratings. We talked about a lot of things but finally settled on the fact that the new station sounded a lot "less professional" (his words) than his did and that puzzled him. I pointed out that maybe that was why listeners were leaving his station for the new one . . . not because it sounded "less professional" but because it sounded "less predictable" (my words).

Format Flexibility

Many elements make up a successfully-programmed music station, the most important being music. We've gone over that one many times and, quite frankly, picking music for your radio station is probably one of the easiest things you, as a programmer, have to do. The various inputs available to you on music, sales and/or request tabulations, call-out research, or focus groups, are all good ways to determine what songs to play (or not to play). Whatever combination of inputs you select to factor into your own "subjective ear abilities" should work.

So, with music neatly handled in one paragraph, that leaves all the other elements of your radio station, among them format, jocks, promotions, and outside exposure. The format structure, things like hot clocks, one-liner cards and music rotations, can be a little trickier to deal with, but not mysterious or magic by any means. Your

demographic target and competition will dictate most of your format structure, but you should not cast that format structure in concrete.

A format is like the ribbon on a wrapped package. It should tie everything together, but shouldn't be the actual gift itself. What I'm talking about is flexibility.

Have you locked your radio station into the two songs-two spots-two songs syndrome? Do your one-liners fall at the same exact times every hour? And, if you answer yes to either of those questions, how long has your station been doing things that way?

There are lots of things to consider when trying to give your station the apparent difference over all the other stations in your market. First, do people listen to the radio the same way during different periods of the day? The answer to that should be no. Just the fact that most stations have some form of "personality" in morning drive is recognition that people consume radio differently in mornings than in other time periods. But what about middays, afternoons, and evenings, when most stations lock into a format that might have slight musical differences (dayparting), but shares a common and sometimes rigid structure?

Perhaps the spot cluster and music sweep theory is better suited to middays and evenings, but not to afternoons, since PM drive may more closely resemble AM drive in the way your listeners use radio. The point being that format flexibility can really help your station avoid sounding totally predictable. And it can be done without abandoning the consistency that ties the whole station together.

Powers And Promos

John Lander, PD of 13K/San Diego, said last week that he changes his power rotation records around based on his gut feel. He may force a newer song into powers before all the conclusive research is in, just to lead the market a little bit. John's ideas on music play a big part in keeping 13K from sounding predictable.

When dealing with your music, why change your rotations only once a week? What's so special about "music day" that it becomes the only time you can adjust rota-

tions and add new records? There are several successful programmers I know who change their music a little bit every day. The power rotation songs in mornings may not be exactly the same in middays or afternoons. One or even two powers may be changed every day. Many programmers have now adopted the practice of adding new music when it becomes available, as opposed to when the next music meeting is. When I was in Atlanta, I used to call certain record stores every day just to see if anything was happening that I should know about from the retail standpoint. It helped me make daily minor changes in the rotations, and that helped to keep WQXI sounding fresh.

Promos and one-liners are another area where your station can keep things fresh. Bob Wood, PD of WBEN-AM-FM/Buffalo, cuts different and customized promos for each and every airshift of the broadcast day. They may all be dealing with the same thing or all be different, but the freshness of new promos every few hours is well worth the production effort. When Charlie Van Dyke was PD of KHJ/Los Angeles, every promo that ran on KHJ had three separate and different versions. The various versions would rotate equally and extend the life of the promos used. It took a little more time to produce them that way, but it was worth it.

One-liners, which seem to be a fixture in so many Top 40 formats, can get pretty stale if your jocks "read" them the same way every time. If you type up one-liner cards for the studio, do you just provide one version? Maybe three or four versions would be better, and perhaps just the pertinent facts for your jocks to ad-lib would be even better (if your jocks can handle that approach). The ad-libbed promo can really give your station the slightly unpredictable sound that might help keep listeners from referring to you as "the old-line rocker."

Do It For The Listeners

We all tend to get a little bit caught up in how our peers perceive the sound of our station. The radio and records community is the village in which we spend a lot of our time. We exchange airchecks and seek compliments from people within the business, and in doing so, we run the risk of tailoring the sounds of our stations more to that elite group than to our potential audiences. While it might be great to have a fellow PD say how great your station sounds, it would be far better to hear someone in a shopping center say the same thing.

Keep in mind just who listens to your station and what they want when they listen. Don't make your station a slave to your format. Keep it flexible and chances are excellent that you'll keep it interesting at the same time. Consistency is nice, but when it crosses the line and becomes predictability, listeners will eventually notice and start looking around for something new.

Motion

WKEE-AM-FM/Huntington has a new Operations Director: Steve Hayes joins the station from WOKV/Cincinnati . . . Ray Baker has been promoted to MD at WGRD-AM-FM/Grand Rapids, with Rick Steele becoming WGRD's Production Director . . . Bryan J. Connors is now doing PM-drive at WOOW/Greenville . . . A new addition to the KHJ/Los Angeles airstaff is Danny Martinez, who returns to KHJ after an absence of five years. Danny, who jocked at WXLO/New York, KCBQ/San Diego, KHIS-FM/Los Angeles, and KFI/Los Angeles, will do 9am-12noon . . . Pete O'Brien, formerly of WSAM/Saginaw, has joined the staff of WKMI/Kalamazoo . . . Chris Scott is now doing PM-drive for WAIM-FM/Anderson, SC; he was formerly with WANS-FM/Anderson . . . Clarke Ingram is the new 6-10pm personality at 96KX/Pittsburgh, replacing Dennis Elliott who is now working at WFFM/Pittsburgh . . . Changes at WNAP/Indianapolis include Jake Roberts, new to PM-drive from KLIF/Dallas; Diane Shannon now back on the air 12noon-3pm and Panama Jack Crabb, who joins WNAP in the 7pm-12mid shift from 96FM/Panama City . . . The lineup at WTWR/Detroit has Joey Ryan doing afternoons, replacing PD Steve Edwards, who will no longer do an airshift; Kurt Kelly, the Tower's MD, is now doing 7pm-12mid; Kevin Sanderson is the all-night man; and Gail McKnight (from WILS/Lansing) and Dennis Newbacher handle weekend airshifts . . . Denuta, host of San Diego TV-8's "Sunup" program, has joined KMJC/San Diego as News Director.



Slap Shots

Hockey certainly invaded the public consciousness in a big way following the gold medal performance of the U.S. Olympic hockey team and as we "stick-handled" through the Top 40 picture file we found two station shots on ice (one more would have been a hat-trick) worth passing along. On the left Z104/Madison shares a recent visit from U.S. hockey gold medal winner Mark Johnson, flanked (l-r) by PD Harv Blain, and jocks Buddy Albert and Jerry Jensen. On the right, CFTR/Toronto's Steve Lewis accepts a "ticket" from a member of the Toronto Police Department's hockey team. The CFTR skaters faced-off against the cops and foolishly beat them 7-5. Steve received the summons for allegedly "hip-checking an officer of the law."

HOT STUFF!

FELIX CAVALIERE

"Only A Lonely Heart Sees"



Produced by Felix Cavaliere & Cengiz Yaltkaya for Shanti Productions

- WFIL add 92Q on
- WIFI add WRJZ 28-26
- WCAO add WNOX 23-18
- WRKO 27-25 WKIX on
- PRO-FM 25 WAYS 29-26
- JB105 add 34 WDRQ 22-20
- Z93 add 28 KWEN deb 40
- 94Q 18-14 WOW 23-21
- KDWB 21-18 WZZP 15-8
- WGCL on KCPX 30-27
- WZUU 11-8 KGW deb 30
- WOKY add KENO deb 28
- KEARTH add KRUX 33-32
- KFI on KTKT 29-25
- KIMN 28-20 WJBQ deb 22
- KOPA add WTSN 10-8
- WAXY add WHEB 12-11
- WAKY add 30 WFBG 27-25
- KSTT add WCIR on
- KFXM add WXIL 9-5
- KMJK add WAAY 26-20
- KRQ add 28 WHHY 16-13
- 14WK add 29 WFOX on
- KILE add WCGQ 26-22
- WNAM add WSEZ 33-29
- WFBR 29-27 WISE 34-32
- WFLY 28-26 WFLB on
- WBLI on WTMA deb 26
- WTIC-FM on WANS-FM 36-34
- WICC 17-16 WROV on
- WKBO on WEAQ deb 30
- WHYN 30-27 WRBR on
- 14Q on WROK 29-28
- WKEE 36-34 KENI 17
- WTIX 39-35 KBDF 20-18
- KEEL on KQDI on
- KXX106 20-17 KBOZ deb 27
- WERC 24-23 KOOK 16-13
- Y103 36-33 KRLLC on
- 95SGF on

CLASH

"Train In Vain (Stand By Me)"



Produced by Guy Stevens

- PRO-FM add KJ100 deb 27
- KJR add KOFM on
- KXX106 add KZ93 on
- 96X add 34 WISM 27
- Y103 add KERN deb 30
- WBBQ add KJRB on
- WSKZ add KCPX on
- WDRQ add KRSP 27-23
- WVIC add KMJK 26-22
- WNAP add KLUC 28-25
- KYNO-FM add KRUX 32-31
- Y94 add KRQ 28-25
- WKXY add KTKT on
- KKLS add WLBZ 35-25
- WEAQ add WIGY deb 34
- KBDF add WFBG 33-31
- WIFI 20-10 V100 on
- CHUM 14-13 WCIR on
- KRBE on WXIL 30-24
- 94Q 28-22 WAAY 29-25
- KDWB 16-13 WCGQ on
- KSLQ deb 27 WSEZ 39-35
- KBEQ on WISE 30-28
- WOKY on WANS-FM on
- B100 29-27 WROV on
- KIMN on CK101 38-34
- KUPD 24-17 FM99 28-24
- WBEN-FM 40-36 KPUR on
- WPST 18-14 KQWB-FM 23-21
- WHYN deb 39 WSPT 21-17
- 14Q 13 WNAM 21-20
- WKEE 33-31 WROK 17-16
- KHFI deb 25 KCBN 28-24
- KEEL deb 38 KDZA deb 29
- 95SGF on KQDI deb 29
- KX104 28-27 KRLC 16-12
- WGH on KBIM 21-19

TOURISTS

"I Only Want To Be With You"



Produced by Tom Allom

- CHUM add
- KX104 on
- KCPX on
- KRUX on
- WFBG add
- WGBF add
- WLAN add
- WVLD add
- WJAD add
- WRAQ add
- WGNI add
- WCCK add
- WCUE add 40
- WOOS add
- WFAH add
- WSFL add
- KCAP add
- KLZR add
- K101 add
- WILS add



TOP-40



RAIDERETTES TAKE THE PRIZE FROM FM102 — FM102 (KSFMI)/Sacramento's prize van was occupied on a recent excursion by two members of the Oakland Raiderettes, at liberty while the team decides where it will play next season. Pictured (l-r) are FM102's Steve Wray and Billy Manders, a Raiderette, Rick Gillette, another Raiderette, Mark Preston, and PD Jeff Lucifer.



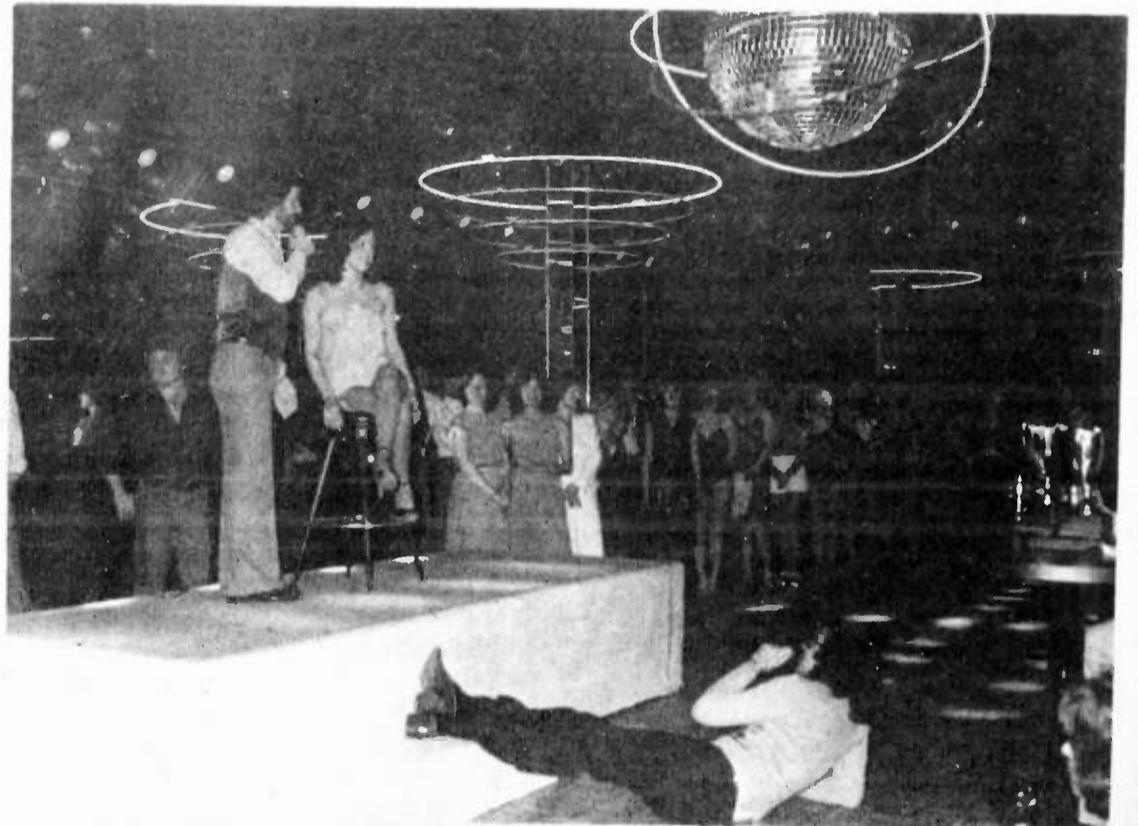
WYRE ON "SAIL" AT LOCAL MALL — WYRE/Annapolis "navigated" its official catamaran through what the station terms "one of Annapolis's more treacherous shopping malls" recently. Pictured braving the elements for the promotion are morning man Max Wulf and WYRE's first mate Tamara Dickson.



SHALAMAR'S FIRST TIME AROUND WOKY — Solar's Shalamar dropped by WOKY/Milwaukee on a recent tour. Pictured at the station are (l-r) WOKY PD Jim Brown, Solar National Pop Promotion Director Jan York, Shalamar's Howard Hewett, Jody Watley, and Jeffrey Daniel, and WOKY MD Dallas Cole.



HEROIC DEEDS AT WITH-FM — "Music 104" (WITH-FM)/Baltimore staged a "Hero At Large" screening of the John Ritter film, and air personality Scott Fitzgerald decked himself out in the main character's clothes. He's pictured in all his glory in the box office lobby.



Q102 LEGSTRAVAGANZA — Q102/Cincinnati sponsored a "Miss Legs Of America" pageant at a local nightclub, with the winner receiving a Caribbean cruise before competing in the national finals at New York's Studio 54. PD Jim Fox is pictured with a contestant, while air personality Mark Sebastian (a judge) maneuvers into a better close examination position.

BACK WHERE WE BELONG!

- #1 AM Contemporary music station in Los Angeles.*
- 67% increase in listenership over the past six months.**
- Greatest growth in KHJ history.**
- Return to Radio and Records parallel one.



RKO RADIO FOR LOS ANGELES

*ARB Q N 79 J F 80 Total Persons 12+metro share M-S 6A-12M
**Based on ARB-supplied information details available on request

January-February 1980

Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

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

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

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

Advance figures supplied by subscribing stations and verified by Arbitron.

Detroit

WJR Rebounds Slightly, Easy No. 1; WRIF Surges, Dominates AOR's; Gains For 3 BM Stations; CKLW Up; Black Stations Gain; WOMC Down A Share-Plus; WCXI, WMJC, WJZZ Also Down

	O/N '79	J/F '80
CKLW (R)	4.4	5.0
WABX (A)	3.3	3.3
WCHB (B)	1.5	2.1
WCXI (C)	5.6	4.8
WCZY-FM (BM)	3.3	4.0
WDRQ (R)	3.6	3.7
WGPR (B)	1.6	2.1
WJLB (B)	3.0	3.1
WJR (PA)	10.1	10.8
WJR-FM (BM)	4.0	5.0
WJZZ (J)	3.2	2.6
WLBS (B/D)	1.6	1.3
WMJC (PA)	5.0	4.8
WOMC (PA)	4.3	3.2
WRIF (A)	6.3	7.5
WTWR (R/O)	3.8	4.0
WWJ (N)	6.0	6.2
WWJ-FM (BM)	3.7	4.1
WWWW (A)	4.5	3.9
WNIC (A)	3.5	3.3
WXYZ (N/T)	4.5	4.1

Washington, D.C.

ABC Ranks 1-2 As WMAL Down But Solid Leader, WRQX Gains Almost 2, Finally Tops WPGC; WKYS Almost Doubles For Fourth; WHUR Also Up; WAVA Almost Doubles, Opens Big Lead Over WWDC-FM; WTOP, WRC, WJMD Up; Drops For WOOK, WEZR, WGAY-FM, WASH

On-air diary announcements not as prevalent in this survey as in the O/N '79 sweep.

	O/N '79	J/F '80
WAVA (A)	2.8	5.1
WEZR (BM)	2.3	1.5
WGAY-FM (BM)	6.4	5.6
WHFS (A)	1.2	1.3
WHUR (B)	4.9	5.7
WJMD (BM)	4.2	5.0
WKYS (D)	3.1	5.9
WOL (B)	2.2	1.5
WOOK (B)	6.9	4.8
WRC (N/T)	3.7	4.2
WTOP (N)	3.9	4.5
WUST (B)	1.0	1.4
WWDC (PA)	1.1	1.2
WWDC-FM (A)	3.2	2.6
WYCB (RL)	1.9	1.7
WASH (PA)	6.5	5.6
WGMS-AM-FM (CL)	2.8	2.9
WMAL (PA)	11.8	10.9
WMZQ (C)	3.2	3.4
WPGC-AM-FM (R)	7.7	6.6
WPIK (C)	1.6	1.2
WRQX (R)	4.9	6.7

Tampa

WWBA-FM Increases Market Lead, WWBA-AM Up Also; WQYK Takes Healthy Jump, Country Lead; WOKF Up A Share; Top Drops: WTMP, WQXM, WDAE, WRBQ

	O/N '79	J/F '80
WDAE (PA)	5.1	3.7
WFLA (PA)	4.2	4.6
WFLA-FM (BM)	7.3	7.1
WGUL (BM)	.8	1.7
WJYW (BM)	7.3	6.8
WLCY (R)	3.6	3.1
WOKF (D)	3.7	4.7
WPLP (N)	2.4	1.1
WQXM (A)	8.4	6.9
WQYK (C)	6.0	7.8
WRBQ (R)	7.6	6.4
WSUN (C)	6.0	5.9
WTAN (PA)	.7	1.0
WTMP (B)	3.7	2.1
WWBA (BM)	3.7	5.9
WWBA-FM (BM)	12.6	13.9
WYNF (R)	3.5	3.0
WUDV (BM)	.8	1.2
WSRZ (A)	2.6	2.0

March 1980

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.

New York

WOR Drops 1 1/2 But Takes First; WKTU, WBSL In Sharp Dives; WINS In Massive Rebound For Second; WCBS Also Up Strong To Regain Top 10; WPAT Gains, Debuts In Top 10; WNBC, WABC Up Slightly; WNEW-AM, FM Both Drop From Standings

	Jan. '80	Feb. '80	Mar. '80
WOR (T/PA)	6.3	8.4	6.9
WINS (N)	5.5	3.7	6.2
WKTU (D)	6.4	8.7	6.0
WBSL (B)	9.1	7.8	5.6
WPLJ (A)	3.6	5.7	5.5
WCBS (N)	4.3	3.4	5.3
WADO (S)	4.1	4.3	5.2
WPAT-FM (BM)	3.6	3.6	4.9
WNBC (R)	3.5	3.9	4.0
WABC (R)	5.3	3.3	3.5

Los Angeles

KABC Hottest In Months; KMET Up Strong; KRLA In Huge Rebound; KBIG Up, Equals Combined KOST, KJOI Share; News KNX, KFVB Both Up; KLAC, KRTH Drop Out Of Top Ten; KRLA, KOST Debut

	Jan. '80	Feb. '80	Mar. '80
KABC (T)	7.4	6.9	8.3
KMET (A)	8.1	5.6	7.5
KBIG (BM)	5.2	5.2	6.5
KNX (N)	4.5	5.2	5.8
KRLA (R)	5.2	3.1	5.7
KFVB (N)	7.1	4.3	4.8
KLOS (A)	2.3	4.3	3.9
KIIS-FM (D)	3.2	4.3	3.6
KOST (BM)	2.1	3.1	3.3
KJOI (BM)	4.4	4.1	3.2

Chicago

WGN Drops Almost 6, Loses Longtime Lead; WBBM New No. 1; WLAK Tightens BM Battle; WLUP Continues Slight Growth; WICI Rebounds, Regains Position, Up 3 1/2; WLS Drops Back 3 1/2 As WEFM Gains, Debuts In Top 10; WKQX, WBMX Drop Out; WKQX Share Still Steady

	Jan. '80	Feb. '80	Mar. '80
WBBM (N)	4.9	9.4	9.5
WGN (PA)	11.4	13.5	7.7
WLUP (A)	5.8	6.4	6.7
WLOO (BM)	7.3	7.6	6.2
WLAK (BM)	4.0	4.8	6.0
WICI (B)	5.0	2.2	5.8
WLS (R)	5.8	9.0	5.5
WEFM (R)	2.6	3.1	4.1
WMAQ (C)	5.0	4.2	4.1
WIND (N)	9.9	4.5	4.0

Boston

WHDH Regains January Level For Huge Lead; WJIB Continues Growth; WVBF Drops 3 As WRKO Jumps Back In Top 10; WBCN Down A Bit, WCOZ Narrows AOR Gap; WEEI Down, WEEI-FM Up; WROR Continues Upward; WXKS Suffers Sharp Drop, Now 12th

	Jan. '80	Feb. '80	Mar. '80
WHDH (PA)	18.7	12.3	16.5
WJIB (BM)	6.6	9.3	10.0
WBZ (PA)	9.6	8.1	6.8
WVBF (R)	7.9	9.4	6.4
WBCN (A)	5.8	6.1	5.8
WEEI (N)	9.8	7.6	5.8
WCOZ (A)	6.8	3.8	5.1
WROR (PA)	3.7	4.8	5.0
WEEI-FM (A)	4.4	4.1	4.6
WRKO (R)	3.1	2.3	3.9

Washington, D.C.

WMAL Up Almost 2, Solidifies Lead; WKYS Rebounds For Second; WRQX Drops As WPGC Gains Slightly; WOOK Takes Over Black Format Lead; WRC Up; WWDC-FM Rebounds To Regain AOR Lead

	Jan. '80	Feb. '80	Mar. '80
WMAL (PA)	12.5	10.7	12.6
WKYS (D)	8.2	6.0	8.1
WRQX (R)	9.3	9.1	7.7
WPGC-AM-FM (R)	5.3	5.4	5.7
WOOK (B)	4.2	4.8	5.5
WHUR (B)	6.5	7.3	5.4
WGAY-FM (BM)	6.8	5.6	5.3
WRC (N/T)	3.6	4.5	5.3
WWDC-FM (A)	4.1	3.6	5.3
WAVA (A)	4.7	5.5	4.7

MIDWEST Most Added Hottest

Ambrosia Linda Ronstadt Boz Scaggs
Blondie Christopher Cross Air Supply

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.

WEST Most Added Hottest

Ambrosia Linda Ronstadt Andy & Olivia James Last Band
Blondie Pink Floyd Christopher Cross

MIDWEST

PARALLEL ONE

KBEO/Kansas City, MO
Bob Lawrence
BROTHERS JOHNSON
BOZ SCAGGS
PRETENDERS
PINK FLOYD 1-1
BOB SEGER 4 2
WILLIE NELSON 6 4
AIR SUPPLY 16-9
BILLY JOEL 15-10
WDWB/Minneapolis, MN
Pam Abramsch
AMBROSIA
CRETOMES
KNACK
HOTTEST: CHRIS CROSS 2-1
BLONDIE 5-2
AIR SUPPLY 4 3
DR. HOOR 10-6
GARY NUMAN 11-7
KSLQ/St. Louis, MO
Phil Ivona
AMBROSIA
GARY NUMAN
STEVE WALSH (dp)
HOTTEST: BLONDIE 1 1
BILLY JOEL 8-5
LINDA RONSTADT 23 10
OFF BROADWAY 24-15
BROTHERS JOHNSON 30-22
Q102/Cincinnati, OH
Pat O'Brien
BILLY & SYREETA
LINDA RONSTADT
HOTTEST: CHRIS CROSS 4-1
BLONDIE 10 4
AIR SUPPLY 12-9
BILLY JOEL 14 10
MICHAEL JACKSON 17-12
WGCL/Cleveland, OH
Bob Travis
J. GEILS BAND
JAMES LAST BAND
KNACK
SHOOTING STAR
MAC DAVIS
HOTTEST: PINK FLOYD 1-1
CHRIS CROSS 10-3
MICHAEL JACKSON 14-7
EAGLES 13 8
PRETENDERS 25-18
WOLV/Milwaukee, WI
Jim Brown
M. HANCHEDER
FELIX CAVALIERE
AMBROSIA
PIREFALL
HOTTEST: PINK FLOYD 1-1
SHALAMAR 4 2
CHRIS CROSS 5 3
AIR SUPPLY 12-9
BLONDIE 17-8
WZLW/Milwaukee, WI
Be Shannon
RAY, GOODMAN & B
HOTTEST: BILLY & SYREETA 1-1
DAVID GATES 10-6
CHRIS CROSS 14-10
PAUL DAVIS 15-11
BOB SEGER 18-12
KJML/St. Louis, MO
Bob Hoffman
HOTTEST: JOURNEY 1-1
NATE 7 2
TRIUMPH 14-9
RUSH 15-10
MARC TANNER BAND 18 13
WHS/Kansas City, MO
Doc Brown
HOTTEST: CHRIS CROSS 4 1
BLONDIE 5 2
BILLY & SYREETA 11 3
BILLY JOEL 12-5
JIMMY RUFFIN 16-12
KSPS-FM/Minneapolis, MN
Chuck Knapp
ENACV
AMBROSIA
DAN FOGELBERG
M. HANCHEDER
UTOPIA
HOTTEST: AIR SUPPLY 2-1
CHRIS CROSS 5 3
BILLY & SYREETA 13-5
CHARLIE DORE 17 10
PAUL DAVIS 19 11
K95W/Chicago, IL
Steve Casey
AIR SUPPLY
JOURNEY
HOTTEST: BLONDIE 2-1
RUPERT HOLMES 13-8
BOB SEGER 18-10
CHRIS CROSS 24-12
OFF BROADWAY 27-20
WOLV/Milwaukee, WI
Be Shannon
RAY, GOODMAN & B
HOTTEST: BILLY & SYREETA 1-1
DAVID GATES 10-6
CHRIS CROSS 14-10
PAUL DAVIS 15-11
BOB SEGER 18-12
KJML/St. Louis, MO
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WHS/Kansas City, MO
Doc Brown
HOTTEST: CHRIS CROSS 4 1
BLONDIE 5 2
BILLY & SYREETA 11 3
BILLY JOEL 12-5
JIMMY RUFFIN 16-12
KSPS-FM/Minneapolis, MN
Chuck Knapp
ENACV
AMBROSIA
DAN FOGELBERG
M. HANCHEDER
UTOPIA
HOTTEST: AIR SUPPLY 2-1
CHRIS CROSS 5 3
BILLY & SYREETA 13-5
CHARLIE DORE 17 10
PAUL DAVIS 19 11

PARALLEL TWO

92U/Columbus, OH
Buddy Scott
PAUL DAVIS
J. GEILS BAND (dp)
HOTTEST: PINK FLOYD 1-1
BLONDIE 4 2
AIR SUPPLY 9-5
HEART 13-7
MICHAEL JACKSON 19-8
KJVA/Denver, CO
A.W. Ponfola
CHARLIE DORE
JOURNEY
CLIFF RICHARD
HOTTEST: PINK FLOYD 1-1
BLONDIE 8 2
BOB SEGER 13-9
SHALAMAR 16-12
RAY, GOODMAN & B 21-15
KOFM/Oklahoma City, OK
Chuck Morgan
AMBROSIA
LINDA RONSTADT
KORONA
ROBBIE DUPREE
HOTTEST: PINK FLOYD 1-1
TOMMY JAMES 7 4
AIR SUPPLY 9-5
J. GEILS BAND 14-8
EAGLES 15 9
KRAV/Tulsa, OK
Gary Reynolds
PEACHES & HERB
BERNADETTE PETERS
WHISPERS (dp)
HOTTEST: BOB SEGER 1-1
EAGLES 13-6
BILLY & SYREETA 14-7
AIR SUPPLY 15-10
ROGERS & CARNES 20-12
KZ93/Peoria, IL
Kam Edwards
BOB SEGER
PAT BENATAR
PAT TRAVERS BAND
TOM PETTY
HOTTEST: BLONDIE 4 1
AIR SUPPLY 5 2
BILLY & SYREETA 6-3
CHARLIE DORE 11-7
MICHAEL JACKSON 15-12
WGRD/Grand Rapids, MI
Ray Baker
BILLY JOEL
HOTTEST: PINK FLOYD 1-1
BLONDIE 5 3
CHRIS CROSS 9 7
ROOL & THE GANG 11-8
JOURNEY 19-13
WMEF/Fort Wayne, IN
John Curry
JOURNEY
AMBROSIA
LINDA RONSTADT
ANDY & OLIVIA
HOTTEST: BOB SEGER 1-1
CHRIS CROSS 5 2
EAGLES 9 4
BLONDIE 10 5
AIR SUPPLY 12-9
WNAW/Indianapolis, IN
Diane Shannon
ROGERS & CARNES
BETTE MIDLER
CLASH
LINDA RONSTADT
HOTTEST: CHRIS CROSS 3 1
BOB SEGER 4 2
AIR SUPPLY 9-5
BILLY JOEL 14 8
PAUL DAVIS 16 11
WNCI/Columbus, OH
Steve Edwards
ROGERS & CARNES
PRETENDERS
FLEETWOOD MAC
JIMMY RUFFIN
GARY NUMAN
HOTTEST: PINK FLOYD 1-1
BLONDIE 6 3
AIR SUPPLY 15-7
EAGLES 12-8
BILLY & SYREETA 10-11
WOHO/Toledo, OH
Beau Elliot
BETTE MIDLER
BARRY MANILOW
HOTTEST: MICHAEL JACKSON 1-1
BILLY & SYREETA 3 2
TOMMY JAMES 5 3
ROOL & THE GANG 9-4
CHARLIE DORE 14 10
WOM/Omaha, NE
Erik Foss
DAN FOGELBERG
ANDY & OLIVIA
AMBROSIA
DOLLY PARTON
HOTTEST: BOB SEGER 2 1
AIR SUPPLY 8-3
EAGLES 7 4
BILLY & SYREETA 11-5
BILLY JOEL 14 9
WVO/East Lansing, MI
Jim Bi John
BOZ SCAGGS
BRODER JOHNSON
KNACK
J. GEILS BAND
CLASH
HOTTEST: BOB SEGER 2 1
BLONDIE 5 2
BILLY JOEL 23 15
PRETENDERS 17 27
ROGERS & CARNES 40 32

KSTT/Davenport, IA

Mike Kennedy
WHISPERS
AMBROSIA
CLIFF RICHARD
KENNY LOGGINS
FELIX CAVALIERE
HOTTEST: PINK FLOYD 1-1
ROOL & THE GANG 5-3
BLONDIE 10 4
CHRIS CROSS 9 5
RAY, GOODMAN & B 7 6
WISM/Madison, WI
Jonathan Little
WGBF/Evanston, IN
Gene Michaels
AMBROSIA
TOURISTS
HOTTEST: BLONDIE 1 1
BILLY JOEL 10-8
DR. HOOR 12-10
BILLY & SYREETA 17-12
JOURNEY 20-13
WNAW/Neenah, WI
Jay Tyler
AMBROSIA
KNACK (dp)
AMBROSIA
FELIX CAVALIERE
BERNADETTE PETERS (dp)
BRUCE COCKBURN
HOTTEST: CHRIS CROSS 2-1
BOB SEGER 4 2
BLONDIE 9 3
FLEETWOOD MAC 18-8
DR. HOOR 15-9
WRRK/Racine, WI
Terry Green
HAZARETH
MICHAEL JACKSON
J. GEILS BAND
AMBROSIA
LINDA RONSTADT
HOTTEST: PINK FLOYD 1-1
BLONDIE 10-2
BILLY & SYREETA 11-6
CHRIS CROSS 15-7
CHARLIE DORE 22 15
WROK/Rockford, IL
Tom Hunter
AMBROSIA
HOTTEST: BLONDIE 1
BILLY JOEL 12-5
CHARLIE DORE 19-7
RAY, GOODMAN & B 13-8
DR. HOOR 14-9
WSPY/Stevens Point, WI
Pat Martin
ROBBIE CALDWELL
ROBBIE DUPREE
AMBROSIA
HOTTEST: MAC DAVIS 1 1
BILLY JOEL 16-9
BILLY & SYREETA 20-14
PRETENDERS 22 16
BERNADETTE PETERS 27-21
WTRU/Muskegon, MI
Bill Andrews
CHARLIE DORE
JIMMY RUFFIN
PAUL DAVIS
JOURNEY
HOTTEST: PINK FLOYD 1-1
BLONDIE 3-2
LINDA RONSTADT 7 4
BOB SEGER 11-6
BILLY JOEL 15-9
WRRB/South Bend, IN
Joe Lightner
AMBROSIA
LINDA RONSTADT
HAZARETH
RED RIDER (dp)
HOTTEST: BLONDIE 2-1
CHRIS CROSS 8 3
EAGLES 15 8
BILLY & SYREETA 15-9
AIR SUPPLY 20-13
KDDV/Topeka, KN
Todd Hoffman
LINDA RONSTADT
AMBROSIA
BROTHERS JOHNSON
HOTTEST: BLONDIE 1 1
CHRIS CROSS 4 2
BILLY JOEL 9 3
AIR SUPPLY 10-7
MICHAEL JACKSON 13-9
KQWB-FM/Fargo, ND
Bill Richards
AMBROSIA
PIREFALL
LINDA RONSTADT
STYK
MARSHALL TUCKER
HOTTEST: BLONDIE 1 1
BETTE MIDLER 5 3
EAGLES 14 8
BILLY JOEL D-11
GARY NUMAN 28-23
KJLS/Rapid City, SD
Kyr Sharkey
PIREFALL
HOTTEST: ANDY & OLIVIA
MARSHALL TUCKER
CLASH
HOTTEST: PINK FLOYD 2-1
BOB SEGER 5 3
BLONDIE 11-7
HEART 11-8
PAUL DAVIS 16-12
KJLL/Grand Forks, ND
Jack Lundy
PIREFALL
HOTTEST: PINK FLOYD 1-1
BOB SEGER 5 4
KENNY LOGGINS 13 8
BILLY JOEL 23-11
BETTE MIDLER 25 20

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannon
BETTE MIDLER
HOTTEST: PINK FLOYD 1-1
SPINNERS 5 2
GARY NUMAN 7 4
CHARLIE DORE 9 5
BRUCE COCKBURN 19 13
KJLS/Rapid City, SD
Kyr Sharkey
PIREFALL
HOTTEST: ANDY & OLIVIA
MARSHALL TUCKER
CLASH
HOTTEST: PINK FLOYD 2-1
BOB SEGER 5 3
BLONDIE 11-7
HEART 11-8
PAUL DAVIS 16-12
KJLL/Grand Forks, ND
Jack Lundy
PIREFALL
HOTTEST: PINK FLOYD 1-1
BOB SEGER 5 4
KENNY LOGGINS 13 8
BILLY JOEL 23-11
BETTE MIDLER 25 20

WEAQ/Eau Claire, WI

Rock Roberts
BLONDIE
AMBROSIA
ANDY & OLIVIA
BETTE MIDLER
BOZ SCAGGS
CLASH
HOTTEST: TOMMY JAMES 2-1
EAGLES 8 2
AIR SUPPLY 13 4
DAVID GATES 14-7
CHRIS CROSS 16-9
WGBF/Evanston, IN
Gene Michaels
AMBROSIA
TOURISTS
HOTTEST: BLONDIE 1 1
BILLY JOEL 10-8
DR. HOOR 12-10
BILLY & SYREETA 17-12
FLEETWOOD MAC D 15
WNAW/Neenah, WI
Jay Tyler
AMBROSIA
KNACK (dp)
AMBROSIA
FELIX CAVALIERE
BERNADETTE PETERS (dp)
BRUCE COCKBURN
HOTTEST: CHRIS CROSS 2-1
BOB SEGER 4 2
BLONDIE 9 3
FLEETWOOD MAC 18-8
DR. HOOR 15-9
WRRK/Racine, WI
Terry Green
HAZARETH
MICHAEL JACKSON
J. GEILS BAND
AMBROSIA
LINDA RONSTADT
HOTTEST: PINK FLOYD 1-1
BLONDIE 10-2
BILLY & SYREETA 11-6
CHRIS CROSS 15-7
CHARLIE DORE 22 15
WROK/Rockford, IL
Tom Hunter
AMBROSIA
HOTTEST: BLONDIE 1
BILLY JOEL 12-5
CHARLIE DORE 19-7
RAY, GOODMAN & B 13-8
DR. HOOR 14-9
WSPY/Stevens Point, WI
Pat Martin
ROBBIE CALDWELL
ROBBIE DUPREE
AMBROSIA
HOTTEST: MAC DAVIS 1 1
BILLY JOEL 16-9
BILLY & SYREETA 20-14
PRETENDERS 22 16
BERNADETTE PETERS 27-21
WTRU/Muskegon, MI
Bill Andrews
CHARLIE DORE
JIMMY RUFFIN
PAUL DAVIS
JOURNEY
HOTTEST: PINK FLOYD 1-1
BLONDIE 3-2
LINDA RONSTADT 7 4
BOB SEGER 11-6
BILLY JOEL 15-9
WRRB/South Bend, IN
Joe Lightner
AMBROSIA
LINDA RONSTADT
HAZARETH
RED RIDER (dp)
HOTTEST: BLONDIE 2-1
CHRIS CROSS 8 3
EAGLES 15 8
BILLY & SYREETA 15-9
AIR SUPPLY 20-13
KDDV/Topeka, KN
Todd Hoffman
LINDA RONSTADT
AMBROSIA
BROTHERS JOHNSON
HOTTEST: BLONDIE 1 1
CHRIS CROSS 4 2
BILLY JOEL 9 3
AIR SUPPLY 10-7
MICHAEL JACKSON 13-9
KQWB-FM/Fargo, ND
Bill Richards
AMBROSIA
PIREFALL
LINDA RONSTADT
STYK
MARSHALL TUCKER
HOTTEST: BLONDIE 1 1
BETTE MIDLER 5 3
EAGLES 14 8
BILLY JOEL D-11
GARY NUMAN 28-23
KJLS/Rapid City, SD
Kyr Sharkey
PIREFALL
HOTTEST: ANDY & OLIVIA
MARSHALL TUCKER
CLASH
HOTTEST: PINK FLOYD 2-1
BOB SEGER 5 3
BLONDIE 11-7
HEART 11-8
PAUL DAVIS 16-12
KJLL/Grand Forks, ND
Jack Lundy
PIREFALL
HOTTEST: PINK FLOYD 1-1
BOB SEGER 5 4
KENNY LOGGINS 13 8
BILLY JOEL 23-11
BETTE MIDLER 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCartney
GARY NUMAN
LINDA RONSTADT
LIPPS, INC.
KORONA
HOTTEST: BLONDIE 1-1
EAGLES 7-4
CHRIS CROSS 9 4
BOB SEGER 10-7
PRETENDERS 20 15
KEARTH/Los Angeles, CA
Bob Hoffman
M. HANCHEDER
FELIX CAVALIERE
BARRY MANILOW
HOTTEST: PINK FLOYD 2-1
RAY, GOODMAN & B 4-3
LIPPS, INC. 10 4
BILLY & SYREETA 7 5
PRETENDERS 24 19
KRL/Los Angeles, CA
Roger Collins
LIPPS, INC.
UTOPIA
HOTTEST: PINK FLOYD 1 1
BLONDIE 5 2
CHRIS CROSS 11-7
AIR SUPPLY 14 10
ROGERS & CARNES 22-17
KFRK/San Francisco, CA
Garland/Sholin
LIPPS, INC.
PEACHES & HERB
HOTTEST: PINK FLOYD 1-1
CHRIS CROSS 16 10
BILLY JOEL 18-15
BROTHERS JOHNSON 21-17
GARY NUMAN 26-20
KJMN/Denver, CO
Doug Erikson
LINDA RONSTADT
ANDY & OLIVIA
HAZARETH
RED RIDER
HOTTEST: CHRIS CROSS 2-1
BOB SEGER 3-2
DR. HOOR 12-9
CHARLIE DORE 13-10
JOURNEY 16-11
KJR/Seattle, WA
Mitchell/Huhter
DAN FOGELBERG
RED RIDER
HOTTEST: BLONDIE 4 1
UTOPIA 15 12
PAUL DAVIS 17 13
FLEETWOOD MAC 19 14
DR. HOOR 20-15
KOPA/Phoenix, AZ
John Volpe
FELIX CAVALIERE
GARY NUMAN
ANDY & OLIVIA
HOTTEST: PINK FLOYD 1 1
CHRIS CROSS 6 5
JOURNEY 18-8
BLONDIE 14 9
DAN FOGELBERG 19-13
KUPD/Phoenix, AZ
John Sebastian
LINDA RONSTADT
BLUE SHOER
HOTTEST: BABY 1-1
38 SPECIAL 7-3
STEVE WALSH 17-7
CLASH 24 17
HEART 25 18
KRLA/Los Angeles, CA
Rick Stancato
BROTHERS JOHNSON
AMBROSIA
HOTTEST: LIPPS, INC. 18 1
B-52'S 7 2
EAGLES 6 4
DR. HOOR 11-10
MANHATTAN TRANSFER 17 13
KHJ/Los Angeles, CA
Chuck Martin
B-52'S
AMBROSIA
MANHATTAN TRANSFER
HOTTEST: BLONDIE 1 1
PEACHES & HERB 3 2
PINK FLOYD 6-3
EAGLES 11-6
LIPPS, INC. 14 9
KOPX/Salt Lake City, UT
Gary Waldron
HAZARETH
J. GEILS BAND
DAN FOGELBERG
PETER MCAN
JOHN COUGAR
STEVE FORBERT
ARB
MOTORS
HOTTEST: PINK FLOYD 4 1
AIR SUPPLY 17-9
ROGERS & CARNES 27 17
JIMMY RUFFIN 25 17
AMBROSIA D-19
KOPX/Salt Lake City, UT
Gary Waldron
HAZARETH
J. GEILS BAND
DAN FOGELBERG
PETER MCAN
JOHN COUGAR
STEVE FORBERT
ARB
MOTORS
HOTTEST: PINK FLOYD 4 1
AIR SUPPLY 17-9
ROGERS & CARNES 27 17
JIMMY RUFFIN 25 17
AMBROSIA D-19

PARALLEL TWO

KOPX/Salt Lake City, UT
Gary Waldron
HAZARETH
J. GEILS BAND
DAN FOGELBERG
PETER MCAN
JOHN COUGAR
STEVE FORBERT
ARB
MOTORS
HOTTEST: PINK FLOYD 4 1
AIR SUPPLY 17-9
ROGERS & CARNES 27 17
JIMMY RUFFIN 25 17
AMBROSIA D-19

KENO/Las Vegas, NV

Bill Alexander
ANDY & OLIVIA
ROGERS & CARNES
DAN FOGELBERG
BOZ SCAGGS
BROTHERS JOHNSON
HOTTEST: EAGLES 2-1
BILLY JOEL 19-13
KENNY LOGGINS 25-19
FLEETWOOD MAC 24-19
JIMMY RUFFIN 27-20
KERN/Bakersfield, CA
Pete Shannon
BOZ SCAGGS
BROTHERS JOHNSON
AMBROSIA
HOTTEST: PINK FLOYD 1-1
HEART 5 3
BLONDIE 7 4
BOB SEGER 8 5
AIR SUPPLY 10-7
KFXM/San Bernardino, CA
Craig Powers
LINDA RONSTADT
PAUL DAVIS
M. HANCHEDER
JIMMY RUFFETT
BAR-KAYS
BERNADETTE PETERS
LIPPS, INC.
PRETENDERS
FELIX CAVALIERE
GARY NUMAN
PETER MCAN
STEVE FORBERT
HOTTEST: SPINNERS 1 1
RAY, GOODMAN & B 8-5
BLONDIE 14-11
BILLY & SYREETA 23 16
JIMMY RUFFIN 27-20
KGOY/Pomona, OR
Richard Marker
FLEETWOOD MAC
DAN FOGELBERG
CHARLIE DORE
ROBBIE DUPREE
BRUCE COCKBURN
HOTTEST: PINK FLOYD 1 1
EAGLES 4 3
BOB SEGER 18 9
BLONDIE 21-11
BILLY & SYREETA 25-17
KJRB/Spokane, WA
Brian Gregory
PIREFALL
DAN FOGELBERG
BOB SEGER (dp)
ROBBIE DUPREE (dp)
HOTTEST: PINK FLOYD 1-1
AIR SUPPLY 7 4
BILLY JOEL 19-10
MICHAEL JACKSON 18-11
BRUCE COCKBURN 24-19
KJMC/San Diego, CA
Cris Collins
PEACHES & HERB
JIMMY RUFFIN
BOZ SCAGGS
WHISPERS
HOTTEST: CHRIS CROSS 1-1
BLONDIE 9 4
BILLY JOEL 15-10
LINDA RONSTADT 18-12
PEACHES & HERB A-14
KROY/Sacramento, CA
Rick Shannon
LINDA RONSTADT
KNACK
AMBROSIA
HOTTEST: PINK FLOYD 1-1
BLONDIE 2-2
BOB SEGER 9-4
DR. HOOR 14-9
MICHAEL JACKSON 15-10
KROK/Tucson, AZ
Dan McCoy
FELIX CAVALIERE
WARREN ZEVON
JAMES LAST BAND
HOTTEST: BLONDIE 1 1
ZZ TOP 6 4
BILLY JOEL 8-6
DAN FOGELBERG 12-8
JOURNEY 14 9
KRSP/Salt Lake City, UT
Lorraine Winnegar
JAMES LAST BAND
HOTTEST: BLONDIE 2 1
JOURNEY 5-3
FLEETWOOD MAC 7-5
LINDA RONSTADT 20-14
KENNY LOGGINS 24-18
KRUJ/Phoenix, AZ
Bobby Rivers
ANDY & OLIVIA
JAMES LAST BAND
PAT BENATAR
PETER MCAN
HAZARETH
KNACK
HOTTEST: PINK FLOYD 1-1
EAGLES 3 2
LINDA RONSTADT 23 14
ROGERS & CARNES 31 22
BLONDIE 35-25
KROK/Phoenix, AZ
Sean Carter
ROBBIE DUPREE
PAT BENATAR
LINDA RONSTADT
AMBROSIA
HOTTEST: PINK FLOYD 1 1
BLONDIE 8 2
ROOL & THE GANG 7 1
RAY, GOODMAN & B 14-10
HOR SEGER 19 15
KROK/Bozeman, MT
Dennis Nichols
LINDA RONSTADT
BETTE MIDLER
NEIL DIAMOND
DIONNE WARWICK
JIMMY RUFFETT
HOTTEST: RUPERT HOLMES 1-1
EAGLES 8 5
RAY, GOODMAN & B 20 14
BRUCE COCKBURN 25 20
JIMMY RUFFIN 27-21

PARALLEL THREE

KROK/Bozeman, MT
Dennis Nichols
LINDA RONSTADT
BETTE MIDLER
NEIL DIAMOND
DIONNE WARWICK
JIMMY RUFFETT
HOTTEST: RUPERT HOLMES 1-1
EAGLES 8 5
RAY, GOODMAN & B 20 14
BRUCE COCKBURN 25 20
JIMMY RUFFIN 27-21

KTKT/Tucson, AZ

Ed Alexander
PAUL DAVIS
JAMES LAST BAND
HOTTEST: BLONDIE 3 1
AIR SUPPLY 4-3
BOB SEGER 9 5
BILLY JOEL 16-9
PRETENDERS 20-14
Y94/Fresno, CA
Roy Appleton
CLASH
BROTHERS JOHNSON
AMBROSIA
ROGERS & CARNES
HOTTEST: PINK FLOYD 1-1
AIR SUPPLY 10-4
CHARLIE DORE 13-7
GARY NUMAN 15-10
DR. HOOR 17-11
KLUC/Las Vegas, NV
Dave Anthony
PAUL DAVIS
BRUCE COCKBURN
PIREFALL
HOTTEST: DAN FOGELBERG 7-1
BILLY JOEL 14-4
STYX 16 9
UTOPIA 17 13
DR. HOOR 26-21
KMJK/Portland, OR
John Shomby
DAN FOGELBERG
FELIX CAVALIERE
LINDA RONSTADT
WHISPERS
HOTTEST: CHRIS CROSS 2 1
AIR SUPPLY 10 6
SHALAMAR 21 12
CHARLIE DORE 19-14
CLIFF RICHARD 22-15
KGOY/Fresno, CA
Jim Sumpter
BARRY MANILOW
RANDY NEWMAN
AMBROSIA
GARY NUMAN
HOTTEST: CHRIS CROSS 1 1
MICHAEL JACKSON 10 2
PRETENDERS 13-8
JOURNEY 17 12
JERMAINE JACKSON 21-11
KYNO-FM/Fresno, CA
John Lee Walker
BILLY JOEL
JAMES LAST BAND
CLASH
ANDY & OLIVIA
JERMAINE JACKSON
CLIFF RICHARD
BAR-KAYS
RCA
AMBROSIA
HOTTEST: PINK FLOYD 1-1
SHALAMAR 10 4
WHISPERS 11 7
MICHAEL JACKSON 23-13
CHRIS CROSS 24 16
KZZU/Albuquerque, NM
Chris Carey
BILLY & SYREETA
PAUL DAVIS
JOURNEY
AMBROSIA
HOTTEST: CHRIS CROSS 1-1
AIR SUPPLY 9-4
RAY, GOODMAN & B 7 6
BILLY JOEL 10-8
FLEETWOOD MAC 16-11
FM102/Sacramento, CA
Billy Manders
AMBROSIA
PRETENDERS
GARY NUMAN
HOTTEST: PINK FLOYD 1 1
BLONDIE 6 3
DR. HOOR 14 8
WHISPERS 21 10

PARALLEL THREE

KROK/Bozeman, MT
Dennis Nichols
LINDA RONSTADT
BETTE MIDLER
NEIL DIAMOND
DIONNE WARWICK
JIMMY RUFFETT
HOTTEST: RUPERT HOLMES 1-1
EAGLES 8 5
RAY, GOODMAN & B 20 14
BRUCE COCKBURN 25 20
JIMMY RUFFIN 27-21

KCBN/Reno, NV

Palmer Stewart
AMBROSIA
BROTHERS JOHNSON
DAN FOGELBERG
ANDY & OLIVIA
HUMBLE PIE
RACHEL SWEET
HOTTEST: PINK FLOYD 1-1
BLONDIE 6 3
AIR SUPPLY 10 6
DR. HOOR 13-8
BILLY JOEL 20-9
KDZA/Pueblo, CO
Rp Avino
BROTHERS JOHNSON
BETTE MIDLER
BRUCE COCKBURN
PAT BENATAR
WAR
HOTTEST: CHRIS CROSS 2-1
BLONDIE 9-6
DR. HOOR 13-9
BILLY JOEL 18 10
FLEETWOOD MAC 19-14
KOOK/Billings, MT
Michael May
KNACK
ANDY & OLIVIA
JOURNEY
BOZ SCAGGS
LINDA RONSTADT
HOTTEST: BLONDIE 2-1
AIR SUPPLY 6-3
BILLY JOEL 19-10
BILLY & SYREETA 20 14
PHOTOLOG 27-17
KODI/Grand Forks, MT
Barry Cooper
JAMES LAST BAND
DAVID SANBORN
MANHATTAN TRANSFER
RED RIDER
HAZARETH
LINDA RONSTADT
HOTTEST: PINK FLOYD 1-1
BILLY & SYREETA 5-3
CHRIS CROSS 7 4
KARL BONOFF 13 9
CHARLIE DORE 19 14
KRLC/Lewiston, ID
Steven Alan MacKelvie
PAT BENATAR
LINDA RONSTADT
STEVE FORBERT
JAMES LAST BAND
HOTTEST: PINK FLOYD 1-1
GARY NUMAN 6-2
PRETENDERS 10 6
CHRIS CROSS 12 8
JOURNEY 15-10
KSLY/San Luis Obispo, CA
Brad Ranger
ROGERS & CARNES
BOZ SCAGGS
PAUL DAVIS
HOTTEST: PINK FLOYD 1-1
BLONDIE 12 2
CHRIS CROSS 10 4
SHALAMAR 11-7
CHARLIE DORE 20 16
KENV/Anchorage, AK
Ken Byus
AMBROSIA
JOHN COUGAR
HOTTEST: STEVE FORBERT
BOZ SCAGGS
DIONNE WARWICK
HOTTEST: PINK FLOYD 1 1
CLIFF RICHARD 8 3
CHARLIE DORE 9 4
EAGLES 12-5
J. GEILS BAND 16 9

PARALLEL THREE

KROK/Bozeman, MT
Dennis Nichols
LINDA RONSTADT
BETTE MIDLER
NEIL DIAMOND
DIONNE WARWICK
JIMMY RUFFETT
HOTTEST: RUPERT HOLMES 1-1
EAGLES 8 5
RAY, GOODMAN & B 20 14
BRUCE COCKBURN 25 20
JIMMY RUFFIN 27-21

EAST Most Added Hottest

Ambrosia Linda Ronstadt Bernadette Peters Blondie Pink Floyd Billy Joel

ADDS & HOTS

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

SOUTH Most Added Hottest

Linda Ronstadt Fretfall Bette Midler Blondie Bob Seger Billy Joel

EAST

PARALLEL ONE

DBNL/Pittsburgh, PA Joy Stone BLONDIE AMBROSIA RAY GOODMAN & B KORONA Hotteat BOB SEGER 12-7 HOGEB & CARNES 28-15

JBIOS/Providence, RI Todd Chase AMBROSIA FELIX CAVALIERE POOLS HERNADETTE PETERS Hotteat PINK FLOYD 1-1 MICHAEL JACKSON 5-2 BOB SEGER 6-4 BILLY JOEL 16-12 DR. HOOK 31-20

WABC/New York, NY Sonja Jones BROTHERS JOHNSON AIR SUPPLY DR. HOOK Hotteat PINK FLOYD 1-1 BLONDIE 2-2 SPINNERS 3-3 PEACHES & HERB 12-6 CHRIS CROSS 10-14

WCAD/Baltimore, MD Ron Riley JAMES LAST BAND DAN FOGELBERG BRUCE COCKBURN FELIX CAVALIERE CLIFF RICHARD Hotteat PINK FLOYD 1-1 BLONDIE 3-2 CHRIS CROSS 4-3 FLEETWOOD MAC 18-14 ROGERS & CARNES 29-17

WFIP/Philadelphia, PA Gerry DeFrancisco BARRY MANILOW AMBROSIA FELIX CAVALIERE CLIFF RICHARD NEIL SEDARA Hotteat BLONDIE 2-1 RAY GOODMAN & B 4-2 EAGLES 7-4 AIR SUPPLY 11-7 DR. HOOK 15-12

WFIP/Philadelphia, PA Liz Kiley AIR SUPPLY FELIX CAVALIERE STEVE FORBERT RED RIDER SHOOTING STAR TRIUMPH Hotteat GARY NUMAN 3-1 BILLY JOEL 11-3 CLASH 20-10 KENNY LOGGINS 25-14 CHARLIE DORE 22-16

WKWB/Buffalo, NY Jon Summers LINDA RONSTADT ANNE MURRAY PAUL DAVIS AMBROSIA Hotteat PINK FLOYD 1-1 WHISPERS 10-13 JIMMY RUFFIN 22-17 DAN FOGELBERG 24-18 BETTE MIDLER 26-20

WFPE/Pittsburgh, PA Mark Fritzges SHOOTING STAR DAN FOGELBERG BRUCE COCKBURN Hotteat PINK FLOYD 1-1 BLONDIE 10-4 BILLY JOEL 14-10 STYX 17-14 MICHAEL JACKSON 23-15

WPGC/Washington, DC Jim Eblan LIPPS, INC. GARY NUMAN Hotteat BLONDIE 1-1 CHRIS CROSS 14-7 AIR SUPPLY 18-9 BROTHERS JOHNSON 23-14 MAC DAVIS 25-18

WRKO/Boston, MA Harry Nelson NEIL SEDARA LIPPS, INC. Hotteat RAY GOODMAN & B 1-1 BOB SEGER 5-2 POOLS 12-9 FLEETWOOD MAC 17-13 BILLY JOEL 19-14

FLOS/Boston, MA Tom Connolly ROGERS & CARNES ANDY & OLIVIA Hotteat PINK FLOYD 1-1 BOB SEGER 5-2 BLONDIE 6-3 PRETENDERS 25-19 POOLS D-20

WXLN/New York, NY Dan Kelly FLEETWOOD MAC Hotteat BLONDIE 1-1 PEACHES & HERB 6-2 BILLY & SYREETA 5-3 FESTIVAL 13-9 LIPPS, INC. 20-10

PRO-RI/Providence, RI Giovanni

AMBROSIA BOZ SCAGGS BERNADETTE PETERS CLASH JERMAINE JACKSON Hotteat MICHAEL JACKSON 7-1 BLONDIE 10-4 AIR SUPPLY 9-5 BOB SEGER 12-7 HOGEB & CARNES 28-15

JBIOS/Providence, RI Todd Chase AMBROSIA FELIX CAVALIERE POOLS HERNADETTE PETERS Hotteat PINK FLOYD 1-1 MICHAEL JACKSON 5-2 BOB SEGER 6-4 BILLY JOEL 16-12 DR. HOOK 31-20

WABC/New York, NY Sonja Jones BROTHERS JOHNSON AIR SUPPLY DR. HOOK Hotteat PINK FLOYD 1-1 BLONDIE 2-2 SPINNERS 3-3 PEACHES & HERB 12-6 CHRIS CROSS 10-14

WCAD/Baltimore, MD Ron Riley JAMES LAST BAND DAN FOGELBERG BRUCE COCKBURN FELIX CAVALIERE CLIFF RICHARD NEIL SEDARA Hotteat BLONDIE 2-1 RAY GOODMAN & B 4-2 EAGLES 7-4 AIR SUPPLY 11-7 DR. HOOK 15-12

WFIP/Philadelphia, PA Gerry DeFrancisco BARRY MANILOW AMBROSIA FELIX CAVALIERE CLIFF RICHARD NEIL SEDARA Hotteat BLONDIE 2-1 RAY GOODMAN & B 4-2 EAGLES 7-4 AIR SUPPLY 11-7 DR. HOOK 15-12

WFIP/Philadelphia, PA Liz Kiley AIR SUPPLY FELIX CAVALIERE STEVE FORBERT RED RIDER SHOOTING STAR TRIUMPH Hotteat GARY NUMAN 3-1 BILLY JOEL 11-3 CLASH 20-10 KENNY LOGGINS 25-14 CHARLIE DORE 22-16

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FLOS/Boston, MA Tom Connolly ROGERS & CARNES ANDY & OLIVIA Hotteat PINK FLOYD 1-1 BOB SEGER 5-2 BLONDIE 6-3 PRETENDERS 25-19 POOLS D-20

WXLN/New York, NY Dan Kelly FLEETWOOD MAC Hotteat BLONDIE 1-1 PEACHES & HERB 6-2 BILLY & SYREETA 5-3 FESTIVAL 13-9 LIPPS, INC. 20-10

KDIO/New Haven, CT Curt Hansen

BROTHERS JOHNSON DAN FOGELBERG AMBROSIA BERNADETTE PETERS Hotteat BILLY & SYREETA 1-1 WHISPERS 10-4 DR. HOOK 13-11 ROGERS & CARNES 27-16 PEACHES & HERB 28-19

WFBF/Baltimore, MD Andy Szulinski PRETENDERS LINDA RONSTADT DAN FOGELBERG NEIL SEDARA Hotteat BLONDIE 1-1 BILLY JOEL 9-4 DR. HOOK 13-7 BROTHERS JOHNSON 21-11 ROGERS & CARNES 27-19

WBCN/Charlotte, NC Roger Christian ROGERS & CARNES NEIL SEDARA BETTE MIDLER AMBROSIA JAMES LAST BAND GARY NUMAN Hotteat PINK FLOYD 1-1 CHRIS CROSS 14-4 AIR SUPPLY 21-11 FLEETWOOD MAC 24-16 UTOPIA 23-17

WBLI/Long Island, NY Bill Terry BOZ SCAGGS (dp) LINDA RONSTADT Hotteat PINK FLOYD 1-1 BILLY & SYREETA 9-5 MICHAEL JACKSON 8-6 BILLY JOEL 13-7 EAGLES 14-9

WTCF/Hartford, CT Rick Donahue JOURNEY AMBROSIA BROTHERS JOHNSON JIMMY RUFFIN KENNY LOGGINS NEIL SEDARA Hotteat PINK FLOYD 1-1 BOB SEGER 2-2 BILLY & SYREETA 9-5 BILLY JOEL 13-7 DR. HOOK 23-19

WTRN/Dover, NH Jim Sebastian BARRY MANILOW BERNADETTE PETERS AMBROSIA MANHATTAN TRANSPER Hotteat AIR SUPPLY 4-1 EAGLES 5-3 BOB SEGER 6-4 CHRIS CROSS 9-6 PEACHES & HERB 17-9

WVIR/Washington, DC Alan Burns AMBROSIA PAT BENATAR FIREFALL DOLLY PARTON BERNADETTE PETERS KORONA Hotteat JIMMY RUFFIN 3-1 MICHAEL JACKSON 7-2 CHRIS CROSS 13-7 BILLY JOEL 25-11

WVFM/Rochester, NY Marc Cronin AMBROSIA Hotteat BLONDIE 2-1 BILLY & SYREETA 11-8 FLEETWOOD MAC 20-14 PAUL DAVIS 25-18

WVFL/Albany, NY Bob Mason STEVE FORBERT FIREFALL Hotteat PINK FLOYD 1-1 BOB SEGER 1-1 BILLY JOEL 5-3 JOURNEY 10-8 KENNY LOGGINS 13-10 JIMMY RUFFIN 25-20

WVFB/Syracuse, NY Charle Brown CHARLIE DORE JIMMY RUFFIN PAUL DAVIS BOZ SCAGGS AMBROSIA Hotteat CHRIS CROSS 2-1 BOB SEGER 3-2 BLONDIE 5-3 BILLY JOEL 15-5 DR. HOOK D-6

WVPS/Trenton, NJ Tom Taylor BRUCE COCKBURN ANDY & OLIVIA CLIFF RICHARD Hotteat BLONDIE 1-1 BILLY JOEL 15-5 PRETENDERS 14-6 EAGLES 13-8 GARY NUMAN 16-11

WVWA/Allentown, PA Jeff Frank LINDA RONSTADT AMBROSIA KNACK Hotteat PINK FLOYD 1-1 BILLY JOEL 13-6 FLEETWOOD MAC 16-10 CHARLIE DORE 21-14 JOURNEY 28-19

WVYN/Springfield, MA Ken Capurso LIPPS, INC. AMBROSIA JAMES LAST BAND BERNADETTE PETERS LINDA RONSTADT NEIL SEDARA Hotteat PINK FLOYD 1-1 BLONDIE 2-2 KOOL & THE GANG 3-3 RAY, GOODMAN & B 11-4 EAGLES 12-7

WFRW/Altoona, PA Tony Booth

NOTONS BERNADETTE PETERS TOURISTS M MANCHESTER Hotteat BLONDIE 6-3 RAY GOODMAN & B 9-6 BOB SEGER 4-7 HEART 16-11 DAN FOGELBERG 26-16

WHEB/Portsmouth, NH Rick Beon AMBROSIA DAN FOGELBERG BRUCE COCKBURN BEACH BOYS Hotteat CHRIS CROSS 2-1 BILLY & SYREETA 3-2 DR. HOOK 8-4 CHARLIE DORE 9-4 AIR SUPPLY 10-8

WJBO/Portland, ME Chip Kelly DAN FOGELBERG ANDY & OLIVIA Hotteat EAGLES 1-1 CHRIS CROSS 2-2 MICHAEL JACKSON 5-3 SHALAMAR 11-7 CLIFF RICHARD 14-9

WLBZ/Bangor, ME Michael O'Hara BERNADETTE PETERS DOGS LINDA RONSTADT DAN FOGELBERG RICK PINETTE 60AK Hotteat PINK FLOYD 1-1 BLONDIE 5-2 EAGLES 10-8 MICHAEL JACKSON 19-15 FLEETWOOD MAC 22-18

WTSN/Dover, NH Jim Sebastian BARRY MANILOW BERNADETTE PETERS AMBROSIA MANHATTAN TRANSPER Hotteat AIR SUPPLY 4-1 EAGLES 5-3 BOB SEGER 6-4 CHRIS CROSS 9-6 PEACHES & HERB 17-9

WVIR/Washington, DC Alan Burns AMBROSIA PAT BENATAR FIREFALL DOLLY PARTON BERNADETTE PETERS KORONA Hotteat JIMMY RUFFIN 3-1 MICHAEL JACKSON 7-2 CHRIS CROSS 13-7 BILLY JOEL 25-11

WVFM/Rochester, NY Marc Cronin AMBROSIA Hotteat BLONDIE 2-1 BILLY & SYREETA 11-8 FLEETWOOD MAC 20-14 PAUL DAVIS 25-18

WVFL/Albany, NY Bob Mason STEVE FORBERT FIREFALL Hotteat PINK FLOYD 1-1 BOB SEGER 1-1 BILLY JOEL 5-3 JOURNEY 10-8 KENNY LOGGINS 13-10 JIMMY RUFFIN 25-20

WVFB/Syracuse, NY Charle Brown CHARLIE DORE JIMMY RUFFIN PAUL DAVIS BOZ SCAGGS AMBROSIA Hotteat CHRIS CROSS 2-1 BOB SEGER 3-2 BLONDIE 5-3 BILLY JOEL 15-5 DR. HOOK D-6

WVPS/Trenton, NJ Tom Taylor BRUCE COCKBURN ANDY & OLIVIA CLIFF RICHARD Hotteat BLONDIE 1-1 BILLY JOEL 15-5 PRETENDERS 14-6 EAGLES 13-8 GARY NUMAN 16-11

WVWA/Allentown, PA Jeff Frank LINDA RONSTADT AMBROSIA KNACK Hotteat PINK FLOYD 1-1 BILLY JOEL 13-6 FLEETWOOD MAC 16-10 CHARLIE DORE 21-14 JOURNEY 28-19

WVYN/Springfield, MA Ken Capurso LIPPS, INC. AMBROSIA JAMES LAST BAND BERNADETTE PETERS LINDA RONSTADT NEIL SEDARA Hotteat PINK FLOYD 1-1 BLONDIE 2-2 KOOL & THE GANG 3-3 RAY, GOODMAN & B 11-4 EAGLES 12-7

WVIR/Washington, DC Alan Burns AMBROSIA PAT BENATAR FIREFALL DOLLY PARTON BERNADETTE PETERS KORONA Hotteat JIMMY RUFFIN 3-1 MICHAEL JACKSON 7-2 CHRIS CROSS 13-7 BILLY JOEL 25-11

SOUTH

PARALLEL ONE

KRBE/Houston, TX Dayna Steele LIPPS, INC. BROCK ROBINSON Hotteat PINK FLOYD 1-1 BOB SEGER 15-4 BILLY JOEL 10-5 BROTHERS JOHNSON 13-8 HEART 20-20

Q106/Tampa, FL Pat McKay BILLY & SYREETA J. GEILS BAND BERNADETTE PETERS PAT BENATAR Hotteat PINK FLOYD 1-1 BLONDIE 7-2 CHRIS CROSS 4-3 AIR SUPPLY 8-4 J. GEILS BAND 19-11

Y100/Miami, FL Robert Muzzy JOURNEY LA FLAVOUR PAUL DAVIS ROGERS & CARNES Hotteat PINK FLOYD 1-1 EAGLES 5-3 CHRIS CROSS 6-4 WHISPERS 9-6 BLONDIE 9-6

Z93/Atlanta, GA Dale O'Brien FELIX CAVALIERE JAMES LAST BAND GARY NUMAN Hotteat BLONDIE 1-1 PAUL DAVIS 9-4 BILLY JOEL 10-5 BROTHERS JOHNSON 18-8 JIMMY RUFFIN 19-14

Z97/Fort Worth, TX Gary Mack BILLY JOEL LINDA RONSTADT KENNY LOGGINS CHRIS CROSS Hotteat BLONDIE 3-1 BLONDIE 4-2 LINDA RONSTADT 5-3 BOB SEGER 15-7 JOURNEY 21-9

94Q/Atlanta, GA Jeff McCortney AMBROSIA FIREFALL DOLLY PARTON BERNADETTE PETERS KORONA Hotteat JIMMY RUFFIN 3-1 MICHAEL JACKSON 7-2 CHRIS CROSS 13-7 GARY NUMAN 18-12 BOB SEGER 28-22

WVRE/Annapolis, MD Steve Kingston GARY NUMAN ROBBIE DUPREE Hotteat BLONDIE 2-1 BILLY JOEL 16-10 ANDY & OLIVIA 20-15 BROTHERS JOHNSON 23-17

WVGY/Bath, ME John McKay JOURNEY KNACK BARRY MANILOW RICK PINETTE 60AK Hotteat PINK FLOYD 1-1 CHRIS CROSS 4-2 PRETENDERS 5-3 BOB SEGER 6-4 CLIFF RICHARD 20-12

V100/Charleston, WV Gary Mitchell AMBROSIA LINDA RONSTADT ANDY & OLIVIA JAMES LAST BAND Hotteat PINK FLOYD 1-1 BOB SEGER 9-5 MICHAEL JACKSON 17-9 CHARLIE DORE 23-19 WHISPERS 27-20

13FEA/Manchester, NH Rick Ryder RAY, GOODMAN & B AMBROSIA FELIX CAVALIERE Hotteat PINK FLOYD 1-1 BLONDIE 3-2 BOB SEGER 11-6 MICHAEL JACKSON 14-9 BILLY & SYREETA 17-10

K104/Ena, PA J. GEILS BAND WILLIE NELSON PETER MCAN Hotteat PINK FLOYD 1-1 STYX 14-10 EAGLES 19-14 CHRIS CROSS 20-16

WCRB/Beckley, WV Ron Hill BROTHERS JOHNSON BRUCE COCKBURN JAMES LAST BAND FORNA Hotteat LINDA RONSTADT 1-1 EAGLES 5-3 BOB SEGER 8-4 MICHAEL JACKSON 10-7 CHRIS CROSS 13-9

WAKY/Louisville, KY Mike McGray

LINDA RONSTADT NATI MIDLER DANNY MANILOW FELIX CAVALIERE PHOTOLOGO Hotteat PINK FLOYD 1-1 AIR SUPPLY 11-7 DR. HOOK 14-8 DAN FOGELBERG 21-11

WAVE/Jacksonville, FL Paul Sebastian BERNADETTE PETERS BARRY MANILOW BROTHERS JOHNSON JAMES LAST BAND J. GEILS BAND Hotteat PINK FLOYD 3-1 AIR SUPPLY 5-3 CHRIS CROSS 17-10 PAUL DAVIS 17-10 BILLY JOEL 23-16

WFLX/Lauderdale, FL Richard Byrd CHARLIE DORE FELIX CAVALIERE ANDY & OLIVIA Hotteat BLONDIE 1-1 CHRIS CROSS 14-10 BOB SEGER 17-12 BILLY JOEL 22-18 RAY, GOODMAN & B 23-19

WYVS/Charlotte, NC Roy Rosen KORONA SPYRO GYRA (dp) LIPPS, INC. (dp) Hotteat BLONDIE 1-1 DOTTIE WEST 4-2 MICHAEL JACKSON 9-6 BOB SEGER 13-9 BETTE MIDLER 16-10

WBBO/Augusta, GA Bruce Stevens FIREFALL NEIL SEDARA CLASH LIPPS, INC. FLOYD CRAMER (dp) LOU RAWLS (dp) Hotteat BLONDIE 1-1 GARY NUMAN 15-6 PETER MCAN 16-11 RAYDIO 18-14 WHISPERS 22-16

WFMF/Baton Rouge, LA Randy Rice AMBROSIA FIREFALL Hotteat BLONDIE 1-1 AIR SUPPLY 15-9 BILLY JOEL 18-13 BILLY & SYREETA 21-17 ROGERS & CARNES 25-20

WGH/Norfolk, VA Bob Canada PAT BENATAR LIPPS, INC. MAC DAVIS Hotteat BLONDIE 13-1 BILLY & SYREETA 4-3 PEACHES & HERB 14-8 BOB SEGER 17-11 PHOTOLOGO D-15

WVBO/Memphis, TN Dave Nichols M. MANCHESTER LIPPS, INC. BERNADETTE PETERS BARRY MANILOW Hotteat SPINNERS 1-1 BOB SEGER 9-1 BLONDIE 11-5 BROTHERS JOHNSON 14-9 CHRIS CROSS 15-11

WJDM/Jackson, MS Lee Adams ANNE MURRAY LINDA RONSTADT DOTTIE WEST SMOKEY ROBINSON Hotteat TOTO 1-1 CHARLIE DORE 11-5 BOB SEGER 15-11 BLONDIE 23-12 BILLY JOEL 27-16

WVIX/Raleigh, NC Ron McKay MAC DAVIS ROGERS & CARNES Hotteat PINK FLOYD 1-1 CHRIS CROSS 7-3 BOB SEGER 9-5 DR. HOOK 23-10 AIR SUPPLY 17-13 BROTHERS JOHNSON 21-1

WVLA/Nashville, TN Smokey Rivers DAN FOGELBERG ANDY & OLIVIA BETTE MIDLER BRUCE COCKBURN MAC DAVIS (dp) BARRY MANILOW Hotteat BOB SEGER 4-1 CHRIS CROSS 7-2 MICHAEL JACKSON 6-3 BLONDIE 12-4 DOTTIE WEST 23-15

WRJZ/Knoxville, TN Fred Story BROTHERS JOHNSON Hotteat BLONDIE 2-1 CHRIS CROSS 4-2 RAY, GOODMAN & B 7-5 AIR SUPPLY 11-7 BILLY JOEL 15-10

WVSA/Savannah, GA Brady McGraw

ANDY & OLIVIA SMOKEY ROBINSON MANHATTANS Hotteat BLONDIE 1-1 BROTHERS JOHNSON 9-3 AIR SUPPLY 14-10 BOB SEGER 13-11 CHARLIE DORE 19-13

WVSA/Birmingham, AL John Reed BERNADETTE PETERS BARRY MANILOW BROTHERS JOHNSON JAMES LAST BAND J. GEILS BAND Hotteat PINK FLOYD 3-1 AIR SUPPLY 5-3 CHRIS CROSS 17-10 PAUL DAVIS 17-10 BILLY JOEL 23-16

WVIA/New Orleans, LA Marty Maxwell WHISPERS PAUL DAVIS BOZ SCAGGS ROBBIE DUPREE BRUCE COCKBURN Hotteat PINK FLOYD 1-1 BLONDIE 5-2 BILLY JOEL 14-7 JIMMY RUFFIN 16-10 BROTHERS JOHNSON 20-15

WVCT/Tampa, FL Beau Richards BILLY & SYREETA PRETENDERS BARRY MANILOW BERNADETTE PETERS SHALAMAR 1-1 BLONDIE 6-3 CHRIS CROSS 8-5 RAYDIO 23-19 MICHAEL JACKSON D-27

K104/Nashville, TN Lee Masters PRETENDERS BERNADETTE PETERS LIPPS, INC. ROBBIE DUPREE HAZARETH NEIL SEDARA Hotteat PINK FLOYD 1-1 BLONDIE 2-2 CHRIS CROSS 6-3 JOURNEY 14-9 PEACHES & HERB 23-10

KJOO/Louisville, KY C.C. Matthews JIMMY RUFFIN TOM PETTY JOHN MILES J. GEILS BAND OFF BROADWAY Hotteat BLONDIE 11-1 JOURNEY 9-4 DAKOTA 15-9 MICHAEL JACKSON 14-10 CHRIS CROSS 16-11 BILLY JOEL 17-13

KVLF/Lubbock, TX Jeff King M. MANCHESTER AMBROSIA PRETENDERS Hotteat HEART 5-1 BLONDIE 4-2 BOB SEGER 12-8 JOURNEY 9-4 DAKOTA 15-9 MICHAEL JACKSON 14-10 DR. HOOK 23-16

WVAY/Huntsville, AL Jim Kendrick GARY NUMAN KNACK BETTE MIDLER PAT BENATAR Hotteat BLONDIE 1-1 EAGLES 3-2 KENNY LOGGINS 11-6 WHISPERS 14-9 FLEETWOOD MAC 16-11

WVCG/Columbus, GA Larry O'Day BRUCE COCKBURN PEACHES & HERB TOTO LINDA RONSTADT CHARLIE DORE Hotteat PINK FLOYD 1-1 EAGLES 14-7 BROTHERS JOHNSON 11-8 BOB SEGER 25-16 LIPPS, INC. 24-20

KBFM/McAllen-Brownsville, TX Steve Owens LINDA RONSTADT ROGERS & CARNES FIREFALL BOZ SCAGGS Hotteat MICHAEL JACKSON 2-1 BLONDIE 3-2 AIR SUPPLY 16-12 CHARLIE DORE 17-13 LA FLAVOUR 23-18

96X/Miami, FL Bruce Kelly B-52'S PEACHES & HERB GARY NUMAN (RA) MICHAEL JACKSON CLASH Hotteat PINK FLOYD 1-1 MICHAEL JACKSON 3-2 LINDA RONSTADT 6-4 LA FLAVOUR 12-9 BILLY JOEL 20-11

WVOR/Norfolk, VA Dan Davis PRETENDERS PEACHES & HERB JAMES LAST BAND J. GEILS BAND (dp) LINDA RONSTADT KENNY LOGGINS ROBIN THOMPSON Hotteat BLONDIE 4-1 AIR SUPPLY 11-6 MICHAEL JACKSON 14-7 BILLY JOEL 15-8 BROTHERS JOHNSON 24-1

WVSK/Chattanooga, TN David Carroll CLASH PETER MCAN BETTE MIDLER BROTHERS JOHNSON PEACHES & HERB PAT BENATAR Hotteat BOB SEGER 1-1 RAY, GOODMAN & B 12-9 FLEETWOOD MAC 22-13 CHARLIE DORE 20-14 UTOPIA 24-18

953GF/Savannah, GA C.B. Gaffney

KNACK BETTE MIDLER WARREN ZEVON JAMES LAST BAND KORONA Hotteat PINK FLOYD 1-1 BLONDIE 2-2 CHRIS CROSS 1-3 MICHAEL JACKSON 11-7 DR. HOOK 17-11

KUN/El Paso, TX Ruben Barron FLEETWOOD MAC ROGERS & CARNES Hotteat PINK FLOYD 1-1 BLONDIE 3-2 MICHAEL JACKSON 11-7 CHRIS CROSS 17-10 PEACHES & HERB 18-12

WVRC/Birmingham, AL John Thompson JOURNEY BOZ SCAGGS ROBBIE DUPREE BRUCE COCKBURN Hotteat PINK FLOYD 1-1 BLONDIE 5-2 BILLY JOEL 14-7 JIMMY RUFFIN 16-10 BROTHERS JOHNSON 20-15

WVCT/Tampa, FL Beau Richards BILLY & SYREETA PRETENDERS BARRY MANILOW BERNADETTE PETERS SHALAMAR 1-1 BLONDIE 6-3 CHRIS CROSS 8-5 RAYDIO 23-19 MICHAEL JACKSON D-27

KVLF/Lubbock, TX Jeff King M. MANCHESTER AMBROSIA PRETENDERS Hotteat HEART 5-1 BLONDIE 4-2 BOB SEGER 12-8 JOURNEY 9-4 DAKOTA 15-9 MICHAEL JACKSON 14-10 DR. HOOK 23-16

WVAY/Huntsville, AL Jim Kendrick GARY NUMAN KNACK BETTE MIDLER PAT BENATAR Hotteat BLONDIE 1-1 EAGLES 3-2 KENNY LOGGINS 11-6 WHISPERS 14-9 FLEETWOOD MAC 16-11

WVCG/Columbus, GA Larry O'Day BRUCE COCKBURN PEACHES & HERB TOTO LINDA RONSTADT CHARLIE DORE Hotteat PINK FLOYD 1-1 EAGLES 14-7 BROTHERS JOHNSON 11-8 BOB SEGER 25-16 LIPPS, INC. 24-20

KBFM/McAllen-Brownsville, TX Steve Owens LINDA RONSTADT ROGERS & CARNES FIREFALL BOZ SCAGGS Hotteat MICHAEL JACKSON 2-1 BLONDIE 3-2 AIR SUPPLY 16-12 CHARLIE DORE 17-13 LA FLAVOUR 23-18

96X/Miami, FL Bruce Kelly B-52'S PEACHES & HERB GARY NUMAN (RA) MICHAEL JACKSON CLASH Hotteat PINK FLOYD 1-1 MICHAEL JACKSON 3-2 LINDA RONSTADT 6-4 LA FLAVOUR 12-9 BILLY JOEL 20-11

WVOR/Norfolk, VA Dan Davis PRETENDERS PEACHES & HERB JAMES LAST BAND J. GEILS BAND (dp) LINDA RONSTADT KENNY LOGGINS ROBIN THOMPSON Hotteat BLONDIE 4-1 AIR SUPPLY 11-6 MICHAEL JACKSON 14-7 BILLY JOEL 15-8 BROTHERS JOHNSON 24-1

WVSK/Chattanooga, TN David Carroll CLASH PETER MCAN BETTE MIDLER BROTHERS JOHNSON PEACHES & HERB PAT BENATAR Hotteat BOB SEGER 1-1 RAY, GOODMAN & B 12-9 FLEETWOOD MAC 22-13 CHARLIE DORE 20-14 UTOPIA 24-18

KFAM/Houston, TX Jerry Steele

LINDA RONSTADT CHARLIE DORE MAC DAVIS Hotteat BROTHERS JOHNSON 1-1 AIR SUPPLY 7-2 BLONDIE 11-3 CHRIS CROSS 10-7 BOB SEGER 17-12

CKI0/Cocoa Beach, FL Steve Ocean GARY NUMAN BARRY MANILOW NEIL SEDARA DAVID SANBORN BOZ SCAGGS Hotteat BLONDIE 2-1 BILLY JOEL 17-9 M. MANCHESTER 24-19 PINK FLOYD 19-24 AMBROSIA 37-28

G100/Mobile, AL Scott Griffin AMBROSIA DAN FOGELBERG LINDA RONSTADT BARRY MANILOW (dp) Hotteat EAGLES 2-1 BOB SEGER 6-2 RAY, GOODMAN & B 9-4 MICHAEL JACKSON 12-8 DR. HOOK 13-9

KAAY/Little Rock, AR Ray Lincoln JIMMY RUFFIN BETTE MIDLER Hotteat BLONDIE 6-3 CHRIS CROSS 8-5 RAYDIO 23-19 MICHAEL JACKSON D-27

KVLF/Lubbock, TX Jeff King M. MANCHESTER AMBROSIA PRETENDERS Hotteat HEART 5-1 BLONDIE 4-2 BOB SEGER 12-8 JOURNEY 9-4 DAKOTA

MIDWEST Most Added Hottest

Ambrosia Linda Ronstadt Boz Scaggs
Blondie Christopher Cross Air Supply

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.

WEST Most Added Hottest

Ambrosia Linda Ronstadt Andy & Olivia James Last Band
Blondie Pink Floyd Christopher Cross

MIDWEST

PARALLEL ONE

KBEQ/Kansas City, MO
Brothers Johnson
Boz Scaggs
Pretenders
Hottest:
Pink Floyd 1-1
Bob Seger 4 2
Willie Nelson 6 4
Air Supply 16-9
Billy Joel 15-10
WDBB/Minneapolis, MN
Pam Abrecht
Ambrosia
Cretones
Knack
Hottest:
Chris Cross 2-1
Blondie 5-2
Air Supply 4 3
Dr. Hook 10-6
Gary Numan 11-7
KSLO/St. Louis, MO
Phil Wrons
Ambrosia
Gary Numan
Steve Walsh (dp)
Hottest:
Blondie 1 1
Billy Joel 8-5
Linda Ronstadt 23 10
Off Broadway 24-15
Brothers Johnson 30-22
Q102/Cincinnati, OH
Pat O'Brien
Billy & Syreeta
Linda Ronstadt
Hottest:
Chris Cross 4-1
Blondie 10 4
Air Supply 12-9
Billy Joel 14 10
Michael Jackson 17-12
WGCL/Cleveland, OH
Bob Davis
J. Geils Band
James Last Band
Knack
Shooting Star
Mac Davis
Hottest:
Pink Floyd 1-1
Chris Cross 10-3
Michael Jackson 14-7
Eagles 13 8
Pretenders 25-18
WSU/Chicago, IL
Steve Casey
Air Supply
Journey
Hottest:
Blondie 2-1
Rupert Holmes 13-8
Bob Seger 18-10
Chris Cross 24-12
Off Broadway 27-20
WKY/Milwaukee, WI
Jim Brown
M. Manchester
Felix Cavaliere
Ambrosia
Firefall
Hottest:
Pink Floyd 1-1
Shalamar 4 2
Chris Cross 5 3
Air Supply 12-5
Blondie 17-8
WJUL/Milwaukee, WI
Bill Shannon
Ray, Goodman & B
Hottest:
Billy & Syreeta 1-1
David Gates 10-6
Chris Cross 14-10
Paul Davis 15-11
Bob Seger 18-12
WKW/St. Louis, MO
Bob Hollins
Hottest:
Journey 1-1
Baby's 7 2
Triumph 14-9
Rush 15-10
Marc Tanner Band 18 13
WKB/Kansas City, MO
Rick Brown
Hottest:
Chris Cross 4 1
Blondie 5 2
Billy & Syreeta 11 3
Billy Joel 17-5
Jimmy Ruffin 15-12
K305 FM/Minneapolis, MN
Chuck Knapp
Knack
Ambrosia
Dan Fogelberg
M. Manchester
Utopia
Hottest:
Air Supply 2-1
Chris Cross 5 3
Billy & Syreeta 11-5
Charlie Dore 17 10
Paul Davis 19 13
K305 FM/Minneapolis, MN
Chuck Knapp
Knack
Ambrosia
Dan Fogelberg
M. Manchester
Utopia
Hottest:
Air Supply 2-1
Chris Cross 5 3
Billy & Syreeta 11-5
Charlie Dore 17 10
Paul Davis 19 13

PARALLEL TWO

92X/Columbus, OH
Buddy Scott
Paul Davis
J. Geils Band (dp)
Hottest:
Pink Floyd 1-1
Blondie 4 2
Air Supply 9-5
Heart 13-7
Michael Jackson 19-8
KQA/Des Moines, IA
A.W. Pantaja
Charlie Dore
Journey
Cliff Richard
Hottest:
Pink Floyd 1-1
Blondie 8 2
Bob Seger 9-5
3-Geils Band 14-8
Eagles 15 9
KOFM/Oklahoma City, OK
Chuck Morgan
Ambrosia
Linda Ronstadt
Korona
Robbie Dupree
Hottest:
Pink Floyd 1-1
Tommy James 7 4
Air Supply 9-5
3-Geils Band 14-8
Eagles 15 9
KRAY/Tulsa, OK
Gary Reynolds
Peaches & Herb
Bernadette Peters
Whispers (dp)
Hottest:
Bob Seger 1-1
Eagles 13-6
Billy & Syreeta 14-7
Air Supply 15-10
Rogers & Carnes 20-12
K293/Peoria, IL
Kath Edwards
Bob Seger
Pat Benatar
Pat Travers Band
Tom Petty
Hottest:
Blondie 4 1
Air Supply 5 2
Billy & Syreeta 6-3
Charlie Dore 11-7
Michael Jackson 15-12
WGRD/Grand Rapids, MI
Ray Baker
Billy Joel
Hottest:
Pink Floyd 1-1
Blondie 5 3
Chris Cross 9 7
Kool & The Gang 11-8
Journey 19-13
WMEE/Fort Wayne, IN
John Curry
Journey
Ambrosia
Linda Ronstadt
Hottest:
Andy & Olivia
Felix Cavaliere
Paul Davis
Bob Seger 1-1
Chris Cross 5 2
Eagles 9 4
Blondie 10 5
Air Supply 12-9
WNAF/Indianapolis, IN
Diane Shannon
Rogers & Carnes
Bette Midler
Clash
Linda Ronstadt
Hottest:
Chris Cross 3 1
Bob Seger 4 2
Air Supply 9-5
Billy Joel 14 8
Paul Davis 15 11
WNCV/Columbus, OH
Steve Edwards
Rogers & Carnes
Pretenders
Fleetwood Mac
Jimmy Ruffin
Gary Numan
Hottest:
Pink Floyd 1-1
Blondie 4 3
Air Supply 15-7
Eagles 12-8
Billy & Syreeta 18-11
WORO/Toronto, OH
Barry Eilon
Bette Midler
Barry Manilow
Hottest:
Michael Jackson 1-1
Billy & Syreeta 3 2
Tommy James 5 3
Kool & The Gang 9-4
Charlie Dore 18 10
WOM/Omaha, NE
Erik Fox
Dan Fogelberg
Andy & Olivia
Ambrosia
Dolly Parton
Hottest:
Bob Seger 2 1
Air Supply 8-3
Eagles 7 4
Billy & Syreeta 11-5
Billy Joel 14 9
WVAC/East Lansing, MI
Jim St. John
Boz Scaggs
Shorey Robinson
Brace
J. Geils Band
Clash
Hottest:
Bob Seger 2 1
Blondie 5 2
Billy Joel 23 15
Pretenders 17-27
Rogers & Carnes 40 22

PARALLEL THREE

KSTT/Davenport, IA
Mike Kennelly
Whispers
Ambrosia
Cliff Richard
Kenny Loggins
Felix Cavaliere
Hottest:
Pink Floyd 1-1
Kool & The Gang 5-3
Blondie 10-4
Chris Cross 9 5
Ray, Goodman & B 7 6
WISM/Madison, WI
Jonathan Little
M. Manchester
Dr. Hook
Billy Joel
Hottest:
Pink Floyd 1-1
Bob Seger 9 4
Chris Cross 10 6
Billy Joel 16-10
Journey 20-13
KEYN-FM/Wichita, KN
Jeff Alan
Billy & Syreeta
Bob Seger (dp)
Ambrosia
Hottest:
Spinners 2-1
Eagles 6 3
Bob Seger 14-7
Michael Jackson 18-8
Air Supply 17-9
WZZP/Cleveland, OH
Bob McKay
Linda Ronstadt
Firefall
Bernadette Peters
Korona
Neil Diamond
Dan Fogelberg
Ambrosia
Hottest:
Bob Seger 2-1
Air Supply 11 5
Kenny Loggins 14-7
Felix Cavaliere 15-8
KWEN/Tulsa, OK
Beau
Robbie Dupree
Mac Davis
Slyrd Gyra
Boz Scaggs
Hottest:
Chris Cross 4 1
Ray, Goodman & B 3 2
Bob Seger 7-3
Blondie 13-9
Billy & Syreeta 22-15
KLEO/Wichita, KN
Mark McCoy
Pretenders
Boz Scaggs
Dan Fogelberg
Linda Ronstadt
Hottest:
Chris Cross 2-1
Bob Seger 6 3
Blondie 10 4
Ray, Goodman & B 12-9
Billy Joel 20-15
WYFM/Youngstown, OH
Jeff Tobin
Billy Joel
Ray, Goodman & B
Air Supply
Hottest:
Pink Floyd 1-1
Tom Petty 8-4
Bob Seger 7 6
Chris Cross 15 12
Eagles 18 15
WDRQ/Detroit, MI
Jim Ryan
Billy Joel
Pat Benatar
Clash
Linda Ronstadt (dp)
Journey (dp)
Hottest:
Blondie 1 1
Chris Cross 11-4
Air Supply 15-7
J. Geils Band 20-15
Jimmy Ruffin 28-22
WTKY/Detroit, MI
Kurt Kelly
Ambrosia
Hottest:
Blondie 3 1
Air Supply 10-5
Ray, Goodman & B 14-8
Charlie Dore 17 12
Peaches & Herb D 17
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFVR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCarty
Gary Numan
Linda Ronstadt
Lipps, Inc.
Korona
Hottest:
Blondie 1-1
Eagles 7-4
Chris Cross 9 6
Bob Seger 10-7
Pretenders 20 15
KEARTH/Los Angeles, CA
Bob Hamilton
M. Manchester
Felix Cavaliere
Barry Manilow
Hottest:
Pink Floyd 2-1
Ray, Goodman & B 4-3
Lipps, Inc. 10-4
Billy & Syreeta 7 5
Pretenders 24 19
KRI/Los Angeles, CA
Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland/Sholin
Lipps, Inc.
Peaches & Herb
Hottest:
Pink Floyd 1-1
Chris Cross 16 10
Billy Joel 18-14
Brothers Johnson 21-17
Gary Numan 26-20
KMMJ/Denver, CO
Doug Enver
Linda Ronstadt
Andy & Olivia
Nazareth
Red Rider
Hottest:
Chris Cross 2-1
Bob Seger 3-2
Dr. Hook 12-9
Charlie Dore 13-10
Journey 16-11
KJRH/Seattle, WA
Mitchell/Hufler
Dan Fogelberg
Red Rider
Hottest:
Blondie 4 1
Utopia 15 12
Paul Davis 17 13
Fleetwood Mac 19 14
Dr. Hook 20-15
KOPH/Phoenix, AZ
John Voipe
Felix Cavaliere
Gary Numan
Andy & Olivia
Hottest:
Pink Floyd 1 1
Chris Cross 6 5
Journey 18-8
Blondie 16 9
Dan Fogelberg 19-13
KUPD/Phoenix, AZ
John Sebastian
Linda Ronstadt
Blue Shiner
Hottest:
Baby's 1-1
3rd Special 7-3
Steve Walsh 17-7
Clash 24 17
Heart 25 18
KRLA/Los Angeles, CA
Rick Stanton
Ambrosia Johnson
Ambrosia
Hottest:
Blondie 1 1
22 Top 6 4
Eagles 6 4
Dr. Hook 11-10
Rahmattan Transfe 17 11
KHJ/Los Angeles, CA
Chuck Martin
8-52's
Ambrosia
Rahmattan Transfe
Hottest:
Blondie 1 1
Peaches & Herb 1 2
Pink Floyd 6-3
Eagles 11-6
Lipps, Inc. 14 9
KQWB-FM/Fargo, ND
Phil Richards
Ambrosia
Firefall
Linda Ronstadt
Styx
Marshall Tucker
Hottest:
Blondie 1 1
Bette Midler 5 3
Eagles 14-8
Billy Joel D-11
Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
Nette Midler
Hottest:
Pink Floyd 1-1
Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
Firefall
Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
Bob Seger 5 4
Kenny Loggins 11 8
Billy Joel 23-11
Bette Midler 25 20

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Paul Davis 17 13
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Phil Richards
Ambrosia
Firefall
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Eagles 14-8
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Gary Numan 28-23
KFXR/Bismarck, ND
Dan Brannock
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Spinners 5 2
Gary Numan 7 4
Charlie Dore 9 5
Bruce Cockburn 19 13
KULS/Rapid City, SD
Kjor Shannon
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Andy & Olivia
Marshall Tucker
Clash
Hottest:
Pink Floyd 1-1
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Pretenders 24 19
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Roger Collins
Lipps, Inc.
Utopia
Hottest:
Pink Floyd 1 1
Blondie 5 2
Chris Cross 11-7
Air Supply 14 10
Rogers & Carnes 22-17
KFCR/San Francisco, CA
Garland

PARALLEL ONE PLAYISTS

EAST

1050 chum Toronto

- 1 BOB SEGER/Fire Lake
- 2 BLONDIE/Call Me
- 3 J. GEILS BAND/Come Back
- 4 BILLY JOEL/You May Be Right
- 5 PINK FLOYD/Another Brick In The Wall
- 6 GARY NUMAN/Cars
- 7 RUSH/21st Century
- 8 KENNY LOGGINS/Keep The Fire
- 9 CHRIS CROSS/Ride Like The Wind
- 10 NAZARETH/No Day In The Sun
- 11 LINDA RONSTADT/How Do I Make You
- 12 PAT BENATAR/Heartbreaker
- 13 CLASH/Train In Vain
- 14 PRETENDERS/Back In Pocket
- 15 EAGLES/Can't Tell You Why
- 16 UTOPIA/Set Me Free
- 17 RUSH/Spirit Of The Radio
- 18 BRUCE MCDONALD/Video Killed The Radio Star
- 19 JOURNEY/Any Way You Want It
- 20 BRIAN AUGUSTINE/You Want Me
- 21 RICK DEKORR/Goodbye
- 22 JAMES LAST BAND/Only A Lonely Heart
- 23 BABY'S BACK/On My Feet Again
- 24 RED RIDER/White Hot
- 25 TENACIOUS/Smothering On My Mind
- 26 RAMONES/Baby I Love You
- 27 B-52'S/Rock Lobster
- 28 QUEEN/Save Me
- 29 LINDA RONSTADT/Hurt So Bad
- 30 J. GEILS BAND/Love Stinks

ADDS BOZ SCAGGS/Breakdown Dead Ahead
 AMBROSIA/Biggest Part Of Me
 TOURISTS/Only Want To Be Wit

ON WARREN ZEVONA/Certain Girl

WABC MUSICRADIO 77 New York

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 SPINNERS/Moridin' My Way
- 4 RAY, GOODMAN & B/Special Lady
- 5 QUEEN/Crazy Little Thing Called Love
- 6 PEACHES & HERB/Plledge My Love
- 7 KOOL & THE GANG/Too Hot
- 8 BILLY & SYREETA/With You I'm Born
- 9 DAN FOGELBERG/Longer
- 10 BROTHERS JOHNSON/Stamp
- 11 RUPERT HOLMES/Hi
- 12 WHISPERS/And The Beat Goes On
- 13 MICHAEL JACKSON/Off The Wall
- 14 CHRIS CROSS/Ride Like The Wind
- 15 BOB SEGER/Fire Lake
- 16 LINDA RONSTADT/How Do I Make You
- 17 SHALAMAR/Second Time Around
- 18 AIR SUPPLY/Lost In Love
- 19 DR. HOOR/Seay Eyes
- 20 LIPPS, INC./Funkytown
- 21 BILLY JOEL/You May Be Right
- 22 DONNA SUMNER/On The Radio
- 23 TERRY DEARLO/Yes I'm Ready
- 24 MICHAEL JACKSON/Rock With You
- 25 CAPT. & TENILLE/Do That To Me
- 26 TOMMY JAMES/Three Times In Love

ADDS 10, 20, 21

ON ROGERS & CARNES/Don't Fall In Love

92 PRO-FM Providence

- 1 MICHAEL JACKSON/Off The Wall
- 2 PEACHES & HERB/Plledge My Love
- 3 PRETENDERS/Back In Pocket
- 4 BLONDIE/Call Me
- 5 AIR SUPPLY/Lost In Love
- 6 KOOL & THE GANG/Too Hot
- 7 BOB SEGER/Fire Lake
- 8 EAGLES/Can't Tell You Why
- 9 PINK FLOYD/Another Brick In The Wall
- 10 BILLY JOEL/You May Be Right
- 11 DR. HOOR/Seay Eyes
- 12 RAY, GOODMAN & B/Special Lady
- 13 FLEETWOOD MAC/Think About Me
- 14 BETTE MIDLER/The Rose
- 15 ROGERS & CARNES/Don't Fall In Love
- 16 UTOPIA/Set Me Free
- 17 GARY NUMAN/Cars
- 18 JOURNEY/Any Way You Want It
- 19 CHARLIE DORE/Pilot Of The Airwaves
- 20 WHISPERS/And The Beat Goes On
- 21 AMBROSIA/Biggest Part Of Me
- 22 ANDY & OLIVIA/Can't Help It
- 23 JIMMY RUFFIN/Hold On To My Love
- 24 HEART/Even It Up
- 25 FELIX CAVALIERE/Only A Lonely Heart
- 26 FOOLS/Beautiful Girls
- 27 BAR-KAYS/Today Is The Day
- 28 KNACK/Can't Put A Price On It
- 29 BOZ SCAGGS/Breakdown Dead Ahead
- 30 CHIP HARRINGTON/Where Is The Woman

ADDS 21, 29

BERNADETTE PETERS/Gee Whiz
 CLASH/Train In Vain
 JERMAINE JACKSON/Let's Be Serious

ON OFF BROADWAY/Stay In Time
 PETER MCAN/Solitaire

FM99.9 WXLO New York

- 1 BLONDIE/Call Me
- 2 PEACHES & HERB/Plledge My Love
- 3 BILLY & SYREETA/With You I'm Born
- 4 RAY, GOODMAN & B/Special Lady
- 5 SPINNERS/Moridin' My Way
- 6 QUEEN/Crazy Little Thing Called Love
- 7 MICHAEL JACKSON/Off The Wall
- 8 KOOL & THE GANG/Too Hot
- 9 FESTIVAL/Don't Cry For Me This Year
- 10 LIPPS, INC./Funkytown
- 11 BILLY JOEL/You May Be Right
- 12 CHRIS CROSS/Ride Like The Wind
- 13 EAGLES/Can't Tell You Why
- 14 WHISPERS/And The Beat Goes On
- 15 ROBERTA FLACK/You Are My Heaven
- 16 DR. HOOR/Seay Eyes
- 17 DAN FOGELBERG/Longer
- 18 AIR SUPPLY/Lost In Love
- 19 RUPERT HOLMES/Hi
- 20 BOB SEGER/Fire Lake
- 21 CHARLIE DORE/Pilot Of The Airwaves
- 22 BROTHERS JOHNSON/Stamp
- 23 CHARLIE DORE/Pilot Of The Airwaves
- 24 ANDY GIBB/Desire
- 25 KENNY LOGGINS/This Is It
- 26 JIMMY RUFFIN/Hold On To My Love
- 27 SHALAMAR/Second Time Around
- 28 JAMES LAST BAND/The Seduction
- 29 CAPT. & TENILLE/Do That To Me
- 30 BERNADETTE PETERS/Gee Whiz

ADDS FLEETWOOD MAC/Think About Me

ON KRONA/Let Me Be
 AMBROSIA/Biggest Part Of Me
 LINDA RONSTADT/Hurt So Bad
 ROGERS & CARNES/Don't Fall In Love
 SMOKEY ROBINSON/Let Me Be The Clock
 BILLY JOEL/Sleeping With The...

WIPR Philadelphia

- 1 BLONDIE/Call Me
- 2 RAY, GOODMAN & B/Special Lady
- 3 KOOL & THE GANG/Too Hot
- 4 EAGLES/Can't Tell You Why
- 5 BILLY & SYREETA/With You I'm Born
- 6 RUPERT HOLMES/Hi
- 7 AIR SUPPLY/Lost In Love
- 8 SPINNERS/Moridin' My Way
- 9 BOB SEGER/Fire Lake
- 10 CHRIS CROSS/Ride Like The Wind
- 11 BOB SEGER/Fire Lake
- 12 DR. HOOR/Seay Eyes
- 13 CHUCK MANGIONE/Give It All You Got
- 14 DAN FOGELBERG/Longer
- 15 PEACHES & HERB/Plledge My Love
- 16 JIMMY RUFFIN/Hold On To My Love
- 17 FLEETWOOD MAC/Think About Me
- 18 ROGERS & CARNES/Don't Fall In Love
- 19 PAUL DAVIS/Do Right
- 20 BOZ SCAGGS/Breakdown Dead Ahead
- 21 BILLY JOEL/You May Be Right
- 22 M. MANCHESTER/Fire In The Morning
- 23 LINDA RONSTADT/Hurt So Bad
- 24 ANDY & OLIVIA/Can't Help It
- 25 DAN FOGELBERG/Heart Hotels
- 26 AMBROSIA/Biggest Part Of Me
- 27 FELIX CAVALIERE/Only A Lonely Heart
- 28 CLIFF RICHARD/Carrie
- 29 NEIL SEDAKA/Should've Never Let
- 30 QUEEN/Save Me

ON JAMES LAST BAND/The Seduction
 CRYSTAL GAYLE/Like We Never Said
 MAC DAVIS/It's Hard 2 Be Humble
 BERNADETTE PETERS/Gee Whiz
 DOLLY PARTON/Starting Over Again

WPEZ FM94 Pittsburgh

- 1 PINK FLOYD/Another Brick In The Wall
- 2 RUPERT HOLMES/Hi
- 3 KOOL & THE GANG/Too Hot
- 4 BLONDIE/Call Me
- 5 CHRIS CROSS/Ride Like The Wind
- 6 RAY, GOODMAN & B/Special Lady
- 7 BOB SEGER/Fire Lake
- 8 DONNA SUMNER/On The Radio
- 9 LINDA RONSTADT/How Do I Make You
- 10 BILLY JOEL/You May Be Right
- 11 EAGLES/Can't Tell You Why
- 12 BABY'S BACK/On My Feet Again
- 13 AIR SUPPLY/Lost In Love
- 14 STYX/First Time
- 15 MICHAEL JACKSON/Off The Wall
- 16 QUEEN/Crazy Little Thing Called Love
- 17 UTOPIA/Set Me Free
- 18 JOURNEY/Any Way You Want It
- 19 TOM PETTY/Refugee
- 20 BILLY & SYREETA/With You I'm Born
- 21 TOMMY JAMES/Three Times In Love
- 22 J. GEILS BAND/Come Back
- 23 ROGERS & CARNES/Don't Fall In Love
- 24 BOZ SCAGGS/Breakdown Dead Ahead
- 25 JIMMY RUFFIN/Hold On To My Love
- 26 FLEETWOOD MAC/Think About Me
- 27 AMBROSIA/Biggest Part Of Me
- 28 CHARLIE DORE/Pilot Of The Airwaves
- 29 PRETENDERS/Back In Pocket
- 30 LINDA RONSTADT/Hurt So Bad

ADDS SHOOTING STAR/You Got What I Need
 DAN FOGELBERG/Heart Hotels
 BRUCE COCKBURN/Wondering Where The...

ON RUSH/Spirit Of The Radio
 OFF BROADWAY/Stay In Time
 GARY NUMAN/Cars
 KENNY LOGGINS/Keep The Fire
 RAMONES/Baby I Love You
 KRONA/Let Me Be
 NAZARETH/No Day In The Sun
 SPECIAL/Rockin' Into The Night

WRKO Boston

- 1 RAY, GOODMAN & B/Special Lady
- 2 BOB SEGER/Fire Lake
- 3 BLONDIE/Call Me
- 4 PINK FLOYD/Another Brick In The Wall
- 5 DR. HOOR/Seay Eyes
- 6 LINDA RONSTADT/How Do I Make You
- 7 CHRIS CROSS/Ride Like The Wind
- 8 PEACHES & HERB/Plledge My Love
- 9 FOOLS/Beautiful Girls
- 10 J. GEILS BAND/Come Back
- 11 AIR SUPPLY/Lost In Love
- 12 TOMMY JAMES/Three Times In Love
- 13 FLEETWOOD MAC/Think About Me
- 14 BILLY JOEL/You May Be Right
- 15 KOOL & THE GANG/Too Hot
- 16 JIMMY RUFFIN/Hold On To My Love
- 17 TOM PETTY/Refugee
- 18 DAN FOGELBERG/Heart Hotels
- 19 SHALAMAR/Second Time Around
- 20 BETTE MIDLER/The Rose
- 21 ROGERS & CARNES/Don't Fall In Love
- 22 FELIX CAVALIERE/Only A Lonely Heart
- 23 JAMES LAST BAND/The Seduction
- 24 SMOKEY ROBINSON/Let Me Be The Clock
- 25 BOZ SCAGGS/Breakdown Dead Ahead
- 26 BERNADETTE PETERS/Gee Whiz
- 27 AMBROSIA/Biggest Part Of Me

ADDS NEIL SEDAKA/Should've Never Let
 LIPPS, INC./Funkytown

WKBB Buffalo

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 EAGLES/Can't Tell You Why
- 4 RAY, GOODMAN & B/Special Lady
- 5 BOB SEGER/Fire Lake
- 6 LINDA RONSTADT/How Do I Make You
- 7 CHRIS CROSS/Ride Like The Wind
- 8 BILLY & SYREETA/With You I'm Born
- 9 FESTIVAL/Don't Cry For Me This Year
- 10 J. GEILS BAND/Come Back
- 11 PEACHES & HERB/Plledge My Love
- 12 AIR SUPPLY/Lost In Love
- 13 WHISPERS/And The Beat Goes On
- 14 DAN FOGELBERG/Longer
- 15 RUPERT HOLMES/Hi
- 16 TOM PETTY/Refugee
- 17 JIMMY RUFFIN/Hold On To My Love
- 18 DAN FOGELBERG/Heart Hotels
- 19 SHALAMAR/Second Time Around
- 20 BETTE MIDLER/The Rose
- 21 CHARLIE DORE/Pilot Of The Airwaves
- 22 BERNADETTE PETERS/Gee Whiz
- 23 FLEETWOOD MAC/Think About Me
- 24 DR. HOOR/Seay Eyes
- 25 BILLY JOEL/You May Be Right
- 26 HEART/Even It Up
- 27 WATHE HEATON/Tears
- 28 TOTO/99
- 29 ROGERS & CARNES/Don't Fall In Love
- 30 NEIL SEDAKA/Should've Never Let

ADDS LINDA RONSTADT/Hurt So Bad
 ANNE MURRAY/Lucky Me
 PAUL DAVIS/Do Right
 AMBROSIA/Biggest Part Of Me

ON DOLLY PARTON/Starting Over Again
 JAMES LAST BAND/The Seduction
 GRACE Slick/Seasons

WBOS Providence

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BOB SEGER/Fire Lake
- 3 BLONDIE/Call Me
- 4 MICHAEL JACKSON/Off The Wall
- 5 PLACHS & HERB/Plledge My Love
- 6 BOB SEGER/Fire Lake
- 7 RAY, GOODMAN & B/Special Lady
- 8 BLONDIE/Call Me
- 9 J. GEILS BAND/Come Back
- 10 EAGLES/Can't Tell You Why
- 11 GARY NUMAN/Cars
- 12 BILLY & SYREETA/With You I'm Born
- 13 CHRIS CROSS/Ride Like The Wind
- 14 BILLY JOEL/You May Be Right
- 15 AIR SUPPLY/Lost In Love
- 16 BILLY JOEL/You May Be Right
- 17 FLEETWOOD MAC/Think About Me
- 18 HEART/Even It Up
- 19 CHARLIE DORE/Pilot Of The Airwaves
- 20 DR. HOOR/Seay Eyes
- 21 UTOPIA/Set Me Free
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 ROGERS & CARNES/Don't Fall In Love
- 24 STYX/Borrowed Time
- 25 JOURNEY/Any Way You Want It
- 26 ANNE MURRAY/Lucky Me
- 27 CHUCK MANGIONE/Give It All You Got
- 28 JERMAINE JACKSON/Let's Be Serious
- 29 BROTHERS JOHNSON/Stamp
- 30 PAUL DAVIS/Do Right
- 31 BOZ SCAGGS/Breakdown Dead Ahead
- 32 PETER MCAN/Solitaire
- 33 AMBROSIA/Biggest Part Of Me
- 34 FELIX CAVALIERE/Only A Lonely Heart
- 35 FOOLS/Beautiful Girls

ADDS 33, 34, 35

BERNADETTE PETERS/Gee Whiz
 ANDY & OLIVIA/Can't Help It
 BETTE MIDLER/The Rose
 KRONA/Let Me Be
 NAZARETH/No Day In The Sun
 PAT BENATAR/No Live For Love

WPGC Washington D.C.

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BOB SEGER/Fire Lake
- 3 BLONDIE/Call Me
- 4 MICHAEL JACKSON/Off The Wall
- 5 PINK FLOYD/Another Brick In The Wall
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BILLY JOEL/You May Be Right
- 8 CHRIS CROSS/Ride Like The Wind
- 9 ANDY & OLIVIA/Can't Help It
- 10 AIR SUPPLY/Lost In Love
- 11 RUPERT HOLMES/Hi
- 12 EAGLES/Can't Tell You Why
- 13 WHISPERS/And The Beat Goes On
- 14 DR. HOOR/Seay Eyes
- 15 BROTHERS JOHNSON/Stamp
- 16 LINDA RONSTADT/How Do I Make You
- 17 TOM PETTY/Refugee
- 18 STYX/First Time
- 19 MAC DAVIS/It's Hard 2 Be Humble
- 20 CHARLIE DORE/Pilot Of The Airwaves
- 21 JIMMY RUFFIN/Hold On To My Love
- 22 TOMMY JAMES/Three Times In Love
- 23 STYX/First Time
- 24 J. GEILS BAND/Come Back
- 25 BOZ SCAGGS/Breakdown Dead Ahead
- 26 AIR SUPPLY/Lost In Love
- 27 JOURNEY/Any Way You Want It
- 28 PAT BENATAR/No Live For Love
- 29 DONNA SUMNER/On The Radio
- 30 AMBROSIA/Biggest Part Of Me

ADDS LIPPS, INC./Funkytown
 GARY NUMAN/Cars

ON DAN FOGELBERG/Heart Hotels
 ROGERS & CARNES/Don't Fall In Love
 BOZ SCAGGS/Breakdown Dead Ahead

96.9 KX Pittsburgh

- 1 STYX/First Time
- 2 EAGLES/Can't Tell You Why
- 3 PINK FLOYD/Another Brick In The Wall
- 4 BOB SEGER/Fire Lake
- 5 JOURNEY/Any Way You Want It
- 6 LINDA RONSTADT/How Do I Make You
- 7 BABY'S BACK/On My Feet Again
- 8 LINDA RONSTADT/How Do I Make You
- 9 J. GEILS BAND/Come Back
- 10 DAN FOGELBERG/Longer
- 11 BILLY JOEL/You May Be Right
- 12 KOOL & THE GANG/Too Hot
- 13 KENNY LOGGINS/This Is It
- 14 AIR SUPPLY/Lost In Love
- 15 CHRIS CROSS/Ride Like The Wind
- 16 PINK FLOYD/Another Brick In The Wall
- 17 TOM PETTY/Refugee
- 18 STYX/Borrowed Time
- 19 DIRTY BAND/An American Dream
- 20 PEACHES & HERB/Plledge My Love
- 21 BOZ SCAGGS/Breakdown Dead Ahead
- 22 CHRIS CROSS/Ride Like The Wind
- 23 LINDA RONSTADT/How Do I Make You
- 24 TOMMY JAMES/Three Times In Love
- 25 BILLY JOEL/You May Be Right
- 26 BOB SEGER/Long Live Silver Line
- 27 QUEEN/Crazy Little Thing Called Love
- 28 BOB SEGER/Long Live Silver Line
- 29 OFF BROADWAY/Stay In Time
- 30 BLONDIE/Call Me
- 31 AMBROSIA/Biggest Part Of Me
- 32 RAY, GOODMAN & B/Special Lady
- 33 SHOOTING STAR/You Got What I Need
- 34 KRONA/Let Me Be
- 35 BERNADETTE PETERS/Gee Whiz

ON

F-105 Boston

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BOB SEGER/Fire Lake
- 3 BLONDIE/Call Me
- 4 RAY, GOODMAN & B/Special Lady
- 5 LINDA RONSTADT/How Do I Make You
- 6 MICHAEL JACKSON/Off The Wall
- 7 DR. HOOR/Seay Eyes
- 8 J. GEILS BAND/Come Back
- 9 QUEEN/Crazy Little Thing Called Love
- 10 AIR SUPPLY/Lost In Love
- 11 KOOL & THE GANG/Too Hot
- 12 EAGLES/Can't Tell You Why
- 13 SPINNERS/Moridin' My Way
- 14 JOURNEY/Any Way You Want It
- 15 ANDY GIBB/Desire
- 16 BILLY JOEL/You May Be Right
- 17 FLEETWOOD MAC/Think About Me
- 18 CHUCK MANGIONE/Give It All You Got
- 19 PRETENDERS/Back In Pocket
- 20 FOOLS/Beautiful Girls
- 21 TOM PETTY/Refugee
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 CHARLIE DORE/Pilot Of The Airwaves
- 24 SHALAMAR/Second Time Around
- 25 PEACHES & HERB/Plledge My Love
- 17 RUPERT HOLMES/Hi
- 22 DAN FOGELBERG/Longer
- 29 DIRTY BAND/An American Dream
- 30 PAUL DAVIS/Do Right
- 31 HEART/Even It Up
- 32 BILLY & SYREETA/With You I'm Born
- 33 BOZ SCAGGS/Breakdown Dead Ahead
- 34 WHISPERS/And The Beat Goes On
- 35 QUEEN/Crazy Little Thing Called Love

ADDS ROGERS & CARNES/Don't Fall In Love
 ANDY & OLIVIA/Can't Help It

60/WGBO Baltimore

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 CHRIS CROSS/Ride Like The Wind
- 4 EAGLES/Can't Tell You Why
- 5 BOB SEGER/Fire Lake
- 6 BILLY JOEL/You May Be Right
- 7 DR. HOOR/Seay Eyes
- 8 RAY, GOODMAN & B/Special Lady
- 9 J. GEILS BAND/Come Back
- 10 EAGLES/Can't Tell You Why
- 11 GARY NUMAN/Cars
- 12 BILLY & SYREETA/With You I'm Born
- 13 CHRIS CROSS/Ride Like The Wind
- 14 BILLY JOEL/You May Be Right
- 15 AIR SUPPLY/Lost In Love
- 16 BILLY JOEL/You May Be Right
- 17 FLEETWOOD MAC/Think About Me
- 18 HEART/Even It Up
- 19 CHARLIE DORE/Pilot Of The Airwaves
- 20 DR. HOOR/Seay Eyes
- 21 UTOPIA/Set Me Free
- 22 JIMMY RUFFIN/Hold On To My Love
- 23 ROGERS & CARNES/Don't Fall In Love
- 24 STYX/Borrowed Time
- 25 JOURNEY/Any Way You Want It
- 26 ANNE MURRAY/Lucky Me
- 27 CHUCK MANGIONE/Give It All You Got
- 28 JERMAINE JACKSON/Let's Be Serious
- 29 BROTHERS JOHNSON/Stamp
- 30 PAUL DAVIS/Do Right
- 31 BOZ SCAGGS/Breakdown Dead Ahead
- 32 PETER MCAN/Solitaire
- 33 AMBROSIA/Biggest Part Of Me
- 34 FELIX CAVALIERE/Only A Lonely Heart
- 35 FOOLS/Beautiful Girls

ADDS 31, 32, 33

BERNADETTE PETERS/Gee Whiz
 ANDY & OLIVIA/Can't Help It
 BETTE MIDLER/The Rose
 KRONA/Let Me Be
 NAZARETH/No Day In The Sun
 PAT BENATAR/No Live For Love

wifi 92 Philadelphia

- 1 GARY NUMAN/Cars
- 2 PINK FLOYD/Another Brick In The Wall
- 3 BILLY JOEL/You May Be Right
- 4 EAGLES/Can't Tell You Why
- 5 BLONDIE/Call Me
- 6 BOB SEGER/Fire Lake
- 7 LINDA RONSTADT/How Do I Make You
- 8 PRETENDERS/Back In Pocket
- 9 CHRIS CROSS/Ride Like The Wind
- 10 CLASH/Train In Vain
- 11 QUEEN/Crazy Little Thing Called Love
- 12 RUSH/Spirit Of The Radio
- 13 BOB SEGER/Fire Lake
- 14 KENNY LOGGINS/Keep The Fire
- 15 UTOPIA/Set Me Free
- 16 JOURNEY/Any Way You Want It
- 17 CHARLIE DORE/Pilot Of The Airwaves
- 18 SANTANA/All I Wanted
- 19 BOOMTOWN RATS/Don't Like Mondays
- 20 BABY'S BACK/On My Feet Again
- 21 WARREN ZEVONA/Certain Girl
- 22 J. GEILS BAND/Come Back
- 23 KNACK/Baby Talk Dirty
- 24 TOMMY JAMES/Three Times In Love
- 25 OFF BROADWAY/Stay In Time
- 26 DAN FOGELBERG/Heart Hotels
- 27 BOZ SCAGGS/Breakdown Dead Ahead
- 28 JOURNEY/Any Way You Want It
- 29 AIR SUPPLY/Lost In Love
- 30 PAT BENATAR/No Live For Love
- 31 DONNA SUMNER/On The Radio
- 32 AMBROSIA/Biggest Part Of Me
- 33 STEVE FORBERT/Goodbye To Little Jo
- 34 RED RIDER/White Hot
- 35 TRIUMPH/Can Survive

ADDS 28

FELIX CAVALIERE/Only A Lonely Heart
 STEVE FORBERT/Goodbye To Little Jo
 RED RIDER/White Hot
 SHOOTING STAR/You Got What I Need
 TRIUMPH/Can Survive

ON JIMMY RUFFIN/Hold On To My Love
 KNACK/Can't Put A Price On It

WZLW 96 FM Milwaukee

- 1 BILLY & SYREETA/With You I'm Born
- 2 AIR SUPPLY/Lost In Love
- 3 EAGLES/Can't Tell You Why
- 4 DR. HOOR/Seay Eyes
- 5 M. MANCHESTER/Fire In The Morning
- 6 DAVID GATES/Where Does The Lovin'
- 7 BOB SEGER/Fire Lake
- 8 FELIX CAVALIERE/Only A Lonely Heart
- 9 ROGERS & CARNES/Don't Fall In Love
- 10 CHRIS CROSS/Ride Like The Wind
- 11 BILLY JOEL/Do Right
- 12 BOB SEGER/Fire Lake
- 13 FLEETWOOD MAC/Think About Me
- 14 RUPERT HOLMES/Hi
- 15 TOMMY JAMES/Three Times In Love
- 16 DIANE WARREN/After You
- 17 AMBROSIA/Biggest Part Of Me
- 18 CHARLIE DORE/Pilot Of The Airwaves
- 19 JIMMY RUFFIN/Hold On To My Love
- 20 DAN FOGELBERG/Heart Hotels
- 21 RAY, GOODMAN & B/Special Lady
- 22 LINDA RONSTADT/Hurt So Bad
- 23 BRUCE COCKBURN/Wondering Where The...
- 24 ANDY & OLIVIA/Can't Help It
- 25 ANNE MURRAY/Lucky Me
- 26 PHOTOG/No More Heart...

ON

KS95 FM Minneapolis

- 1 AIR SUPPLY/Lost In Love
- 2 EAGLES/Can't Tell You Why
- 3 CHRIS CROSS/Ride Like The Wind
- 4 RUPERT HOLMES/Hi
- 5 BILLY & SYREETA/With You I'm Born
- 6 QUEEN/Crazy Little Thing Called Love
- 7 DAN FOGELBERG/Longer
- 8 DONNA SUMNER/On The Radio
- 9 CHARLIE DORE/Pilot Of The Airwaves
- 10 BOB SEGER/Fire Lake
- 11 KOOL & THE GANG/Too Hot
- 12 PAUL DAVIS/Do Right
- 13 FLEETWOOD MAC/Think About Me
- 14 CHUCK MANGIONE/Give It All You Got
- 15 TOMMY JAMES/Three Times In Love
- 16 BOB SEGER/Long Live Silver Line
- 17 ROGERS & CARNES/Don't Fall In Love
- 18 DIRTY BAND/An American Dream
- 19 ANDY & OLIVIA/Can't Help It
- 20 ANNE MURRAY/Lucky Me

ADDS KNACK/Can't Put A Price On It
 DAN FOGELBERG/Heart Hotels
 M. MANCHESTER/Fire In The Morning
 UTOPIA/Set Me Free

ON MICHAEL JACKSON/Off The Wall
 PINK FLOYD/Another Brick In The Wall
 BILLY JOEL/You May Be Right
 LINDA RONSTADT/How Do I Make You

WGLO 98 Cleveland

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 CHRIS CROSS/Ride Like The Wind
- 4 RUPERT HOLMES/Hi
- 5 SPINNERS/Moridin' My Way
- 6 KOOL & THE GANG/Too Hot
- 7 MICHAEL JACKSON/Off The Wall
- 8 EAGLES/Can't Tell You Why
- 9 BOB SEGER/Fire Lake
- 10 QUEEN/Crazy Little Thing Called Love
- 11 BILLY JOEL/You May Be Right
- 12 CHUCK MANGIONE/Give It All You Got
- 13 SHALAMAR/Second Time Around
- 14 DAN FOGELBERG/Longer
- 15 LINDA RONSTADT/How Do I Make You
- 16 JOURNEY/Any Way You Want It
- 17 KENNY LOGGINS/Keep The Fire
- 18 PRETENDERS/Back In Pocket
- 19 RUSH/Spirit Of The Radio
- 20 GARY NUMAN/Cars
- 21 AIR SUPPLY/Lost In Love
- 22 UTOPIA/Set Me Free
- 23 CLIFF RICHARD/Carrie
- 24 J. GEILS BAND/Love Stinks
- 25 LIPPS, INC./Funkytown
- 26 PEACHES & HERB/Plledge My Love
- 27 SUZANNE VELEZ/Love On The Phone
- 28 WARREN ZEVONA/Certain Girl
- 29 WHISPERS/And The Beat Goes On
- 30 JAMES LAST BAND/The Seduction

ADDS 24, 30

KNACK/Can't Put A Price On It
 SHOOTING STAR/You Got What I Need
 MAC DAVIS/It's Hard 2 Be Humble

ON JIMMY RUFFIN/Hold On To My Love
 PAUL DAVIS/Do Right
 NEIL SEDAKA/Should've Never Let
 ROGERS & CARNES/Don't Fall In Love
 M. MANCHESTER/Fire In The Morning
 OFF BROADWAY/Stay In Time

KWK STEREO WK St. Louis

- 1 JOURNEY/Any Way You Want It
- 2 BABY'S BACK/On My Feet Again
- 3 OFF BROADWAY/Stay In Time
- 4 RUSH/Spirit Of The Radio
- 5 PINK FLOYD/Another Brick In The Wall
- 6 SHOOTING STAR/You Got What I Need
- 7 BILLY JOEL/You May Be Right
- 8 BOB SEGER/Fire Lake
- 9 TRIUMPH/Can Survive
- 10 RUSH/Free Will
- 11 STEVE WALSH/Every Step Of The Way
- 12 SANTANA/All I Wanted
- 13 MARC TANNER/Baby's Back And Cold
- 14 BLONDIE/Call Me

Kansas City

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BOB SEGER/Fire Lake
- 3 BLONDIE/Call Me
- 4 WILLIE NELSON/My Heroes
- 5 CHRIS CROSS/Ride Like The Wind
- 6 LINDA RONSTADT/How Do I Make You
- 7 BILLY JOEL/You May Be Right
- 8 MICHAEL JACKSON/Off The Wall
- 9 AIR SUPPLY/Lost In Love
- 10 BILLY JOEL/You May Be Right
- 11 EAGLES/Can't Tell You Why
- 12 QUEEN/Crazy Little Thing Called Love
- 13 RUPERT HOLMES/Hi
- 14 JOURNEY/Any Way You Want It
- 15 ANDY GIBB/Da'ria
- 16 CHUCK MANGIONE/Give It All You Got
- 17 SHOOTING STAR/You Got What I Need
- 18 FLEETWOOD MAC/Think About Me
- 19 KOOL & THE GANG/Too Hot
- 20 HEART/Even It Up
- 21 ROGERS & CARNE/Don't Fall In Love...
- 22 DR. HOOR/Saxy Eyes
- 23 CLIFF RICHARD/Carrie
- 24 UTOPIA/Set Me Free
- 25 HAZARETH/Holiday
- 26 PAUL DAVIDS/Do Right
- 27 M. MANCHESTER/Fire In The Morning
- 28 BROTHERS JOHNSON/Stamp
- 29 AMBROSIA/Biggest Part Of Me
- 30 DAN FOGELBERG/Heart Hotels

ADDS 28
BOZ SCAGGS/Breakdown Dead Ahead
PRETENDERS/Brass In Pocket

ON GARY NUMAN/Cars
WARREN ZEVORA/Certain Girl
CLASH/Train In Vain
ALLAN CLARKE/Slipstream

SOUTH

105-FM Tampa

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 CHRIS CROSS/Ride Like The Wind
- 4 BOB SEGER/Fire Lake
- 5 AIR SUPPLY/Lost In Love
- 6 LINDA RONSTADT/How Do I Make You
- 7 BOB SEGER/Fire Lake
- 8 SHALAMAR/Second Time Around
- 9 ROGERS & CARNE/Don't Fall In Love...
- 10 KOOL & THE GANG/Too Hot
- 11 DAN FOGELBERG/Longer
- 12 LINDA RONSTADT/How Do I Make You
- 13 BOB SEGER/Fire Lake
- 14 AIR SUPPLY/Lost In Love
- 15 DR. HOOR/Saxy Eyes
- 16 J. GEILS BAND/Come Back
- 17 RAY, GOODMAN & B/Special Lady
- 18 CHUCK MANGIONE/Give It All You Got
- 19 WHISPERS/And The Beat Goes On
- 20 HEART/Even It Up
- 21 DAN FOGELBERG/Longer
- 22 MICHAEL JACKSON/Off The Wall
- 23 ANDY GIBB/Da'ria
- 24 BILLY JOEL/You May Be Right
- 25 TOM PETTY/Refugee
- 26 JOURNEY/Any Way You Want It
- 27 UTOPIA/Set Me Free
- 28 FLEETWOOD MAC/Think About Me
- 29 STYX/First In Line
- 30 ROGERS & CARNE/Don't Fall In Love...
- 31 PAT BENATAR/Heart Hotels
- 32 CLASH/Train In Vain
- 33 BILLY JOEL/You May Be Right
- 34 JERMAINE JACKSON/Let's Be Serious
- 35 J. GEILS BAND/Love Stinks

ADDS 28, 30
BERNADETTE PETERS/Gee Whizz
PAT BENATAR/Be Live For Love

ON AMBROSIA/Biggest Part Of Me
BOZ SCAGGS/Breakdown Dead Ahead
JAMES LAST BAND/The Seduction
ANDY & OLIVIA/Can't Help It
STYX/Borrowed Time
30 SPECIAL/Rockin' Into The Night
RUSH/Spirit Of The Radio
KIMMICK/Can't Put A Price....

HOUSTON

104.7-RBE HOUSTON'S SUPERROCK

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 CHRIS CROSS/Ride Like The Wind
- 4 BOB SEGER/Fire Lake
- 5 BILLY JOEL/You May Be Right
- 6 SPINNERS/Workin' My Way...
- 7 LINDA RONSTADT/How Do I Make You
- 8 BROTHERS JOHNSON/Stamp
- 9 EAGLES/Can't Tell You Why
- 10 QUEEN/Crazy Little Thing Called Love
- 11 DIRTY BAND/An American Dream
- 12 RAY, GOODMAN & B/Special Lady
- 13 SHALAMAR/Second Time Around
- 14 AIR SUPPLY/Lost In Love
- 15 DAN FOGELBERG/Longer
- 16 WHISPERS/And The Beat Goes On
- 17 BILLY JOEL/You May Be Right
- 18 DR. HOOR/Saxy Eyes
- 19 MICHAEL JACKSON/Off The Wall
- 20 HEART/Even It Up
- 21 CHARLIE DORE/Pilot Of The Airwaves
- 22 JOURNEY/Any Way You Want It
- 23 J. GEILS BAND/Come Back
- 24 BOZ SCAGGS/Breakdown Dead Ahead
- 25 UTOPIA/Set Me Free
- 26 DAN FOGELBERG/Longer
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 FLEETWOOD MAC/Think About Me
- 29 SUE SAAD & NEXT/Gimme Love, Gimme Love
- 30 PRETENDERS/Brass In Pocket

ADDS LIPPS, INC./Funky Town
AMBROSIA/Biggest Part Of Me
BEACH BOYS/In The Park

ON DAN FOGELBERG/Heart Hotels
ANDY & OLIVIA/Can't Help It
CLASH/Train In Vain
PAT BENATAR/Be Live For Love
STYX/Borrowed Time
LEIF GARRETT/We're Looking For...
ROBBIE DUPREE/Steel Away

Los Angeles

93.7-KHJ

- 1 BLONDIE/Call Me
- 2 PEACHES & HERB/I Pledge My Love
- 3 PINK FLOYD/Another Brick In The Wall
- 4 SPINNERS/Workin' My Way...
- 5 RAY, GOODMAN & B/Special Lady
- 6 EAGLES/Can't Tell You Why
- 7 MICHAEL JACKSON/Off The Wall
- 8 WHISPERS/And The Beat Goes On
- 9 LIPPS, INC./Funky Town
- 10 QUEEN/Crazy Little Thing Called Love
- 11 RUPERT HOLMES/Hi
- 12 FLEETWOOD MAC/Think About Me
- 13 SHALAMAR/Second Time Around
- 14 PRETENDERS/Brass In Pocket
- 15 BROTHERS JOHNSON/Stamp
- 16 CHRIS CROSS/Ride Like The Wind
- 17 DAN FOGELBERG/Longer
- 18 HEIL DIAMOND/September Morn
- 19 BOB SEGER/Fire Lake
- 20 TERRY DENTON/Three Times In Love
- 21 A-20 B-52'S/Rock Lobster
- 22 KOOL & THE GANG/Too Hot
- 23 PATRICIA RUSSELL/Heaven? You Heard
- 24 LINDA RONSTADT/How Do I Make You
- 25 J. GEILS BAND/Come Back
- 26 DAN FOGELBERG/Longer
- 27 DONNA SUMNER/On The Radio
- 28 LEON HAYWOOD/Don't Push It Don't...
- 29 ROGERS & CARNE/Don't Fall In Love...
- 30 CORDY HENKINS/AF/You Gave Me Love
- 31 CAPT. & TENNILLE/Do That To Me...

ADDS 20
ANDY & OLIVIA/Can't Help It
HAZARETH/Holiday
RED RIDER/White Hot

ON BOZ SCAGGS/Breakdown Dead Ahead

Denver

104.1-KRKR

- 1 CHRIS CROSS/Ride Like The Wind
- 2 BOB SEGER/Fire Lake
- 3 EAGLES/Can't Tell You Why
- 4 BLONDIE/Call Me
- 5 BILLY JOEL/You May Be Right
- 6 AIR SUPPLY/Lost In Love
- 7 PINK FLOYD/Another Brick In The Wall
- 8 LINDA RONSTADT/How Do I Make You
- 9 DR. HOOR/Saxy Eyes
- 10 CHARLIE DORE/Pilot Of The Airwaves
- 11 JOURNEY/Any Way You Want It
- 12 FLEETWOOD MAC/Think About Me
- 13 RUGERS & CARNE/Don't Fall In Love...
- 14 M. MANCHESTER/Fire In The Morning
- 15 CHUCK MANGIONE/Give It All You Got
- 16 J.D. SOUTHERN/White Rhythm & Blues
- 17 JIMMY RUFFIN/Hold On To My Love
- 18 KOOL & THE GANG/Too Hot
- 19 FELIX CAVALIERE/Only A Lonely Heart
- 20 STEVE WALSH/Sneaker-Dreamer
- 21 HEART/Even It Up
- 22 PAUL DAVIDS/Do Right
- 23 DAN FOGELBERG/Longer
- 24 BETTE MIDLER/The Rose
- 25 BOZ SCAGGS/Breakdown Dead Ahead
- 26 UTOPIA/Set Me Free
- 27 DAN FOGELBERG/Longer
- 28 JIMMY RUFFIN/Hold On To My Love
- 29 PRETENDERS/Brass In Pocket
- 30 TERRY DENTON/Three Times In Love
- 31 LINDA RONSTADT/How Do I Make You

ADDS 30
ANDY & OLIVIA/Can't Help It
HAZARETH/Holiday
RED RIDER/White Hot

ON JAMES LAST BAND/The Seduction
HEIL DIAMOND/September Morn
KERRY LOGGINS/Keep The Fire
CLASH/Train In Vain

Cincinnati

Q102

- 1 CHRIS CROSS/Ride Like The Wind
- 2 PINK FLOYD/Another Brick In The Wall
- 3 BOB SEGER/Fire Lake
- 4 BLONDIE/Call Me
- 5 EAGLES/Can't Tell You Why
- 6 TOM PETTY/Refugee
- 7 KOOL & THE GANG/Too Hot
- 8 RUPERT HOLMES/Hi
- 9 AIR SUPPLY/Lost In Love
- 10 BILLY JOEL/You May Be Right
- 11 LINDA RONSTADT/How Do I Make You
- 12 MICHAEL JACKSON/Off The Wall
- 13 DONNA SUMNER/On The Radio
- 14 J. GEILS BAND/Come Back
- 15 FLEETWOOD MAC/Think About Me
- 16 ANDY GIBB/Da'ria
- 17 SPINNERS/Workin' My Way...
- 18 QUEEN/Crazy Little Thing Called Love
- 19 HEART/Even It Up
- 20 JIMMY RUFFIN/Hold On To My Love
- 21 UTOPIA/Set Me Free
- 22 DR. HOOR/Saxy Eyes
- 23 JOURNEY/Any Way You Want It
- 24 PAUL DAVIDS/Do Right
- 25 TOM PETTY/Refugee
- 26 BILLY JOEL/You May Be Right
- 27 PAT BENATAR/Heart Hotels
- 28 LINDA RONSTADT/How Do I Make You
- 29 DAN FOGELBERG/Longer
- 30 STEVE FORBERT/Romano's Tune

ADDS 27, 28

Atlanta

2-93

- 1 BLONDIE/Call Me
- 2 BOB SEGER/Fire Lake
- 3 AIR SUPPLY/Lost In Love
- 4 BILLY JOEL/You May Be Right
- 5 CHRIS CROSS/Ride Like The Wind
- 6 PINK FLOYD/Another Brick In The Wall
- 7 BROTHERS JOHNSON/Stamp
- 8 KOOL & THE GANG/Too Hot
- 9 30 SPECIAL/Rockin' Into The Night
- 10 DR. HOOR/Saxy Eyes
- 11 FLEETWOOD MAC/Think About Me
- 12 DAN FOGELBERG/Longer
- 13 TOM PETTY/Refugee
- 14 JIMMY RUFFIN/Hold On To My Love
- 15 M. MANCHESTER/Fire In The Morning
- 16 BILLY JOEL/You May Be Right
- 17 CLASH/Train In Vain
- 18 TOM PETTY/Refugee
- 19 PRETENDERS/Brass In Pocket
- 20 LINDA RONSTADT/How Do I Make You
- 21 ANDY & OLIVIA/Can't Help It
- 22 BOZ SCAGGS/Breakdown Dead Ahead
- 23 DAN FOGELBERG/Longer
- 24 AMBROSIA/Biggest Part Of Me
- 25 JOURNEY/Any Way You Want It
- 26 MICHAEL JACKSON/Off The Wall
- 27 ROGERS & CARNE/Don't Fall In Love...
- 28 FELIX CAVALIERE/Only A Lonely Heart...
- 29 LOU RALPH/You're My Blessing
- 30 JAMES LAST BAND/The Seduction

ADDS 28, 30
GARY NUMAN/Cars

ON KORONA/Let Me Be

Miami

4-100

- 1 PINK FLOYD/Another Brick In The Wall
- 2 MICHAEL JACKSON/Off The Wall
- 3 ANDY & OLIVIA/Can't Help It
- 4 CHRIS CROSS/Ride Like The Wind
- 5 WHISPERS/And The Beat Goes On
- 6 BLONDIE/Call Me
- 7 SPINNERS/Workin' My Way...
- 8 KOOL & THE GANG/Too Hot
- 9 PAT BENATAR/Heart Hotels
- 10 RAY, GOODMAN & B/Special Lady
- 11 LINDA RONSTADT/How Do I Make You
- 12 TOM PETTY/Refugee
- 13 BILLY JOEL/You May Be Right
- 14 NICOLETTE LARSON/Let Me Go, Love
- 15 CHUCK MANGIONE/Give It All You Got
- 16 BROTHERS JOHNSON/Stamp
- 17 KERRY LOGGINS/Keep The Fire
- 18 FLEETWOOD MAC/Think About Me
- 19 DR. HOOR/Saxy Eyes
- 20 BAR-KAYS/Today Is The Day
- 21 JOURNEY/Any Way You Want It
- 22 TOTO/99
- 23 BILLY JOEL/You May Be Right
- 24 YOUNG HOGWARTS/Computer Game
- 25 BOB SEGER/Fire Lake
- 26 BOBBY DELWELL/Come Down From Love
- 27 RCR/Scandia
- 28 PRETENDERS/Brass In Pocket
- 29 JERMAINE JACKSON/Let's Be Serious
- 30 AIR SUPPLY/Lost In Love
- 31 GARY NUMAN/Cars
- 32 CHARLIE DORE/Pilot Of The Airwaves
- 33 PETER MCAN/Solitaire
- 34 WEBSTER LEWIS/Give Me Some Emotion
- 35 LEIF GARRETT/We're Looking For...
- 36 PEACHES & HERB/I Pledge My Love
- 37 JOURNEY/Any Way You Want It
- 38 LA FLAYOUR/Monday
- 39 PAUL DAVIDS/Do Right
- 40 ROGERS & CARNE/Don't Fall In Love...

ADDS 37, 38, 39, 40

ON UTOPIA/Set Me Free

Seattle

KJR 950

- 1 BLONDIE/Call Me
- 2 CHRIS CROSS/Ride Like The Wind
- 3 HEART/Even It Up
- 4 BOB SEGER/Fire Lake
- 5 PINK FLOYD/Another Brick In The Wall
- 6 EAGLES/Can't Tell You Why
- 7 LINDA RONSTADT/How Do I Make You
- 8 BILLY JOEL/You May Be Right
- 9 TOM PETTY/Refugee
- 10 KOOL & THE GANG/Too Hot
- 11 SPINNERS/Workin' My Way...
- 12 UTOPIA/Set Me Free
- 13 PAUL DAVIDS/Do Right
- 14 FLEETWOOD MAC/Think About Me
- 15 DR. HOOR/Saxy Eyes
- 16 AIR SUPPLY/Lost In Love
- 17 BILLY JOEL/You May Be Right
- 18 BOZ SCAGGS/Breakdown Dead Ahead
- 19 JOURNEY/Any Way You Want It
- 20 CHARLIE DORE/Pilot Of The Airwaves
- 21 JAMES LAST BAND/The Seduction
- 22 KERRY LOGGINS/Keep The Fire
- 23 AMBROSIA/Biggest Part Of Me
- 24 JOURNEY/Any Way You Want It
- 25 ROBBIE DUPREE/Steel Away
- 26 WENDY & CELIA/Don't Fall In Love...
- 27 ROGERS & CARNE/Don't Fall In Love...
- 28 LINDA RONSTADT/How Do I Make You
- 29 PAT BENATAR/Heart Hotels
- 30 RED RIDER/White Hot

ON ANNE MURRAY/Lucky Me
CLASH/Train In Vain
LINDA RONSTADT/How Do I Make You
RUSH/Spirit Of The Radio
SHALAMAR/Second Time Around
HEATS/I Don't Like Your Fac

Phoenix

KUPD ALL ROCK FM 98

- 1 BABYS/HIGHNIGHT Rendezvous
- 2 AEROSMITH/Remember
- 3 30 SPECIAL/Rockin' Into The Night
- 4 PINK FLOYD/Another Brick In The Wall
- 5 CHRIS CROSS/Ride Like The Wind
- 6 PINK FLOYD/Another Brick In The Wall
- 7 STEVE WALSH/Sneaker-Dreamer
- 8 RUSH/Spirit Of The Radio
- 9 FORE LOVER/Woman
- 10 BOB SEGER/Fire Lake
- 11 BILLY JOEL/You May Be Right
- 12 ROCKETS/Da'ria
- 13 HEART/Even It Up
- 14 JOURNEY/Any Way You Want It
- 15 APRIL WINE/Like To Rock It
- 16 BOB SEGER/Fire Lake
- 17 CLASH/Train In Vain
- 18 HEART/Even It Up
- 19 SAWTANA/All I Wanted
- 20 LINDA RONSTADT/How Do I Make You
- 21 MCLEY & THE GANG/Too Hot
- 22 PAT BENATAR/Heart Hotels
- 23 PAT BENATAR/Heart Hotels
- 24 GARY NUMAN/Cars
- 25 ROBBIE DUPREE/Steel Away
- 26 WENDY & CELIA/Don't Fall In Love...
- 27 LINDA RONSTADT/How Do I Make You
- 28 BOB SEGER/Fire Lake
- 29 TRUMP/You're In Control
- 30 BLUE SHOES/Better

ADDS 28, 30

ON VAN HALEN/The Gradle Will Rock
JOE PERRY PROJECT/Discount Dogs
J. GEILS BAND/Love Stinks
BOB SEGER/Breakdown Dead Ahead
TERRY DENTON/Three Times In Love
HANDLE PIE/Fool For A Pretty Face
PAT TRAYERS/BAND/Sortin' Whiskey And
SPECIALS/Massage To Your Rudy
FOOLS/Beautiful Girls

Minneapolis

KDWB

- 1 CHRIS CROSS/Ride Like The Wind
- 2 BLONDIE/Call Me
- 3 BOB SEGER/Fire Lake
- 4 AIR SUPPLY/Lost In Love
- 5 BOB SEGER/Fire Lake
- 6 EAGLES/Can't Tell You Why
- 7 DR. HOOR/Saxy Eyes
- 8 GARY NUMAN/Cars
- 9 PRETENDERS/Brass In Pocket
- 10 PAUL DAVIDS/Do Right
- 11 DAVID GARRETT/Where Does The Lovin'
- 12 JOURNEY/Any Way You Want It
- 13 M. MANCHESTER/Fire In The Morning
- 14 CLASH/Train In Vain
- 15 PINK FLOYD/Another Brick In The Wall
- 16 HEART/Even It Up
- 17 ROGERS & CARNE/Don't Fall In Love...
- 18 TOMMY JAMES/Three Times In Love
- 19 FELIX CAVALIERE/Only A Lonely Heart...
- 20 UTOPIA/Set Me Free
- 21 BRUCE COCKBURN/Wondering Where The...
LINDA RONSTADT/How Do I Make You
- 22 CLIFF RICHARD/Carrie
- 23 WARREN ZEVORA/Certain Girl
- 24 DAN FOGELBERG/Heart Hotels
- 25 BOZ SCAGGS/Breakdown Dead Ahead
- 26 STEVE FORBERT/Goodbye To Little Jo
- 27 BETTE MIDLER/The Rose
- 28 HAZARETH/Holiday
- 29 RED RIDER/White Hot
- 30 AMBROSIA/Biggest Part Of Me
- 31 CRYSTALS/Stay In The Love
- 32 WHISKY/Can't Put A Price....

ADDS 30, 31, 32

Ft. Worth/Dallas

2-97 Fm Studio

- 1 BLONDIE/Call Me
- 2 BLONDIE/Call Me
- 3 LINDA RONSTADT/How Do I Make You
- 4 HEART/Even It Up
- 5 PAT BENATAR/Heart Hotels
- 6 BOB SEGER/Fire Lake
- 7 BOB SEGER/Fire Lake
- 8 QUEEN/Crazy Little Thing Called Love
- 9 JOURNEY/Any Way You Want It
- 10 BILLY JOEL/You May Be Right
- 11 SPINNERS/Workin' My Way...
- 12 EAGLES/Can't Tell You Why
- 13 FLEETWOOD MAC/Think About Me
- 14 BILLY JOEL/Don't Ask Me Why
- 15 HEIL DIAMOND/September Morn
- 16 STYX/Borrowed Time
- 17 JEFF, STARBUCKS/With The Hungry
- 18 LINDA RONSTADT/How Do I Make You
- 19 TOM PETTY/Refugee
- 20 AEROSMITH/Remember
- 21 DAN FOGELBERG/Longer
- 22 ROGERS & CARNE/Don't Fall In Love...
- 23 KOOL & THE GANG/Too Hot
- 24 PINK FLOYD/Another Brick In The Wall
- 25 CHRIS CROSS/Ride Like The Wind

ADDS 14, 18, 27, 29

Los Angeles

KRLA Radio 11

- 1 LIPPS, INC./Funky Town
- 2 B-52'S/Rock Lobster
- 3 RAY, GOODMAN & B/Special Lady
- 4 EAGLES/Can't Tell You Why
- 5 SPINNERS/Workin' My Way...
- 6 WHISPERS/And The Beat Goes On
- 7 DAN FOGELBERG/Longer
- 8 QUEEN/Crazy Little Thing Called Love
- 9 PEACHES & HERB/I Pledge My Love
- 10 DR. HOOR/Saxy Eyes
- 11 BOB SEGER/Fire Lake
- 12 LINDA RONSTADT/How Do I Make You
- 13 MANHATTAN TRANSFER/Twilight Zone
- 14 TOMMY JAMES/Three Times In Love
- 15 KOOL & THE GANG/Too Hot
- 16 SHALAMAR/Second Time Around
- 17 BROTHERS JOHNSON/Stamp
- 18 JIMMY RUFFIN/Hold On To My Love
- 19 LEON HAYWOOD/Don't Push It Don't...
- 20 BILLY JOEL/You May Be Right
- 21 PHOTOG/We Were Meant To Be
- 22 PRETENDERS/Brass In Pocket
- 23 ROBBIE DUPREE/Steel Away
- 24 SMOKEY ROBINSON/Let Me Be The Clock
- 25 FLEETWOOD MAC/Think About Me
- 26 RUPERT HOLMES/Hi

ADDS 17
AMBROSIA/Biggest Part Of Me

ON KORONA/Let Me Be
BERNADETTE PETERS/Gee Whizz
RAMONES/Baby I Love You
RAYDIO/Two Pieces
BEACH BOYS/Goin' To The Sun
GQ/Strivin' In The Park

Los Angeles

64 FM RADIO

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 SPINNERS/Workin' My Way...
- 4 SHALAMAR/Second Time Around
- 5 EAGLES/Can't Tell You Why
- 6 BOB SEGER/Fire Lake
- 7 CHRIS CROSS/Ride Like The Wind
- 8 KOOL & THE GANG/Too Hot
- 9 BILLY JOEL/You May Be Right
- 10 JOURNEY/Any Way You Want It
- 11 MICHAEL JACKSON/Off The Wall
- 12 LINDA RONSTADT/How Do I Make You
- 13 QUEEN/Crazy Little Thing Called Love
- 14 PEACHES & HERB/I Pledge My Love
- 15 RAY, GOODMAN & B/Special Lady
- 16 WHISPERS/And The Beat Goes On
- 17 ROGERS & CARNE/Don't Fall In Love...
- 18 BILLY JOEL/You May Be Right
- 19 ANDY GIBB/Da'ria
- 20 CHARLIE DORE/Pilot Of The Airwaves
- 21 JAMES LAST BAND/The Seduction
- 22 KERRY LOGGINS/Keep The Fire
- 23 RUPERT HOLMES/Hi
- 24 DR. HOOR/Saxy Eyes
- 25 DAN FOGELBERG/Longer
- 26 PAT BENATAR/Heart Hotels
- 27 PRETENDERS/Brass In Pocket
- 28 FLEETWOOD MAC/Think About Me
- 29 ANDY & OLIVIA/Can't Help It
- 30 TERRY DENTON/Three Times In Love
- 31 PAUL DAVIDS/Do Right
- 32 LIPPS, INC./Funky Town
- 33 UTOPIA/Set Me Free

ON AMBROSIA/Biggest Part Of Me
LINDA RONSTADT/How Do I Make You
BROTHERS JOHNSON/Stamp
PRETENDERS/Brass In Pocket
PAT BENATAR/Heart Hotels
ANDY & OLIVIA/Can't Help It
TERRY DENTON/Three Times In Love
LEON HAYWOOD/Don't Push It Don't...
BARRY MANLOW/Don't Put It Don't...
JAMES LAST BAND/The Seduction
GARY NUMAN/Cars
AMBROSIA/Biggest Part Of Me
ROGERS & CARNE/Don't Fall In Love
KORONA/Let Me Be
SMOKEY ROBINSON/Let Me Be The Clock

San Francisco

610 KFRG

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BLONDIE/Call Me
- 3 JOURNEY/Any Way You Want It
- 4 BOB SEGER/Fire Lake
- 5 RAY, GOODMAN & B/Special Lady
- 6 LINDA RONSTADT/How Do I Make You
- 7 QUEEN/Crazy Little Thing Called Love
- 8 PEACHES & HERB/I Pledge My Love
- 9 EAGLES/Can't Tell You Why
- 10 CHRIS CROSS/Ride Like The Wind
- 11 BILLY JOEL/You May Be Right
- 12 WHISPERS/And The Beat Goes On
- 13 QUEEN/Crazy Little Thing Called Love
- 14 MICHAEL JACKSON/Off The Wall
- 15 J. GEILS BAND/Come Back
- 16 MICHAEL JACKSON/Off The Wall
- 17 BROTHERS JOHNSON/Stamp
- 18 DAN FOGELBERG/Longer
- 19 PAT BENATAR/Heart Hotels
- 20 GARY NUMAN/Cars
- 21 PRETENDERS/Brass In Pocket
- 22 SHALAMAR/Second Time Around
- 23 AIR SUPPLY/Lost In Love
- 24 TOM PETTY/Refugee
- 25 TERRY DENTON/Three Times In Love
- 26 MICHAEL JACKSON/Off The Wall
- 27 JIMMY RUFFIN/Hold On To My Love
- 28 FLEETWOOD MAC/Think About Me
- 29 KERRY LOGGINS/Keep The Fire
- 30 DR. HOOR/Saxy Eyes

ADDS LIPPS, INC./Funky Town
PEACHES & HERB/I Pledge My Love

ON BOZ SCAGGS/Breakdown Dead Ahead
AMBROSIA/Biggest Part Of Me
ROGERS & CARNE/Don't Fall In Love
KORONA/Let Me Be
SMOKEY ROBINSON/Let Me Be The Clock

Kansas City

WHB-am 71

- 1 CHRIS CROSS/Ride Like The Wind
- 2 BLONDIE/Call Me
- 3 BILLY JOEL/You May Be Right
- 4 EAGLES/Can't Tell You Why
- 5 BILLY JOEL/You May Be Right
- 6 AIR SUPPLY/Lost In Love
- 7 SPINNERS/Workin' My Way...
- 8 RUPERT HOLMES/Hi
- 9 TOMMY JAMES/Three Times In Love
- 10 KOOL & THE GANG/Too Hot
- 11 FLEETWOOD MAC/Think About Me
- 12 JIMMY RUFFIN/Hold On To My Love
- 13 DR. HOOR/Saxy Eyes
- 14 RAY, GOODMAN & B/Special Lady
- 15 BOB SEGER/Fire Lake
- 16 ROGERS & CARNE/Don't Fall In Love...
- 17 JOHN DENVER/Autograph
- 18 UTOPIA/Set Me Free
- 19 BETTE MIDLER/The Rose
- 20 M. MANCHESTER/Fire In The Morning
- 21 PAUL DAVIDS/Do Right
- 22 LINDA RONSTADT/How Do I Make You
- 23 CHARLIE DORE/Pilot Of The Airwaves
- 24 DAN FOGELBERG/Heart Hotels
- 25 CLIFF RICHARD/Carrie
- 26 ANNE MURRAY/Lucky Me
- 27 AMBROSIA/Biggest Part Of Me

ADDS NONE

Atlanta

94-Q THE MUSIC FM

- 1 PRETENDERS/Brass In Pocket
- 2 BLONDIE/Call Me
- 3 PAUL DAVIDS/Do Right
- 4 BILLY JOEL/You May Be Right
- 5 M. MANCHESTER/Fire In The Morning
- 6 BRUCE COCKBURN/Wondering Where The...
LINDA RONSTADT/How Do I Make You
- 7 UTOPIA/Set Me Free
- 8 DAN FOGELBERG/Heart Hotels
- 9 CHRIS CROSS/Ride Like The Wind
- 10 AIR SUPPLY/Lost In Love
- 11 CLIFF RICHARD/Carrie
- 12 JAMES LAST BAND/The Seduction
- 13 PINK FLOYD/Another Brick In The Wall
- 14 FELIX CAVALIERE/Only A Lonely Heart...
- 15 FLEETWOOD MAC/Think About Me
- 16 J. GEILS BAND/Come Back
- 17 ROGERS & CARNE/Don't Fall In Love...
- 18 WARREN ZEVORA/Certain Girl
- 19 BOB SEGER/Fire Lake
- 20 BOZ SCAGGS/Breakdown Dead Ahead
- 21 LINDA RONSTADT/How Do I Make You
- 22 CLASH/Train In Vain
- 23 AMBROSIA/Biggest Part Of Me
- 24 LINDA RONSTADT/How Do I Make You
- 25 HEIL DIAMOND/September Morn
- 26 CHUCK MANGIONE/Give It All You Got
- 27 BOB SEGER/Fire Lake
- 28 PETER MCAN/Solitaire
- 29 ROBBIE DUPREE/Steel Away
- 30 KORONA/Let Me Be

ADDS 27, 28, 29, 30
SPYRO GYRA/Catching The Sun
PHOTO/We Were Meant

ON FOOLS/Beautiful Girls

Phoenix

104.1-KRKR

- 1 PINK FLOYD/Another Brick In The Wall
- 2 BOB SEGER/Fire Lake
- 3 BILLY JOEL/You May Be Right
- 4 MICHAEL JACKSON/Off The Wall
- 5 CHRIS CROSS/Ride Like The Wind
- 6 HEART/Even It Up
- 7 DR. HOOR/Saxy Eyes
- 8 JOURNEY/Any Way You Want It
- 9 BLONDIE/Call Me
- 10 UTOPIA/Set Me Free
- 11 BILLY JOEL/You May Be Right
- 12 AIR SUPPLY/Lost In Love
- 13 DAN FOGELBERG/Heart Hotels
- 14 RAY, GOODMAN & B/Special Lady
- 15 SHALAMAR/Second Time Around
- 16 KOOL & THE GANG/Too Hot
- 17 TOMMY JAMES/Three Times In Love
- 18 EAGLES/Can't Tell You Why
- 19 LINDA RONSTADT/How Do I Make You
- 20 CHUCK MANGIONE/Give It All You Got
- 21 JIMMY RUFFIN/Hold On To My Love
- 22 KERRY LOGGINS/Keep The Fire
- 23 ANDY & OLIVIA/Can't Help It
- 24 ROGERS & CARNE/Don't Fall In Love...
- 25 BOB SEGER/Fire Lake
- 26 JAMES LAST BAND/The Seduction
- 27 DAN FOGELBERG/Longer
- 28 CHARLIE DORE/Pilot Of The Airwaves
- 29 PRETENDERS/Brass In Pocket

ADDS FELIX CAVALIERE/Only A Lonely Heart
GARY NUMAN/Cars
ANDY & OLIVIA/Can't Help It

ON PAUL DAVIDS/Do Right
AMBROSIA/Biggest Part Of Me

San Diego

B100

- 1 BLONDIE/Call Me
- 2 PINK FLOYD/Another Brick In The Wall
- 3 SPINNERS/Workin' My Way...
- 4 EAGLES/Can't Tell You Why
- 5 KOOL & THE GANG/Too Hot
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BOB SEGER/Fire Lake
- 8 LINDA RONSTADT/How Do I Make You
- 9 PAT BENATAR/Heart Hotels
- 10 MICHAEL JACKSON/Off The Wall
- 11 QUEEN/Crazy Little Thing Called Love
- 12 CHRIS CROSS/Ride Like The Wind
- 13 TOM PETTY/Refugee
- 14 BILLY JOEL/You May Be Right
- 15 PRETENDERS/Brass In Pocket
- 16 AIR SUPPLY/Lost In Love
- 17 TOTO/99
- 18 FLEETWOOD MAC/Think About Me
- 19 DAN FOGELBERG/Longer
- 20 STEVE FORBERT/Romano's Tune
- 21 PEACHES & HERB/I Pledge My Love
- 22 TERRY DENTON/Three Times In Love
- 23 JOURNEY/Any Way You Want It
- 24 DONNA SUMNER/On The Radio
- 25 CLIFF RICHARD/Carrie
- 26 JIMMY RUFFIN/Hold On To My Love
- 27 CLASH/Train In Vain
- 28 DAN FOGELBERG/Heart Hotels
- 29 EAGLES/Can't Tell You Why
- 30 BOZ SCAG

RAY, GOODMAN & BROWN
Special Lady (Polydor)
LP: Ray, Goodman & Brown

1404 72%
12

Regional	National
Reach	Summary
E 604	UP 115
H 604	SARE 18
M 604	DOWN 0
W 604	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

K. ROGERS & K. CARNES
Don't Fall In Love... (UA)
LP: Gideon

108/12 86%
10

Regional	National
Reach	Summary
E 804	UP 115
H 804	SARE 18
M 804	DOWN 0
W 804	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

JIMMY RUFFIN
Hold On To My Love (RSO)
LP: RSO

153/7 70%
10

Regional	National
Reach	Summary
E 804	UP 115
H 804	SARE 18
M 804	DOWN 0
W 804	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

BOB SEGER
Fire Lake (Capitol)
LP: Against The Wind

182/0 88%
2

Regional	National
Reach	Summary
E 1004	UP 148
H 1004	SARE 17
M 1004	DOWN 15
W 1004	ADDS 0

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

WHISPERS
And The Beat Goes On
LP: N&A

76/6 39%
N&A

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

(Whispers continued)

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

CLIFF RICHARD
Carrie (EMI America)
LP: We Don't Talk Anymore

81/8 47%
N&A

Regional	National
Reach	Summary
E 104	UP 76
H 104	SARE 7
M 104	DOWN 0
W 104	ADDS 8

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

LINDA RONSTADT
Hurt So Bad (Asylum)
LP: Med Lve

135/42 70%
28
BREAKER

Regional	National
Reach	Summary
E 754	UP 75
H 754	SARE 10
M 754	DOWN 0
W 754	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

BOZ SCAGGS
Breakdown Dead... (Columbia)
LP: Middle Man

148/26 78%
26

Regional	National
Reach	Summary
E 804	UP 115
H 804	SARE 18
M 804	DOWN 0
W 804	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

UTOPIA
Set Me Free (Bearsville/WB)
LP: Adventures In Utopia

131/2 68%
19

Regional	National
Reach	Summary
E 604	UP 115
H 604	SARE 18
M 604	DOWN 0
W 604	ADDS 12

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

Regional	National
Reach	Summary
E 504	UP 45
H 504	SARE 15
M 504	DOWN 10
W 504	ADDS 6

ROBBIE DUPREE "Stal Away" (Elektra) 18/14
Moves: Up 1, Same 1, Down 0, Adds 14, 94Q, WERC, KX104, WNOX, KOFM, KWEN, KJRB, KTAC, KGW.

BARRY MANILOW "I Don't Want To Walk Without You" (Arista) 18/13
Moves: Up 0, Same 3, Down 0, Adds 13 including WFIL, KEARTH, WSGN, WLCY, WHBQ, WLAC, WAKY, WOHM, KIOY, G100.

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 16/9
Moves: Up 3, Same 4, Down 0, Adds 9, WFIL, WRKO, WFBR, WBEN-FM, WICC, WHYN, WBBQ, KX104, WISE.

BOB SEGER "Against The Wind" (Capitol) 16/4
Moves: Up 3, Same 9, Down 0, Adds 4, 94Q, KZ93, KJRB, WTMA, KBFM 30-22, WJDX 15-11.

STYX "Frat Time" (A&M) 16/3
Moves: Up 7, Same 6, Down 1, Adds 3, Y103, V100, KQWB-FM, 96KX 1-1, WPEZ 17-14, WLAC 13-9, KLUC 16-9, K104 14-10.

KARLA BONOFF "Baby Don't Go" (Columbia) 16/0
Moves: Up 10, Same 8, Down 0, Adds 0, KWEN 16-14, WZZP 30-24, KGW 19-16, KRQ 29-28, WHEB 34-29, KKXL 9-6, KODI 13-9.

STEVE FORBERT "Goodbye To Little Jo" (Nemperor) 15/11
Moves: Up 2, Same 2, Down 0, Adds 11, WFI, WFLY, WKEX, WNOX, KCPX, WCGQ, WISE, WANS-FM, KENI, KRLC.

MICHAEL JACKSON "She's Out Of My Life" (Epic) 15/4
Moves: Up 8, Same 3, Down 0, Adds 4, 14Q, 96X, FM99, WRKR, WPGC 2-2, Z93 29-26, Q106 30-27, KFAM d 27, WRVQ 22-13.

DOTTIE WEST "Lesson In Leavin'" (UA) 15/1
Moves: 9, Same 4, Down 1, Adds 1, WJDX, WLAC 23-15, 92Q 17-11, WNOX 12-7, WKIX 8-7, WAYS 4-2, WSEZ 23-18.

SHOOTING STAR "You've Got What I Need" (Virgin) 13/4
Moves: Up 3, Same 6, Down 0, Adds 4, WFI, WPEZ, WGCL, WCGQ, KBQZ 20-17.

BAR-KAYS "Today Is The Day" (Mercury) 13/3
Moves: Up 7, Same 3, Down 0, Adds 3, KYNO-FM, KFAM, WSEZ, PRO-FM 29-27, Y100 24-21, BJ106 33-29, WHBQ 24-19.

DOLLY PARTON "Starting Over Again" (RCA) 13/3
Moves: Up 4, Same 6, Down 0, Adds 3, WOW, WXIL, WROV, WKBW on, WRKO 24-21, WOKY d 28.

SURVIVOR "Somewhere In America" (Scotti Bros.) 13/2
Moves: Up 1, Same 9, Down 1, Adds 2, JB106, WCGQ, KZ93 on, KERN on, KRUX on, K104 35-32.

BEACH BOYS "Goin' On" (Caribou) 12/2
Moves: Up 3, Same 7, Down 0, Adds 2, WHEB, WCGQ, KRLA on, WBEN-FM 30-29, Y103 38-35, WIGY 21-15.

JIMMY BUFFETT "Survive" (MCA) 11/2
Moves: Up 7, Same 2, Down 0, Adds 4, KFAM, KBOZ, WLCY 23-20, JB106 38-32, K104 27-23, WANS-FM 17-13.

DIONNE WARWICK "After You" (Arista) 10/3
Moves: Up 3, Same 4, Down 0, Adds 3, WKEE, KENI, KBOZ, KFAM 27-20, WOW 26-22, WHEB 33-26.

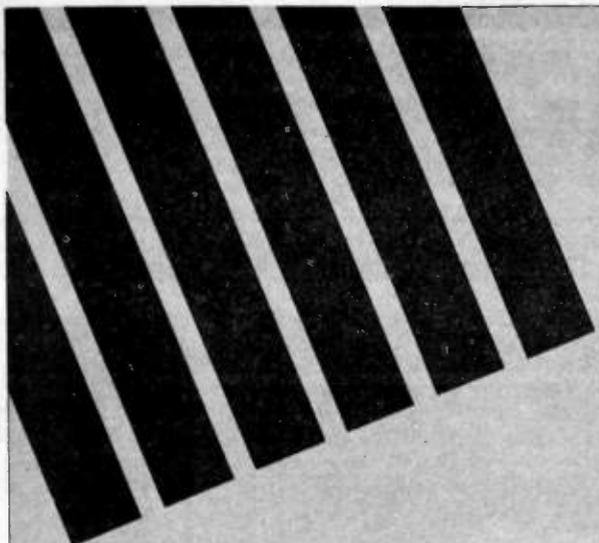
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"FUNKYTOWN"

NB 2233

The Hit Single
From The New
LIPPS, INC. Album
"Mouth To Mouth"

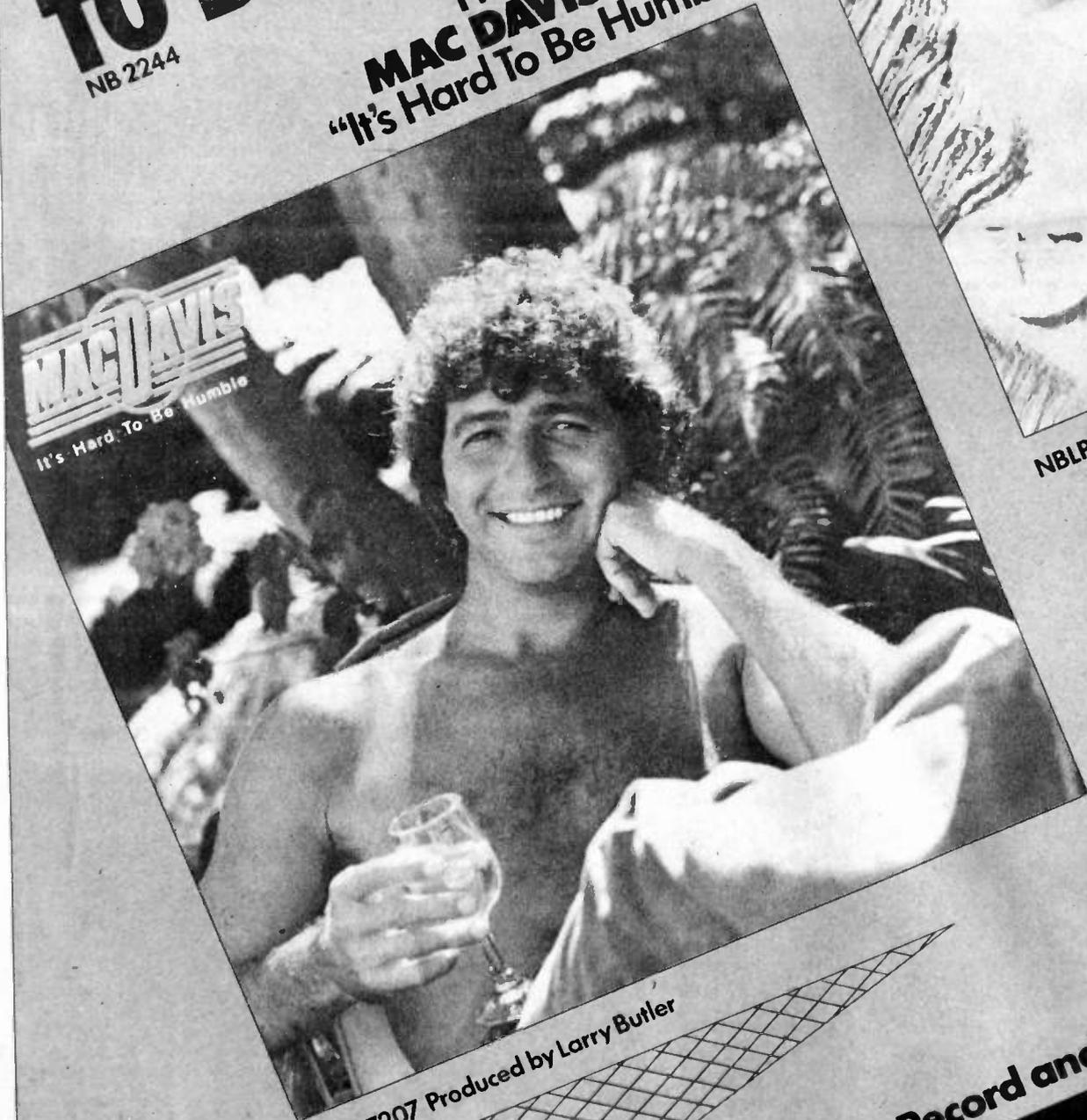


NBLP 7197 Produced and Written by Steven Greenberg

"IT'S HARD TO BE HUMBLE"

NB 2244

The Hit Single
From The New
MAC DAVIS Album
"It's Hard To Be Humble"



NBLP 7207 Produced by Larry Butler

Available on
Casablanca Record and FilmWorks, Inc.



THE PICTURE PAGES

Warner Bros. Captures Russia



LA-based recording group Russia has signed a contract with Warner Bros. Records, which has already released the quintet's self-titled debut album. Shown above are (standing, l-r): Russia co-managers Ivy and Jim Baver, manager Jim Rissmiller, WB President/Chairman Mo Ostin, WB VP David Berman, WB's Roberta Peterson, Wolf and Rissmiller Concerts VP Ken Scher, and WB VP Carl Scott; (seated) Russia members Jeff Swisstack, Larry Tuttle, Griff Stevens, Tom Brighton, and Rick White and WB's Robin Rothman.

Selector Selected To Open



Chrysalis's The Selector was the opening act for Blondie at a recent London appearance, and will be touring the U.S. in April promoting their just-released LP. Shown backstage are (l-r): Blondie's Deborah Harry, the Selector's Pauline Black, and Holly and the Italians' Holly Vincent.

Motors Geared For Action



Celebrating the Motors' latest Virgin Records album, distributed by Atlantic, are (l-r): Virgin VP Kurt Nerlinger, Virgin President Ken Berry, The Motors' Andy McMaster and Nick Garvey, Atlantic's John David Kolodner, and Atlantic Sr. VP/GM Dave Glow.

Village People Produce Gold



More gold has come the Village People's way from their latest Casablanca double album, "Live and Sleazy." Casablanca President Bruce Bird (right) presents the fifth consecutive gold LP to Exec. Producer Henri Belolo (left) and Producer Jacques Morali (middle).

Police Capture Seattle's Attention



A&M Records hosted a luncheon in Seattle for the Police and local retailers. Attending the function were (front, l-r): Bonnie McCassy and Police members Sting and Andy Summers; (middle) RCA/A&M's Danielle Wagner, New Dawn manager Dave Deines, Tower manager Dave Coker, and RCA/A&M's Jayne Neches, New Dawn's Steve Nichol, Music Market manager Don Jensen, the Police's Stewart Copeland, Peaches manager Ben Daniel, Charlie Brown, and A&M's Neil Tesler.

Shirts Button Up "Inner Sleeve"



Capitol recording artists the Shirts are putting the finishing touches on their album, "Inner Sleeve," due for a June release. Pictured at the studio are (standing, l-r): Shirts Robert Raccioppo, Arthur LaMonica, Annie Golden, John (Zeeek) Criscione, Ronald Ardito and John Piccolo and album co-producer John Palladino; (seated) engineer Ed Thacker and producer Georg Wadenius.

TEENAGE DEPRESSION STRIKES

2 OUT OF 3 YOUTHS IN EVERY

INDUSTRIALIZED AREA OF THE WORLD...



Love Stinks

a new single from THE J. GEILS BAND

PRODUCED BY SETH JUSTMAN ENGINEERED BY DAVE THOENER



ON EMI-AMERICA RECORDS

WRVQ 28-18	WGCL add 24	WIGY add	WQRK add	WNAP LP cut	KCBS add	WCGQ add	WBGN add
WDRQ 20-15	KUPD on	KNUS add	KJ100 add	KCPX add	K104 add	WSEZ on	WTAC
CHUM deb 30	14Q add 28	KHFI add	WVIC add	KRSP add	WAQY add	WISE add	KDVV on
Q105 add 30	V97 LP cut	WSGN add	92X add	KJOY add	WKEE LP cut	WRKR add	WZAT on



Black Radio

Bill Speed

The Black Radio Arbitron Scoreboard

With Arbitron results for the Jan/Feb survey in for nine of the biggest cities, I'm presenting a scoreboard summary of how Black Pop/Rhythms stations came out. There are a lot of down reports, but there are some success stories to cheer about — WBSL increasing its lead in New York, WHUR pulling within a point of the Top 40 leaders in Washington, and some great moves by Dancemusic stations now moving in more of a Pop/Rhythms direction — notably WKYS/Washington and WCAU-FM/Philadelphia. And some last-minute success stories from Detroit show WCHB and WGPR gaining nicely, plus a slight increase for WJLB, and a full-point jump for WOKF in Tampa to move to 4.7. Stay tuned for a bigger scorecard when the April/May results are in. Here's how the standings look:

City	Station	O/N '79	J/F '80
Baltimore	WSID	2.2	2.0
	WWIN	5.4	4.5
	WXYV	6.3	5.6
Boston	WILD	.7	1.2
	WXKS	5.5	5.4
Chicago	WBMX	4.2	4.0
	WGCI	2.7	3.5
	WJPC	2.1	1.7
	WVON	2.8	1.9
Cleveland	WABQ	1.8	1.3
	WJMO	5.4	3.7
Detroit	WCHB	1.5	2.1
	WGPR	1.6	2.1
	WJLB	3.0	3.1
	WJZZ	3.2	2.6
	WLBS	1.6	1.3
Los Angeles	KDAY	2.4	1.9
	KGFJ	1.2	1.0
	KJLH	.8	1.3
	KKGO	1.4	1.7
	KUTE	2.6	2.3
New York	WBSL	7.1	7.5
	WKTU	6.8	6.0
	WWRL	.7	.6
Philadelphia	WCAU-FM	2.8	3.3
	WDAS	2.4	2.5
	WDAS-FM	7.0	5.2
	WHAT	1.2	1.2
San Francisco	KDIA	3.4	2.5
	KSOL	4.3	3.8
Tampa-St. Petersburg	WOKF	3.7	4.7
	WTMP	3.7	2.1
Washington D.C.	WHUR	5.7	5.7
	WKYS	3.1	5.9
	WOL	2.2	1.5
	WOOK	6.9	4.8

Radio's Record Checklist

Responding to a lot of requests from our radio correspondents, I'm printing the following list of promotion people in charge of black product at the major labels, plus phone numbers to get in touch with them.

A&M Bob Galtors (213) 469-2411	Elektra/Asylum Primus Robinson (213) 655-8280	RSO Bob Ursery (213) 650-1234
Arista Carol Cruickshank (Black Product) Bob Gooding (Jazz/Progressive) (212) 489-7400	Epic/Portrait/Assoc. Labels Vernon Slaughter (212) 975-4692	Salsoul Connie Johnson (212) 889-6239
Atlantic/Cotillion Pat Metz (212) 484-3081	MCA Jan Barnes (213) 501-1715	Solar Cheryl Appling (213) 467-6527
Capitol Don Mac (213) 462-6252	Mercury Tommy Young (312) 645-6300	TK Timmy Thomas (305) 888-1685
Casablanca Jheryl Busby (213) 650-8300	Motown Don Carter (213) 468-3610	20th Century-Fox Donnie Brooks (213) 657-8210
Rubin Rodriguez (Assoc.) (212) 397-0660	Polydor Bob Frost (212) 399-7075	Warner Bros. Cortez Thompson (213) 846-9090
Columbia Paris Eley (212) 975-6848	RCA Bill Staton (212) 598-5777	



CARN JOINS DISK SPINNERS — Jean Carn joined the Philadelphia Organization of Professional Spinners at a function in the group's honor, and radio personnel attended as well. Pictured (l-r) are Philadelphia International VP Harry Coombs, WCAU-FM air personality Bob Pantano, Carn, Mick DJ of the POPS group, and PIR's Red Forbes and Barry Abrams.

People

WKND/Hartford is in need of a newperson with a minimum of 3 years experience. All inquiries should be directed to Bill Mack at Box 1480, Windsor, CT 06095 or call (203) 688-6221 . . . Arista's Gil Scott-Heron now has his own little "brown eyed girl" to sing to since the birth of his daughter on March 18. Baby and mother, actress Brenda Sykes, are doing well . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

HERE COMES PETER COTTONTAIL: Little Rock area children will soon be "hopping down the bunny trail" in search of eggs during a pre-Easter hunt at local MacArthur Park on Saturday, April 5. Promising over 1000 hidden eggs, the hunt is being sponsored by KOKY and Little Rock Up, an association of innercity business interests . . . **FLEDGLING STATION:** WXLE-FM/Dothan, AL is requesting record service from all labels. Off the air since Christmas, the station will be back on by April 1 with a Pop Rhythms format highlighted by a weekend jazz program. Product should be directed to Gil Anthony at 1205 WAGF Road, P.O. Box 639, Dothan, AL 36302. Calls can be made to him at (205) 792-1101 . . . **KATZ/St. Louis** would also like to notify record companies of their correct address: 1139 Olive Street, St. Louis, MO 63101 . . . **ARTIST VISITS:** Jazz-formatted WRVR/New York recently welcomed visits by Chico Hamilton, Flora Purim and the Heath Brothers . . .

Things

RADIO FIRST AID: In conjunction with "Zimbabwe Week," as proclaimed recently by Washington, D.C. Mayor Marion Berry, area stations conducted radiothons to raise monies as well as medical and educational supplies for the refugees. One of the stations involved in the effort was WHUR-FM, whose 20-hour benefit netted \$15,384 in listener pledges. The cause was sponsored by the Southern Africa Support Project . . . The basketball season is just about over for the year, but not in Chicago. WBMX has been challenged by rival WVON in an upcoming game. Taking things seriously is WBMX Program Director James Alexander who is undergoing extensive training — walking the six flights to his office daily. Alexander says, "I haven't seen the inside of an elevator for two weeks!" . . . **CENSUS REMINDER:** April 1 was National Census Day and it is important that everyone take part. Stand up and be counted!



CAPITOL UNVEILS SPRING THINGS — Pictured at the recent listening party where Capitol/UA/EMI America's Black Music Division previewed spring releases by Nancy Wilson, Peabo Bryson, Earl Klugh, Dayton and Kwick are (back row, l-r) Capitol/UA/EMIA National Promotion Manager, Black Music Division Don Mac, WAOK/Atlanta's Mike Gamble and Tony Brown, WIGO/Atlanta PD Brute Bailey, Ross Brooks, WIBB/Macon PD King Juan; WPGA-FM/Perry, GA's Ben Miller, Atlanta Music's Craig Cousins; (middle row, l-r) Music Design Magazine's Carl Hagood, WAOK PD Norbert Bain, WPGA's "Wine" (peeking out), WCLK-FM/Atlanta's Leonard Calloway, WIGO's Quincy Jason, and WPGA-FM PD Pete "Superjock" Blalock; (front row, l-r) WIGO's Paul Stevens, and Capitol/UA/EMIA's Morris Rogers.

A MONSTER. From HERBIE HANCOCK.

"STARS IN YOUR EYES!"
The big new single from "Monster:"
Herbie Hancock's latest creation.
With vocals by Gavin Christopher.
There's no escaping its grip.
On Columbia Records and Tapes.



THE RESPONSE HAS BEEN AWESOME: KCOH KMJQ KPRS KMJM WESL WYLD-FM WGPR WDZZ WWWS WCIN
WNOP WVKO WBBY WABQ WDMT WGCI WXFM WEAH WHUR WBLX WTLC KLIP KPOP WLOK KOKY

"Columbia" is a trademark of CBS Inc. © 1980 CBS Inc. Produced by David Rubinson & Friends, Inc. and Herbie Hancock. Adams Dad Management Co., San Francisco. Associate Producer: Jeffrey Cohen.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- BROTHERS JOHNSON**
"Stompl" (A&M)
- ISLEY BROTHERS**
"Don't Say Goodnight" (T-Neck)
- LEON HAYWOOD**
"Don't Push It Don't Force It" (20th)
- SMOKEY ROBINSON**
"Let Me Be The Clock" (Tamla)
- SKYY**
"High" (Salsoul)
- JERMAINE JACKSON**
"Let's Get Serious" (Motown)
- PEABO BRYSON**
"Minute By Minute" (Capitol)
- STEPHANIE MILLS**
"Sweet Sensation" (20th)
- MANHATTANS**
"Shining Star" (Columbia)
- WHISPERS**
"Lady" (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)
- CON FUNK SHUN**
"Got To Be Enough" (Mercury)

CLIMBERS

Following are listed in order of their airplay activity.

- FATBACK BAND** "Gotta Get My Hands On Some..." (Spring/Polydor) 50% reporting airplay. In the East it is new at WXYV and medium at WILD. Added at WHRK and WVEE in the South with medium airplay at WAOK, WVOL, WOIC and WJMI and hot at WENN, WGIV and WDIA. Climbing at WWWS, WLOU, WCIN and WKWM while hot at WTLC in the Midwest. Debuting at KDAY in the West.
- RANDY BROWN** "We Ought To Be Doin' It" (Chocolate City) 47% reporting activity. Added in the West at KDIA; climbing at KDKO and hot at KDAY. New at WBMX and WDAO while climbing at WCIN and WAMM in the Midwest. Added at WJMI in the South with medium airplay at WYLD, WDIA, WVOL and WGIV while hot at KOKY. Climbing at WWRL, WDAS and WKND in the East.
- PRINCE** "Why You Wanna Treat Me So Bad" (WB) 44% of our reporters are on it. In the Midwest it is climbing at WCIN and WBMX while hot at WLOU. Medium airplay at KDIA in the West. The South reflects medium airplay at WJJS, WAOK and KMJQ while hot at WYLD, WKXI, WVOL, WENN, WOIC and WJMI. Hot at WWRL and climbing at WAMO in the East.
- GQ** "Standing Ovation" (Arista) 44% reporting action. Medium airplay at KDKO, KDAY and KDIA in the West. Hot at WDAS and climbing at WAMO and WWRL in the East. Medium at WCIN and hot at WLOU in the Midwest. Climbing in the South at WJMI, WVOL, WKXI, WJJS and WYLD with heavy airplay at WOIC and KMJQ.
- MICHAEL JACKSON** "Off The Wall" (Epic) 44% reporting airplay. Hot in the East at WWRL. The South shows it climbing at WYLD and WDIA; hot at WJJS, WKXI, WENN, WOIC, KOKY and WJMI. Medium airplay at WKWM while hot at WDAO, WLOU and WAMM in the Midwest. Heavy airplay at KDIA and KDKO in the West.
- SYLVESTER** "You Are My Friend" (Fantasy) 44% reporting activity. In the East it is climbing at WILD, WDAS and WKND. New at WDIA in the South with medium airplay at WKXI, WAOK, WGIV and KOKY while hot at WANT and WOIC. The Midwest shows it new at KAEZ, climbing at WCIN and hot at WKWM and WDAO. Medium airplay at KDIA in the West.
- RAY, GOODMAN & BROWN** "Inside Of You" (Polydor) 41% of our reporters are on it. Added in the East at WKND and climbing at WXYV, WDAS, WWRL and WILD. New at KOKY and WYLD in the South while medium at WOIC, WHRK and WVEE; hot at WGIV and WDIA. Heavy airplay at WCIN and WBMX in the Midwest.
- SHALAMAR** "Right In The Socket" (Solar/RCA) 41% reporting airplay. The South shows it climbing at KMJQ, WHRK, WVEE, WOIC and WJMI while hot at WGIV and WAOK. Hot rotation at WWIN and WWRL with medium airplay at WDAS, WXYV and WKND in the East. Climbing at WKWM in the Midwest. Medium airplay at KDAY in the West.
- DRAMATICS** "Welcome Back Home" (MCA) 41% reporting airplay. The West reflects medium airplay at KDKO and KDIA. Hot at WAMM and climbing at WCIN, WBMX and WKWM in the Midwest. The South shows heavy airplay at WYLD and WVOL with medium airplay at WGIV and KOKY. Climbing at WILD; hot at WWRL, WAMO and WKND in the East.
- AL JOHNSON w/JEAN CARN** "I'm Back For More" (Columbia) 41% reporting activity. Climbing in the Midwest at WLOU and WKWM. Medium airplay at KDAY and KDIA in the West. Hot in the South at KOKY with medium airplay at WHRK, WVEE, WGIV and WYLD. Hot at WILD while climbing at WWRL, WDAS, WKND and WXYV in the East.
- BEN E. KING** "Music Trance" (Atlantic) 41% of our reporters are on it. Hot in the East at WDAS while climbing at WAMO, WWRL and WILD. The South reflects medium airplay at WJMI, WGIV, KMJQ, WKXI, WDIA and WYLD. Hot at WWWS and climbing at WLOU and WKWM in the Midwest. Medium at KDKO in the West.
- INVISIBLE MAN'S BAND** "All Night Thing" (Mango/Island) 41% of our reporters are on it. Added in the East at WILD and climbing at WWRL, WWIN and WXYV. New at WVOL, climbing at WHRK and WVEE while hot at KOKY in the South. Debuting in the Midwest at WTLC, climbing at WKWM and hot at WDAO and WWWS. Medium airplay at KDIA and hot at KDAY in the West.

- RUFUS & CHAKA** "Any Love" (MCA) 41% reporting action. New at WANT in the South, while climbing at WJMI, WKXI, WDIA and WYLD and hot at WGIV. Hot at WKND and WWRL with medium airplay at WAMO and WILD in the East. The Midwest shows heavy airplay at WDAO and WLOU; climbing at WTLC and KAEZ.
- LA. BOPPERS** "Is This The Best" (Mercury) 38% reporting airplay. In the South it is climbing at KOKY, WHRK, WVEE and WYLD. Medium airplay at WILD and WXYV with hot rotation at WAMO in the East. Heavy airplay at WCIN while climbing at WWWS, WBMX and WKWM in the Midwest. The West shows it hot at KDAY and KDKO.
- BAR-KAYS** "Today Is The Day" (Mercury) 38% reporting action. In the South it is hot at WDIA, WKXI, WOIC and WJMI with medium airplay at WVOL and WYLD. New at WILD in the East; climbing at WKND. Medium airplay at WCIN and WAMM while hot at KAEZ in the Midwest. Climbing in the West at KDKO and KDIA.
- RAYDIO** "Two Places At The Same Time" (Arista) 38% of our reporters are on it. Climbing at WWRL in the East. Hot at KMJQ and KOKY with medium airplay at WJMI, WOIC, WGIV, WVOL, WDIA and WYLD in the South. The Midwest shows it climbing at WTLC and WLOU. Medium airplay at KDIA and KDKO in the West.
- WEBSTER LEWIS** "Give Me Some Emotion" (Epic) 35% reporting airplay. The South shows medium airplay at WJMI, WHRK, WVEE and WDIA. Climbing in the East at WXYV, WWIN and WILD. Hot at WTLC and WDAO with medium airplay at WBMX and WKWM in the Midwest. Climbing at KDAY in the West.
- SISTER SLEDGE** "Reach Your Peak" (Cotillion) 32% reporting action. Midwest shows an add at WDAO while climbing at WBMX, WCIN and WTLC. New at WYLD, climbing at WDIA, KMJQ and WJMI, and hot at WAOK in the South. Climbing at WDAS in the East. Medium airplay at KDKO in the West.
- LIPPS, INC.** "Funkytown" (Casablanca) 32% of our reporters are on it. Added at WTLC and WDAO in the Midwest. New at WYLD in the South while climbing at WHRK, WVEE and WJMI and in hot rotation at WGIV. Climbing at WXYV in the East. Hot at KDKO and KDAY while climbing at KDIA in the West.
- KLEER** "Winners" (Atlantic) 29% reporting activity. Hot in the East at WXYV and WWIN. New at WLOU and WDAO while hot at WWWS and WTLC in the Midwest. Climbing at WAOK and WJMI with hot rotation at WHRK and WVEE in the South.
- NARADA MICHAEL WALDEN** "Tonight I'm Alright" (Atlantic) 29% reporting airplay. Added at WXYV and WWRL while climbing at WDAS in the East. The South shows it new at WHRK and WVEE with medium airplay at WOIC, KMJQ and WAOK. New at WDAO and climbing at WWWS in the Midwest.

NEW & ACTIVE

- MASQUERADERS** "Desire" (Bang/CBS) 26% reporting action. Climbing at KAEZ, WLOU and WCIN in the Midwest. Medium airplay at KOKY, WGIV, WDIA and WYLD in the South. Climbing at WILD in the East. Medium airplay at KDIA in the West.
- MASS PRODUCTION** "Forever" (Cotillion) 26% of our reporters are on it. Added in the East at WXYV. New at WHRK and WVEE, while climbing at KOKY, WGIV, WVOL and WKXI with hot rotation at WANT in the South. Climbing at WTLC in the Midwest.
- PHYLLIS HYMAN** "Under Your Spell" (Arista) 24% reporting activity. Climbing at WDAS and WILD with hot rotation at WWRL in the East. Climbing in the South at KMJQ, WAOK and WVOL. Medium airplay at KAEZ with hot rotation at WDAO in the Midwest.
- LENNY WHITE** "Best Of Friends" (Elektra) 21% reporting airplay. Added in the South at WDIA. Climbing in the East at WWRL, WKND and WAMO. The Midwest shows it climbing at WTLC, WLOU and WCIN.
- SLAVE** "Foxy Lady" (Cotillion) 21% reporting action. Added in the Midwest at WAMM; climbing at WTLC while hot at WDAO. Hot at WGIV and climbing at WAOK in the South. Medium airplay at KDAY in the West. Climbing at WKND in the East.
- KWICK** "Let This Moment Be Forever" (EMI America) 21% reporting activity. Added in the South at KOKY, WGIV and WVOL with medium airplay at WDIA and WKXI. New in the Midwest at WDAO and WWWS.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

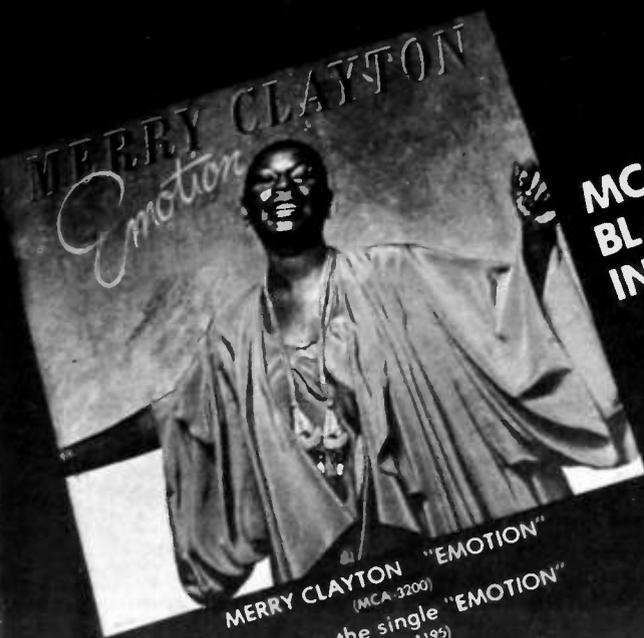
- GROVER WASHINGTON JR. Skylarkin' (Motown) *Various Cuts*
- CHUCK MANGIONE Fun & Games (A&M) *Various Cuts*
- DAVID SANBORN Hideaway (WB) *Various Cuts*
- AHMAD JAMAL Genetic Walk (20th) *Various Cuts*
- HEATH BROTHERS Live At The Public Theatre (Columbia) *Various Cuts*
- CHICO HAMILTON Nomad (Elektra) *Various Cuts*
- CEDAR WALTON Soundscapes (Columbia) *Various Cuts*
- SPYRO GYRA Catching The Sun (MCA) *Various Cuts*
- RONNIE LAWS Every Generation (UA) *Title*

NEW & ACTIVE

- NANCY WILSON Take My Love (Capitol) *Various Cuts*

EAST: WRVR/New York, NY, Herschell/Prescott, WHUR/Washington, D.C., Jesse Fox, WEAA/Baltimore, MD, Chauncey Lewis, WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKR/Atlanta, GA, Roqueya Ward, WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant, WJZZ/Detroit, MI, Dorian Paster. WEST: KADQ/Denver, CO, Chuck Edwards, KRE/Berkeley, CA, Hal Jackson, KRGO/Los Angeles, CA, Monica Riordan, KJLH/Los Angeles, CA, Lawrence Tarter.

**MCA
BLASTING
INTO THE '80'S!**



MERRY CLAYTON "EMOTION"
(MCA 3200)
featuring the single "EMOTION"
(MCA-41195)



PEGGIE BLUE "I GOT LOVE"
(MCA 3223)
featuring the single "I GOT LOVE"
(MCA-41224)



SHOTGUN "SHOTGUN IV"
(MCA-3201)
featuring the single "GO AHEAD"
(MCA-41213)



STIX HOOPER "THE WORLD WITHIN"
(MCA-3180)
featuring the single "CORDON BLEU"
(MCA-41218)



HEAT "HEAT"
(MCA-3225)
featuring the single
"BABY... (THIS LOVE THAT WE FOUND)"
(MCA-41203)



RUFUS & CHAKA "MASTERJAM"
(MCA 5103)
featuring the single "ANY LOVE"
(MCA-41191)



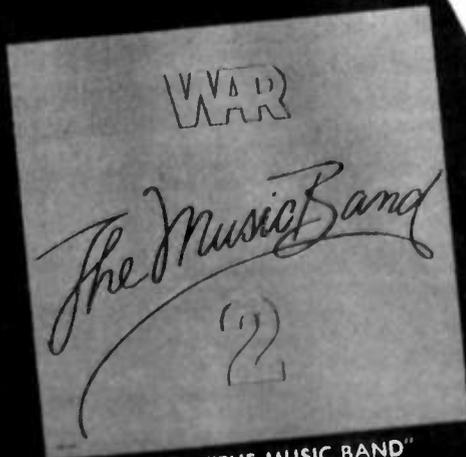
SPYRO GYRA "CATCHING THE SUN"
(MCA-5108)
featuring the single "CATCHING THE SUN"
(MCA-41180)



DRAMATICS "10 1/2"
(MCA-3196)
featuring the single "WELCOME BACK HOME"
(MCA-41178)



HAROLD MELVIN & THE BLUENOTES
FEATURING SHARON PAIGE
"THE BLUE ALBUM"
(MCA-3197)
featuring the single "TONIGHT'S THE NIGHT"
(MCA-41197)



WAR "THE MUSIC BAND"
(MCA-3193)
featuring the single "I'LL BE AROUND"
(MCA-41209)

ALSO WATCH FOR THE NEW ALBUMS BY
B.B. KING, "AT OLE MISS" (MCA2 8016);
DAMION AND DENITA'S "DAMION AND DENITA" featuring the single "IS IT STILL WARM?" (PIC 41206)
LOVE COMMITTEE'S, "LOVE COMMITTEE" featuring the single "I MADE A MISTAKE" (MCA 41189)
ALL COMING AT YOU ON MCA RECORDS AND TAPES.

Pop/Rhythms
Hottest
April 4, 1980

EAST	SOUTH	MIDWEST	WEST
Brothers Johnson Leon Haywood	Brothers Johnson Isley Brothers Leon Haywood Michael Jackson	Brothers Johnson Leon Haywood	Brothers Johnson Leon Haywood

Regionalized Adds & Hots

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

EAST

WKYV
Baltimore, MD
Larry Wilson

ADDED
Mass Production
Peabo Bryson
Stephanie Mills
War
Narada Michael Walden
Change
Fatback Band
Jerry Knight

HOTTEST
Whispers "Beat"
Isley Brothers
Brothers Johnson
Leon Haywood
Kleer
Manhattans

WKND
Hartford, CT
Eddie Jordan

ADDED
Ray, Goodman & Brown
"Inside"
Stephanie Mills
Peabo Bryson
Demion & Denita

HOTTEST
Kool & The Gang
Vaughan Mason & Crew
Leon Haywood
Brothers Johnson
Natalie Cole/Peabo Bryson
Fat Larry's Band
Dramatica
Trussel
Isley Brothers
Rufus & Chaka

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Two Tone O'Fun
Jimmy Ruffin
Patrice Rushen

HOTTEST
Kleer
Manhattans
Leon Haywood
Shalamar "Right"
Trussel
Skyy
Jermaine Jackson
Smoke Robinson "Clock/
Heavy"
Roberta Flack/Donny
Hathaway "Stay"

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Narada Michael Walden
Peabo Bryson
David Sanborn
Pleasure

HOTTEST
Shalamar "Right"
Heath Brothers
Michael Jackson
Brothers Johnson
Phyllis Hyman
Rufus & Chaka
Dramatica
Jermaine Jackson
Kenny Loggins
Prince

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Lakeside
B.T. Express
Gene Page
Manhattan Transfer
James Brown
Wardell Pimper
Laura Greene

HOTTEST
Brothers Johnson
Gap Band
Isley Brothers
Leon Haywood
Ben E. King
Whispers "Lady"
Vaughan Mason & Crew
Con Funk Shun
Jermaine Jackson
GQ

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Stevie Wonder
Jerry Butler
Jimmy Ruffin
Jerry Knight

HOTTEST
Vaughan Mason & Crew
Whispers "Beat"
Sequence
Spinners
L.A. Boppers
Kool & The Gang
Dramatica
Ronnie Laws
Parliament "Theme"
Gap Band

WILD
Boston, MA
Steve Crumbly

ADDED
Stephanie Mills
Invisible Man's Band
Jermaine Jackson
Peabo Bryson
Teena Marie
Rene & Angela
Bobby Caldwell
Bar-Kays

HOTTEST
Gap Band
Whispers "Beat"
Leon Haywood
Brothers Johnson
Skyy
Controllers
Al Johnson
Sharon Paige
Roberta Flack/Donny
Hathaway
Ronnie Laws

MIDWEST

WCIN
Cincinnati, OH
Michael Roberts

ADDED
John & Arthur Simms
Herbie Hancock
Brothers Johnson "Treasure"
Spyro Gyra
Bobby Caldwell
Dionne Warwick
Players Association

HOTTEST
Brothers Johnson
Whispers "Beat"
Leon Haywood
Ronnie Laws
Ray, Goodman & Brown
"Inside"
Harold Melvin & Bluenotes
Isley Brothers
Skyy
Teri DeSario w/KC
L.A. Boppers

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Invisible Man's Band
Manhattans
Whispers "Lady"
Lakeside
Lou Rawls
Rodney Franklin
Upps, Inc

HOTTEST
Con Funk Shun
Fatback Band
Brothers Johnson
Webster Lewis
Merry Clayton
Jermaine Jackson
Spinners
Kleer
Teri DeSario w/KC
Peabo Bryson
Clifford Coulter

WAMM
Flint, MI
Enoch Gregory

ADDED
Jermaine Jackson
Omni
Slave
Peabo Bryson

HOTTEST
Vaughan Mason & Crew
Whispers "Beat"
Kool & The Gang
Michael Jackson
Isley Brothers
Brothers Johnson
Dramatica
Shalamar "Second"
Billy Preston & Syreeta
Gap Band

WLOU
Louisville, KY
Bill Price

ADDED
Patricia Labelle
Jimmy Ruffin
Jermaine Jackson
Patrice Rushen
Kleer

HOTTEST
Merry Clayton
Leon Haywood
Prince
Michael Jackson
GQ
Brothers Johnson
Gap Band
Rufus & Chaka
Vaughan Mason & Crew
Teri DeSario w/KC

WWWS
Baltimore, MD
Karmel Crockett

ADDED
S.O.S. Band
Kwick

HOTTEST
Invisible Man's Band
Vaughan Mason & Crew
Brides Of Funkenstein
Skyy "Zoo"
Stone City Band
Leon Haywood
Ben E. King
Whispers "Beat"
Brothers Johnson
Kleer

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
Sylvester
Teddy Pendergrass
Andrea Crouch
Slave "Foxy/Just"
Phyllis Hyman
Rufus & Chaka
Webster Lewis
Invisible Man's Band
Herb Alpert

WKWM
Grand Rapids, MI
Frank Grant

ADDED
John & Arthur Simms
James Last Band
O'Jays
William Hart
Stephanie Mills
Crown Heights Affair
Hamilton Bohannon
Parliament "Big"
Stix Hooper

WBMX
Chicago, IL
James Alexander

ADDED
Peabo Bryson
Randy Brown
Change
Gladys Knight
Stephanie Mills

HOTTEST
Gap Band
Brothers Johnson
Vaughan Mason & Crew
Isley Brothers
Whispers "Beat/Lady"
Leon Haywood
Ray, Goodman & Brown
"Inside"
Harold Melvin & Bluenotes
Shalamar "Second"
Andrea Crouch

WDAO
Dayton, OH
Turk Logan

ADDED
Parliament "Big"
O'Jays
Hamilton Bohannon
Eagles
Kleer
Alton McClain & Destiny
Sister Sledge "Peak"
Stephanie Mills
Narada Michael Walden
Tavares
Jerry Butler
Randy Brown
Upps, Inc.
Sandra Fave
Kwick
Paul Humphrey

HOTTEST
Sylvester
Michael Jackson
Teddy Pendergrass
Andrea Crouch
Slave "Foxy/Just"
Phyllis Hyman
Rufus & Chaka
Webster Lewis
Invisible Man's Band
Herb Alpert

WKWM
Grand Rapids, MI
Frank Grant

ADDED
John & Arthur Simms
James Last Band
O'Jays
William Hart
Stephanie Mills
Crown Heights Affair
Hamilton Bohannon
Parliament "Big"
Stix Hooper

HOTTEST
Chapter 8
Isley Brothers
Brothers Johnson
Vaughan Mason & Crew
Gap Band
Silk
Skyy
Whispers "Beat"
Leon Haywood
Sylvester

SOUTH

WENN
Birmingham, AL
Jim Lawson

ADDED
None

HOTTEST
Isley Brothers
Con Funk Shun
Fat Larry's Band
Fatback Band
Whispers "Beat"
Michael Jackson
Manhattans
Prince
Teri DeSario w/KC
Vaughan Mason & Crew

WHRK
Memphis, TN
Ron Olson

ADDED
Mass Production
Peabo Bryson
Stephanie Mills
War
Narada Michael Walden
Change
Fatback Band
Jerry Knight

HOTTEST
Whispers "Beat"
Isley Brothers
Brothers Johnson
Leon Haywood
Kleer
Manhattans

WDLA
Memphis, TN
Ron King

ADDED
Jermaine Jackson
Lenny White
Sylvester

HOTTEST
Bar-Kays
Smoke Robinson
Skyy
Brothers Johnson
Manhattans
Ray, Goodman & Brown
"Inside"
Isley Brothers
Harold Melvin & Bluenotes
Fatback Band
Whispers "Beat/Lady"

WJJS
Lynchburg, VA
Robert Golie

ADDED
Stephanie Mills

HOTTEST
Brothers Johnson
Whispers "Beat"
Spinners
Kool & The Gang
Gap Band
Michael Jackson
Ray, Goodman & Brown "Lady"
Andy Gibb
Vaughan Mason & Crew
Parliament "Theme"

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Mass Production
Peabo Bryson
Stephanie Mills
War
Narada Michael Walden
Change
Fatback Band
Jerry Knight

HOTTEST
Whispers "Beat"
Isley Brothers
Brothers Johnson
Leon Haywood
Kleer
Manhattans

WANT
Richmond, VA
Ben Miles

ADDED
Rufus & Chaka
Gill Scott-Heron
Trouble
Dr. Hook

HOTTEST
Isley Brothers
Brothers Johnson
Futures
Mass Production
Whispers "Lady"
Uncle Louie
Yellow Magic Orchestra
Smoke Robinson
Sylvester

WOIC
Columbia, SC
Bob Walters

ADDED
B.T. Express
O'Jays
Hamilton Bohannon
Stephanie Mills
Peabo Bryson
Parliament "Big"

HOTTEST
Prince
Isley Brothers
Shalamar "Second"
Kool & The Gang
Whispers "Beat"
Michael Jackson
Sylvester
Bar-Kays
Brothers Johnson
GQ

WAOX
Atlanta, GA
Norbert Bain

ADDED
Stephanie Mills
Jermaine Jackson
M'Lady
Alton McClain & Destiny
Dramatica
Bobby Thurston
John & Arthur Simms
Bobby Caldwell
Melba Moore
Spyro Gyra
Bobby Coulter

HOTTEST
Brothers Johnson
Whispers "Beat"
Sister Sledge "Peak"
Rick James
Ronnie Laws
Chuck Mangione
Shalamar "Right"
Controllers
Yellow Magic Orchestra
Grover Washington Jr.

KMJQ
Houston, TX
Jack Patterson

ADDED
Jerry Knight
Jermaine Jackson
B.T. Express
Bobby Caldwell

HOTTEST
Isley Brothers
Smoke Robinson
Brothers Johnson
Whispers "Lady"
Gap Band
Con Funk Shun
GQ
Leon Haywood
Pressure
Raydio

WJMI
Jackson, MS
Carl Haynes

ADDED
Whispers "Lady"
Randy Brown
Parliament "Big"
Smoke Robinson

HOTTEST
Gap Band
Leon Haywood
Brothers Johnson
Michael Jackson
Teddy Pendergrass
Con Funk Shun
Prince
Isley Brothers
Vaughan Mason & Crew
Bar-Kays

WXXI
Jackson, MS
Tommy Marshall

ADDED
IND
Heat
Cecil Parker
Angela Bofill "Angel"
Grey & Manka
John & Arthur Simms
Ave Cherry
Vernon Burch

HOTTEST
Whispers "Beat"
Brothers Johnson
Prince
Michael Jackson
Bar-Kays
Leon Haywood
Natalie Cole/Peabo Bryson
T-Connection
Teddy Pendergrass
Solaris

WVOL
Nashville, TN
Fred Harvey

ADDED
Invisible Man's Band
Manhattans
Kwick
Tavares
Sugar Hill Gang

HOTTEST
Vaughan Mason & Crew
Isley Brothers
Whispers "Beat"
Kool & The Gang
Spinners
Teri DeSario w/KC
Brothers Johnson
Chuck Cissel "Hot"
Dramatica

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Ray, Goodman & Brown
"Inside"
Sister Sledge "Peak"
Upps, Inc.
Crown Heights Affair
9th Creation
B.T. Express

HOTTEST
Brothers Johnson
Teri DeSario w/KC
Gap Band
Parliament "Theme"
Dramatica
Ronnie Laws
Leon Haywood
Isley Brothers
Michael Jackson
Prince

KOKY
Little Rock, AR
Jimmy Smith

ADDED
Ray, Goodman & Brown
"Inside"
Kwick
B.T. Express

HOTTEST
Brothers Johnson
Invisible Man's Band
Leon Haywood
Al Johnson
Raydio
Michael Jackson
Randy Brown
Isley Brothers
Manhattans
Con Funk Shun

WGIV
Charlotte, NC
Chris Turner

ADDED
Prince "Sexy"
John & Arthur Simms
Stephanie Mills
Dorothy Moore
Kwick
Con Funk Shun
Patrice Rushen
Love Committee
Cheryl Lynn

HOTTEST
Brothers Johnson
Rufus & Chaka
Lou Rawls "Blessing"
Slave "Foxy"
Upps, Inc.
Fatback Band
Shalamar "Right"
Ray, Goodman & Brown
"Inside"
Ronnie Laws
Peabo Bryson

WEST

KDIA
Oakland, CA
Jerry Boukling

ADDED
Randy Brown
Skyy

HOTTEST
Brothers Johnson
Vaughan Mason & Crew
Yellow Magic Orchestra
Parliament "Theme"
Michael Jackson
Gap Band
Leon Haywood
Isley Brothers
Roberta Flack/Donny Hathaway
Harold Melvin & Bluenotes

KDAY
Los Angeles, CA
Steve Woods

ADDED
B-52's
Dr. Hook
Chocolate Jam Company
Fatback Band
Blondie
Bernadette Peters

HOTTEST
Leon Haywood
Whispers "Lady"
Isley Brothers
Invisible Man's Band
Brothers Johnson
Upps, Inc.
Jermaine Jackson
Smoke Robinson
L.A. Boppers
Randy Brown

KDKO
Denver, CO
John Anderson

ADDED
Dante's Inferno
Parliament "Big"
Debbie Jacobs
Smoke Robinson
Skyy
Isley Brothers

HOTTEST
Parliament "Theme"
Vaughan Mason & Crew
Brothers Johnson
Gap Band
Michael Jackson
Roberta Flack/Donny Hathaway
Leon Haywood
Natalie Cole/Peabo Bryson
Upps, Inc.
L.A. Boppers

AOR



TRIVERS TOURS — In support of his new Polydor album release, Pat Travers visited Zeta 4/Miami. Pictured (l-r) are PD Keith Isley, Travers, MD Ron Parker, promotion person Chris Bailey.



SCHON TAKES JOURNEY TO HAWAII — Neil Schon of Columbia's Journey hand-delivered a copy of his group's latest album to KQMQ/Honolulu. Pictured (l-r) are station MD Harvey Weinstein, air personality Shawnee Smith, Schon, and Columbia Branch Manager Kelly Conway.



PRETENDERS ON TOUR — Sire's Pretenders visited vocalist Chrissie Hynde's old stomping grounds recently when they played Cleveland. After the show, the group played guest DJ with Kid Leo at WMMS. Pictured (l-r, top) are group's Martin Chambers and Pete Farndon, Leo, Hynde; (bottom) band's James Honeyman-Scott.



YOU'RE SYLVAIN — RCA's Sylvain Sylvain joined the staff of WBAB/Long Island in a listening party for his album. Pictured (l-r) are RCA's Jock Hopke, WBAB PD Marty Curley, MD Mark Coppola, Sylvain, RCA's Larry Feldstein, and WBAB programming consultant Bob Buchman.



INNERVIEW OF TOTO — Columbia's Toto were recent interview guests for syndicated program Innterview, hosted by KMET/Los Angeles air personality Jim Ladd. Pictured (l-r) are group's Steve Lukather and Jeff Porcaro, Ladd, and band's David Paich.



NEWEST SUPERGROUP? — Actually, that's Stiff/Epic recording artist Lene Lovich, pictured in a melodic moment from an interview she did at WXRT/Chicago. Pictured (l-r) are Epic's John Sykes, WXRT MD Bob Gelms, Lovich, and group member Les Chappel.



Jeff Gelb AOR

AM AOR:

"All We Want Is A Piece Of The Action"

If FM AOR radio began as the bastard child of AM Top 40, then things have come almost full circle with the recent emergence of several AM AOR's. Most are too new to have undergone sufficient ratings tests to prove whether the format has AM viability, but programmers are using interesting variations on the AOR theme in hopes of attracting the attention of the lucrative FM AOR listeners. Many are doing so with limited promotional budgets, or limited power or hours. Many program both an AM and FM outlet. Against these odds, they are optimistic about the future of AOR on AM, as the following conversations will show.

WZAM: A Ratings Booster For WMYK

WZAM/Norfolk is an AM AOR daytimer which rebroadcasts its sister FM station WMYK's AOR programming during drive times, and broadcasts live during middays and on weekends. WZAM shows up in the 1.5-2.0 ballpark each ratings period, perennially in the ratings shadow of WMYK — and that's just the way Program Manager John Heimerl wants it. He explained, "It relates to the Norfolk market, which was one of the first five impact markets for FM. A lot of AM's were dying on their feet while FM's were beating them in the ratings. WZAM is a 50,000 watt daytimer and we had to sit down and decide what to do with the station in a market with such heavy FM penetration.



John Heimerl

"We decided," he continued, "to make it a bonus tool for the FM, to help move the FM ahead of its stiff competition. We always identify both stations during the simulcast hours, which we feel helps to get more people writing down the FM during the ratings periods. Then, say the results come out and our FM is running neck-and-neck with the other FM AOR. We can legitimately add our AM's figure to the FM's for a very impressive total figure that works as a sales tool.

"At the same time," he pointed out, "it provides a service to FM listeners when they're not around an FM radio. And during the live programming hours we do a lot of specialty programming which allows us the chance to diversify our playlist a bit."

Heimerl is pleased with the ratings results of both stations, and encourages other stations in similar competitive positions to try it. "It's worked well for us," he reported. "In fact, it's what keeps us going; the ability to seesaw the ratings between AM and FM."

KFML: Battling The Daytimer Blues

KFML/Denver is another AM daytimer, which PD Ira Gordon sees as the AOR's greatest liability. "The biggest listener complaint we get is that we're not full-time. We've applied for 24-hour status from the FCC and hope that within a year that'll be a reality. Meantime, we're making the best of it."



Ira Gordon

playlist is long, we're not afraid to go three or four cuts deep on albums we believe in. The jocks are

Making the best of it, KFML-style, means playing a wider variety of music than do its market competitors, KAZY and KBPI. "We may be one of the last 'freeform' stations in America," Gordon guessed. "We're trying to bring it up-to-date by combining the best attributes of free-form radio with modern-day radio techniques. Our

not so tightly-structured that every show sounds the same; they retain a lot of creative freedom."

Listener loyalty is described by Gordon as "fanatical. Our advertisers know that our listeners can't be reached on the FM's because we offer unique programming to the Denver community. We also have the total support of the record companies for promotions because we believe in breaking records. Rather than jump on the bandwagon, we prefer to drive it."

KFML's eclectic music mix, coupled with a small but energetic staff of programmers, has had to take the place of promotional dollars in creating street visibility for the AM AOR. Gordon stated, "The station was a losing property for the owners for several years, but 1980 has been our best year to date. The advertising is there now. Still, we don't have the financial ability to do TV commercials. We have to rely on word of mouth." Owners have promised more money for promotional activity when the station goes full-time. Meanwhile, KFML's annual Day in the Park creates a year's worth of good vibes with a free outdoor concert and frisbee competition over the Memorial Day weekend.

KEZY-AM:

So. Cal's AM AOR Alternative

Nowhere in the United States is there a heavier concentration of AOR stations crowding the FM band than in Southern California. On a clear day, you can be sitting in the heart of Hollywood and picking up stations from as far south as Anaheim, Long Beach and even San Diego. KEZY/Anaheim is the area's only AM AOR, a fact which delights PD Dave Forman. "We have a captive audience," he reported. "Much of our audience is an FM AOR audience which just doesn't have an FM radio available in their cars or at work."

KEZY's catch phrase,

"KEZY Kicks Ass,"

which has undeniable ear-

stopping power on the air,

is also an adequate means

of describing the station's

all-rock musical format.

"We're a tight-listed sta-

tion playing a lot of new

product, but not a lot of

tracks from those new

albums." Jocks are en-

couraged to be creative

but also to be brief. As

Forman put it, "If I tell

them to tighten up on the air, I'm not saying to be

sterile; I'm saying become potent."

Forman is a firm believer in his station providing more than music for its listeners. "Part of the evolutionary process we're going through is to take a radio station that is talking to the youth, telling them what records they heard, and then to try to cover everything else that concerns them. Look at the biggest stations in most cities: they're news or talk formats, but they're geared to 30+. You don't find enough stations talking to youth about things that concern them. With the current draft turmoil, along with Iran and the nuclear power thing, our listeners are forced to be interested in learning about those things which may have a direct effect on their daily lives. If a rock station doesn't provide the information they need, who will tell them what's going on in a language they



Dave Forman

understand? Not TV, and not newspapers." KEZY's emphasis on information includes an abundance of newscasts (including its newsmaking Iran coverage — see R&R 3-14), a weekend news retrospective, and an evening's worth of telephone talk shows.

KZAM-AM: Mono Music For Moderns

As PD Paul Sullivan describes it, "KZAM-AM was kind of a clone of the FM; it was just a throwaway." When Sullivan was brought in to revamp the two stations, he softened and jazzed-up the FM and tried an experiment in AOR programming on the AM: "It seemed like the right time to return to rock 'n' roll, to generate the same spirit radio stations had in the 50's and 60's but seemed to lose in the 70's."

The new KZAM-AM emphasizes new wave, or as Sullivan prefers to call it, new rock 'n' roll. "The emphasis on that kind of music is going to make the station sound like something they just can't hear anywhere else. We've coupled the new and contemporary rock 'n' roll with British invasion music and other select oldies. The contemporary rock 'n' roll is complemented so well



Paul Sullivan

by the sparse production of the 60's that the two eras blend together perfectly. The vast majority of our oldies come from that era. We play people like Kinks, Stones, Paul Revere, even the Seeds. We get a lot of letters that thank us for our programming, and say that they were tired of sitting through 'dinosaur rock' on the other stations just to get a taste of Joe Jack-

son." The letters have been a good indication of the format's initial success with Seattle listeners. Sullivan said, "I've gotten more letters at this radio station in the last 2½ months than I got in the last 12 years of programming radio stations. We have letters that indicate eight-, ten-, or twelve-hour listenership."

The station's unique attitude toward being on AM, and therefore being monaural, has also paid off. "We tie in the modern music we play with mono. We tell our listeners that's the way rock 'n' roll was made to be heard: in throbbing, pulsing monaural. A lot of people write to say they have \$5000 stereo systems sitting in their living rooms, but they've flipped the receivers over to the AM side to hear us."

Sullivan has high hopes for the station's eventual ratings success, pointing out that Seattle's topography makes FM listening difficult and AM listening more attractive. "We're establishing an audience for combo sales of the AM and FM. What we'll eventually end up with is an impressive total audience share, with demographics we couldn't have gotten from either station alone. The results from the recent extended measurement survey should begin to tell the story."

KLIV: First AM Superstars Station

KLIV/San Jose's switch from Top 40 to AOR last October was noteworthy for two reasons. First, the station had been a Top 40 since 1962, so the switch was a drastic one. Explained PD John McLeod, "The Top 40 idea of being all things to all people just wasn't working for us anymore. We got good cumes but no quarter-hours. We had to find our niche; we had to offer something our listeners could count on as being the same thing 24-hours a day."



John McLeod

VAN HALEN



Women and Children First



Produced by Ted Templeman.
Their third album on Warner Bros. Records & Tapes.
11S 3415

Jeff Gelb

AM AOR: "All We Want Is A Piece Of The Action"

Continued from Page 38

Second, when AOR was the new format chosen in hopes of building those quarter-hours, KLIV became the first AM Superstars outlet. "The largest chunk of population here is 18-34, and the topography here doesn't allow for great FM reception. At the same time, there are a lot of people who are still stuck with AM car radios or little AM-FM portables at work. We decided to go after these people by saying, 'Hey, you can finally get some good rock 'n' roll on AM.' And that's the kind of feedback we're getting from listeners. They had given up on AM and are relieved and gratified that there's finally something worth listening to on AM. We've done some phone-out research that indicates that they don't just listen during drive-time, but at home and at work. For a person who listens to a small AM-FM portable, there isn't any difference between AM and FM reception. It comes down to the programming."

Whether Superstars programming can bring numbers as big to AM radio as it has in many cases to FM remains to be proven. Advance numbers just in for the Jan./Feb. sweep indicate a loss in listeners which may turn out to be teens, which would come as no surprise to McLeod. Target demo figures may be more encouraging. McLeod is pragmatic about the station's chances: "We don't have any delusions of knocking off KOME or KSJO: they've been at it too long and do a very good job. All we want is a piece of the action."

PROMOTION OF THE WEEK



KATTCOMICS: This black-and-white comic book was produced by KATT/Oklahoma City and the Sandra Kraus & Associates Agency. The dollar comic is available through the station advertisers. The promotion utilizes the station's mascot, as well as its logo, in a super hero story. KATT produced 10,000 at an approximate cost of \$4000; profits will be recycled into KATT's promotional budget.

KATT Comics has a color cover with a black-and-white interior because, as artist and originator Brent Purdom put it, "it's far too expensive to print all-color." KATT comics is being promoted both as a collector's item and coloring book. Response has been good and they're planning on publishing another next year.

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

EVOLUTION

Lots of promotions at WRCN/Long Island: PD Don Brink has been upped to Assistant to the Company President. Paul Harris was upped from MD to PD at the station, while Malcolm Gray has been named MD from Production Director. David Perkins has been named PD at WZZQ/Jackson. Domino Rippey has stepped down as MD at KPAS/El Paso but retains his airshift. The new MD is Gayle Miller. Former KLOS/Los Angeles air personality Terry Gladstone has joined KEZY-AM/Anaheim for weekends and fill-in airwork. KDUK/Honolulu's new MD is Rick West from KENI/Anchorage. He replaces Crista Taylor. Russ Dana is new to the airstaff of WEEI-FM/Boston from WDRC-FM/Hartford. Natalie Windsor has joined WCMF/Rochester as news-person from WZZP/Cleveland. Major Mike has joined WXKE/Ft. Wayne for airwork.

COLOR

NIGHT OF XTC: Virgin Records has pacted with six AOR's to offer winning listeners a "night of XTC." KROQ/Pasadena, KSJO/San Jose, WXRT/Chicago, WABX/Detroit, WBCN/Boston and KLBX/Austin will all offer drawing winners dinner, concert tickets to XTC's area appearances and the opportunity to meet the band backstage. Additionally, one of those six winners will win a \$2000 drum kit by answering questions in an XTC trivia test.

GUITAR GIVEAWAY: KSHE/St. Louis, in conjunction with Chrysalis Records and the Robin Trower album, is holding a drawing for an \$800 Fender guitar. The winning entry will be picked by Trower himself at an in-store appearance. Four runners-up received complete Trower catalogues.

GILDA'S GIRLS: KAZY/Denver is looking for Gilda Radner impersonators who will do their impressions of Gilda at the Denver premiere of the "Gilda" concert film. The winning impressionist wins the Gilda album, movie tickets, and the film's poster.

LOST IN THE SUPERMARKET: WBLM/Lewiston-Portland, in conjunction with Epic Records and the Clash album cut, asked listeners to send postcard entries stating what fantasy they would fulfill if lost in a supermarket. Winning entry received a supermarket gift certificate for \$125, with runners-up receiving other certificates or gift copies of the Clash album.

COMING NEXT WEEK: We sample the R&R AOR mailbag for tips from WXP/LDavenport's Assistant PD Tom McGuire on how to promote a station when you have no promotional budget. Also, E/P/A VP of Artist Development Al DeMarino disputes Polydor VP of Artist Development Jerry Jaffe's claim that the "dollar concert" concept is no longer a viable one.



IF THE SOURCE FITS...: Epic's Ted Nugent (left) dropped by the Source's headquarters for an interview with Dan Formanto (right), who presented Ted with something new for his wardrobe.

UPDATE

Cable AOR WDIX-FM/New York has begun programming 24 hours a day, and now serves 416,000 homes in the New York market. 95 ROCK (WSYR-FM)/Syracuse has begun its own Rock & Roll Air Force, offering card and wings to members. And, in response to our story on such organizations at radio stations around the country (see R&R 3-21), Ric Aliberte of Aucoin Management wrote an amusing letter to remind us that the biggest "rock 'n' roll army" may be that of Aucoin act Kiss. The group's fan "army" is 120,000 strong. On April 3, 53 AOR's grouped for a live radio network broadcast of Heart, originating from Ft. Worth with KTXQ playing host station. For April Fool's Day, KBCO/Boulder celebrated its fake fiftieth anniversary, as if it were 2027. The station played "old music" (currents) and futuristic commercials all day. When KBPI/Denver offered to trade old radio bumperstickers for new KBPI bumperstickers and free station T-shirts, it was deluged with 2000 bumperstickers in two days. WMMR/Philadelphia sent some winning listeners to Todd Rundgren's New York studio to watch as he recorded his next album. KAZY/Denver morning team Brock Whaley and Mark Samansky did their entire show outside at Denver Park to celebrate the coming of spring. McDonald's provided free breakfasts for those who stopped by to watch, while the jocks gave out albums and station T-shirts. Watch for a promotional album from RCA Records of a Grace Slick interview that allows you to be the interviewer, asking questions about her latest album as well as her colorful musical career. KQMQ/Honolulu is sending 50 contest winners to L.A., travel and hotel expenses-paid, to see Bob Seger in concert. WWW/Detroit raised over \$3000 in a Rock Auction for MS. Coming up on Source affiliate stations is a Joe Jackson concert broadcast. Congrats to new groom Charlie West of KMOD/Tulsa, and his new bride Susan. M105/Cleveland has begun a weekly program showcase for local rock talent. "Rock Around The Block" consists of taped concert segments and interviews with some of Cleveland's top rock acts. KDWB-FM/Minneapolis is preparing its first "Hometown Album," with a panel choosing a best song. Its authors win 30 hours of studio time, two local gigs, and an opening bill at an upcoming major Minneapolis concert. The winning album cover artist will be paid \$250. WGIR/Manchester's 12-hour danceathon for Easter Seals kept 100 couples on the floor and raised over \$5000. WBLM/Lewiston-Portland celebrated the coming of spring with three free listener appreciation parties at area clubs. KPRI/San Diego has moved to 8665 Gibbs Drive Suite #201, San Diego, CA 92123. The station's phone number remains the same. WXRT/Chicago's new phone number for music information is (312) 545-4900.

CONCERTS & CONVERSATIONS

RADIO CONCERTS: 38-Special on KIL0/Colorado Springs. 38-Special on KAZY/Denver. Rachel Sweet on WMMS/Cleveland.

GUEST DJ'S: Mitch Ryder, Ted Nugent, Rockets, Ramones on WWW/Detroit.

CONVERSATIONS: John Hall on WRHY/York. Todd Rundgren on KSHE/St. Louis. Joe Perry on WABX/Detroit. Grace Slick, Firefall on KWST/Los Angeles. D.L. Byron, Ramones, Iggy Pop, Pretenders on M105/Cleveland. Rockets on WIOT/Toledo. Marshall Tucker on KFMH/Muscataine. Grace Slick on KTXQ/Dallas. Ambrosia, Firefall on KEZY/Anaheim. Jimmy Buffett, Rockets, Ramones, Boomtown Rats, D.L. Byron, Sylvain Sylvain, Rachel Sweet on WMMS/Cleveland. Todd Rundgren on KEZO/Omaha. Sue Saad on WOMP/Wheeling. Cheap Trick on WRKI/Bridgeport. Seawind on KTYD/Santa Barbara. Naughty Sweeties on KMGH/Bakersfield. Shawn Phillips, Leonard Nimoy on KSPN/Aspen. Humble Pie, Jimmy Buffett on WZXR/Memphis. Esther Satterfield on WVAQ/Morgantown.

AOR

FIREFALL

HUMBLE PIE



AOR BREAKERS

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

**FEATURING
THEIR
NEW
SINGLE
"HEADED
FOR A
FALL"**



FIREFALL

Undertow (Atlantic)

"Love" Title "Fall" "Alone"
56% of our reporters on it.
Total album reports: 88. A-75,
M-7, H-6. Debuted this week
at No. 28.

HUMBLE PIE

On To Victory (Atco)

"Fool" "Infatuation" "Savin' "
51% of our reporters on it.
Total album reports: 80. A-63,
M-14, H-3. Debuted this week
at No. 25.



**FEATURING
THEIR
DEBUT
SINGLE
ON
ATCO
RECORDS
"FOOL FOR
A PRETTY
FACE"**



DISTRIBUTED BY ATLANTIC RECORDS

Album Airplay/ 40

Chart Summary

April 4, 1980

156 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for chart positions (3/14, 3/21, 3/28, 4/4) and album titles/artists such as BOB SEGER & SILVER BULLET, LINDA RONSTADT, HEART, PINK FLOYD, BILLY JOEL, JOURNEY, etc.

Another banner week for SEGER, who maintained his lead both in hits and total reports. He seems certain to hold onto the top spot for awhile. LINDA moved into second place this week, growing both in hits and total mentions. HEART, FLOYD and JOEL all garnered nearly identical amounts of airplay. JOURNEY and GEILS held rock steady as COSTELLO continued his climb. TRAVERS rose while CLASH inched up. TUCKER, CROSS, PERRY and NUMAN all had a good week of increased airplay. TRIUMPH leaped upward. PIE was the week's highest debut with significant reports in all rotations, including as a single. SLICK jumped. FIREFALL debuted with impressive adds while CRETONES climbed. CITY maintained as RIDER rose. SCAGGS debuted with significant adds. STEWART and NILE debuted as ROMANTICS resurged. MOTORS and SUE SAAD came close to charting this week.

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

MOST ADDED

Table listing 'Most Added' albums with columns for chart positions (4/4, 3/28, 3/21, 3/14, 3/7) and album titles/artists like FIREFALL, BOZ SCAGGS, HUMBLE PIE, etc.

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

Table listing 'Medium' albums with columns for chart positions (4/4, 3/28, 3/21, 3/14, 3/7) and album titles/artists like CLASH, MARSHALL TUCKER..., WARREN ZEVON, etc.

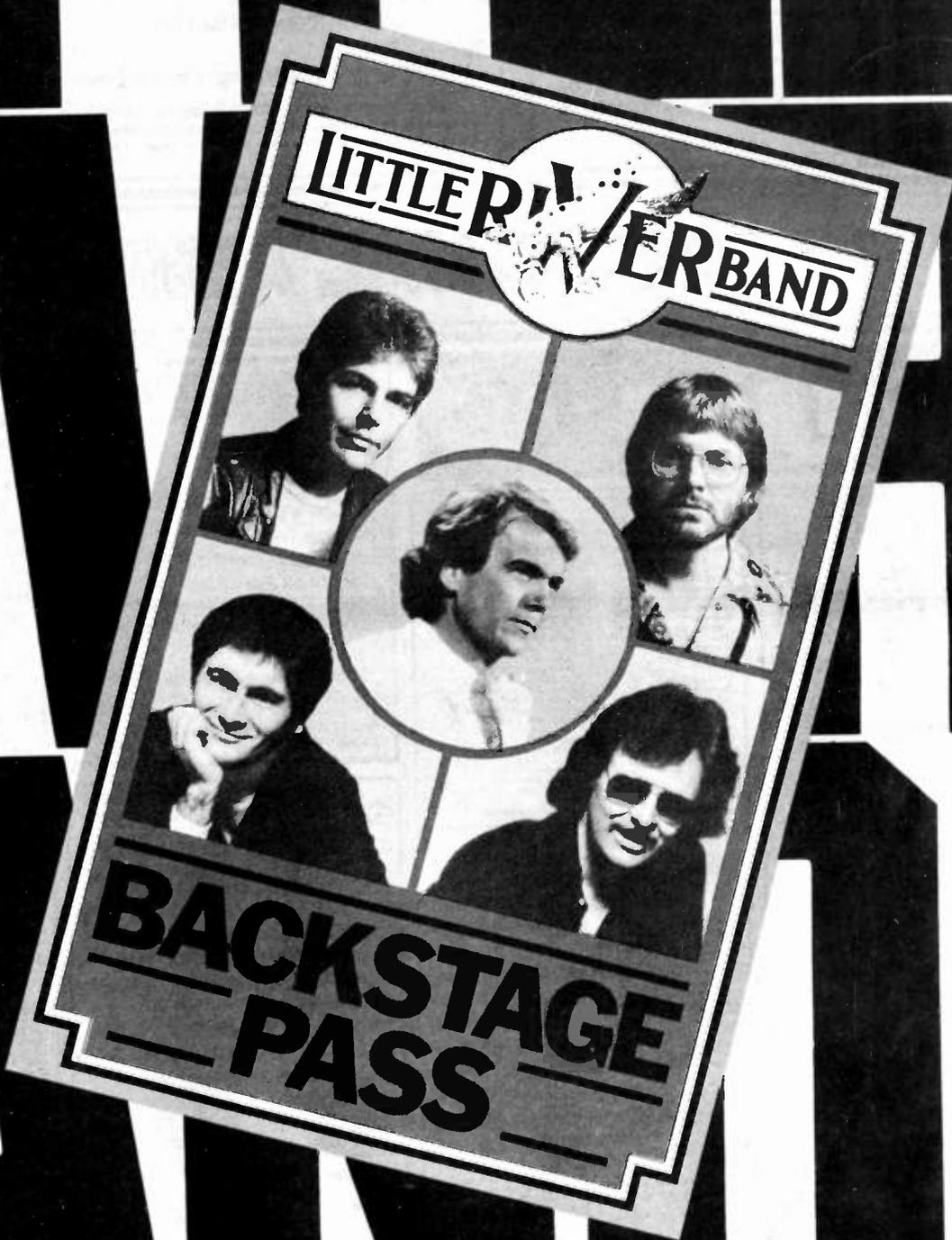
The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is 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

Table listing 'The Hottest' albums with columns for chart positions (4/4, 3/28, 3/21, 3/14, 3/7) and album titles/artists like BOB SEGER & SILVER..., LINDA RONSTADT, PINK FLOYD, etc.

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.

LITTLE RIVER BAND



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**YOUR SPECIAL PASS TO HIGH-ENERGY, LIVE ROCK 'N' ROLL!
BACKSTAGE PASS FEATURES THE FORTHCOMING SINGLE
"IT'S NOT A WONDER"
AND THE NEW ROCKER "RED SHOES!"**



Produced By Little River Band & Ern Rose
Management: Glenn Wheatley

RADIO & RECORDS ALBUM AIRPLAY/40

4TH MOST ADDED

MIDWEST

FM 95.5 Grand Forks 701-775-0676. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

FM 102 Komo Lincoln 402-432-6666. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WLPX 97 fm Milwaukee 414-342-1111. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WLUK fm album rock Peoria 309-674-2000. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KLXX St. Louis 608-339-1520. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

LW-FM 97 Grand Rapids 616-456-6461. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WIBA-FM Madison 608-274-6450. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KDWB-FM Minneapolis 612-739-4000. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Y93 Rockford 815-877-3076. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WVUE St. Louis 314-842-1111. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WFBQ 98.5 FM Stereo Indianapolis 317-257-7586. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WMAD Madison 608-248-9277. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KFHL Muscatine 319-283-2617. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WZOK 97 Rockford 815-399-2233. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

PFR Rock 103 Terre Haute 812-238-2567. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WFSB 98.5 FM Stereo Kansas City 816-531-3400. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

93QFM Milwaukee 414-276-2040. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Z-99 Omaha 402-582-5300. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WANNOS Saginaw 517-892-8528 517-894-2996. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

FM 104 Toledo 419-246-3377. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

MOST ADDED

Album chart for Most Added. Includes BOZ SCAGGS Middle Men (Columbia) 23/20, FIREFALL Undertow (Atlantic) 28/19, HUMBLE PIE On To Victory (Atco) 24/19, etc.

MEDIUM

Album chart for Medium. Includes MARSHALL TUCKER BAND Tenth (WB) 30/19, WARREN ZEVON Bad Luck... (Asylum) 34/16, KNACK ... But Th... (Capitol) 24/16, etc.

THE HOTTEST

Album chart for The Hottest. Includes BOB SEGER & SILVER BULLET BAND Against... (Capitol) 46/46, LINDA RONSTADT Mad Love (Asylum) 44/36, HEART Bebe Le Strange (Epic) 42/36, etc.

KFMG Albuquerque 505-285-8811. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

98 FM Bakersfield 805-832-1410. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KBCO Boulder 303-444-5800. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Casper 307-235-1515. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KAZY Denver 303-758-5800. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

96 KEZYFM Anaheim 714-778-3696. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

104 Boise 208-344-6363. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

97 FM BOULDER. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WANNOS Saginaw. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

103 KBPI Denver 303-936-2313. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KSN Aspen 303-926-5778. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

97 FM BOULDER. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

WANNOS Saginaw. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KILO 94 Colorado Springs 303-634-4896. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

103 KBPI Denver 303-936-2313. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

R&R/Friday, April 4, 1980

WEST

KQZ 107.7 FM Edmonton 403-428-8697. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

KZEL 102.1 FM Eugene 503-484-4304. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

KICL 102.1 FM Fort Collins 303-571-1232. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

KNDJ 106.1 FM Fresno 209-226-5991. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

K99 107.7 FM Great Falls 406-727-7211. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

93 FM Honolulu 808-949-2093. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

KDKB 102.1 FM Phoenix 602-833-8888. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Las Vegas 702-732-7753. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Long Beach 213-437-0366. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Los Angeles 213-464-5838. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Los Angeles 213-469-1212. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Los Angeles 213-467-1224. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Pasadena 213-578-0830. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Phoenix 602-285-5222. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Phoenix 602-833-8888. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Portland 503-655-9181. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Portland 503-226-5000. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Portland 503-226-0100. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Reno 702-329-9261. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Reno 702-882-6263. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Reno 702-882-6263. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Sacramento 916-446-4985. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Sacramento 916-444-2806. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Bernardino 714-825-5020. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Diego 714-297-2201. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Diego 714-585-6006. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Francisco 415-391-9400. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Jose 408-246-8811. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

San Rafael 415-456-1510. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Santa Barbara 805-963-1975. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Santa Barbara 805-963-1801. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Santa Maria 805-922-2156. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Seattle 206-624-4305. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Seattle 206-454-1540. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Spokane 509-448-2000. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Tri-Cities 509-586-0459. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Tucson 602-624-5588. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.

Vancouver 604-864-7221. Station info and list of artists including The Beatles, The Rolling Stones, and Led Zeppelin.



Jim Duncan

Country

Early 1800's Mansion Houses Modern Country Station



Not everybody's new facilities are downtown in sleek glass and chrome affairs. WGNA/Albany, NY, opted for a 20-acre country estate with a mansion built in the early 1800's, complete with pond and rolling hills overlooking the entire Hudson Valley. Moving into the "Red House Farm," as the well-known county landmark has been called for decades, WGNA and sister station WHAZ owners WPOW Inc. retained the facade, including the original red brick, shutters, and wrought-iron hardware. Inside they refurbished and renovated with up to date broadcast equipment and studios.

After moving in, staff members found old American flags behind the paneling which "could date back 100 years or more," commented PD Chris Warren, and in the Sales Manager's office, formerly the library, they discovered old school yearbooks with members of the famed Kennedy family peering from the pages.

Incorporating its unusual dwelling into a station identification, WGNA calls itself "Your place in the country," a logo many city and apartment dwellers might like to take literally.

News Notes

Took a day out last week to take part in the NARM (National Association of Record Merchandisers) convention in Las Vegas. With a lot of country music being featured that day and the Country Music Association board being guests at the Wednesday (3-26) luncheon, I thought it would be a good chance to see what the record merchandisers were up to these days. Plus fellow CMA board member and good friend Barrie Bergman, owner of the Record Bar chain, is NARM's 1980 President and I thought it would be a fun surprise to be there. It also gave me a chance to meet Doug Shane, Group PD of Broadcast Associates (KVEG/Las Vegas), and KRAM's new PD Chuck McKay. Seeing longtime Country personality and programmer Bob Jackson, also of KVEG, was a pleasure. KVEG and KRAM are in a very competitive ratings battle. Each has many good elements, which makes the race even more interesting. . . . As far as the convention (see related photo on the Country "Picture Page"), the music of the Oak Ridge Boys, at the luncheon, and the Kenny Rogers-Dottie West shows were, as always, superb. Rogers and West, along with comedian Gallagher, entertained at the NARM banquet. Wayne Newton hosted the NARM awards following the show at the MGM Grand Hotel. Country music's best selling albums, according to the 22nd annual NARM Convention, were the Charlie Daniels Band for "Million Mile Reflections" on Epic; Kenny Rogers's "The Gambler" on United Artists and Anne Murray's Capitol album "New Kind Of Feeling." Counterfeiting and the growth of the video industry as being merchandised at record stores were the main topics. This year's theme was "Give The Gift Of Music." It was a good visit. . . . In other news. . . . Congratulations to Bill Figenshu, OM of KIKK-AM-FM/Houston, and GM Al Greenfield on their appointments with VIACOM Radio. (See Page 1 for more details.) Charlie Ochs, KIKK's morning man, has been appointed Figenshu's replacement as Operations Manager. . . . Scott Free, formerly of WIRK-FM/West Palm Beach is the new PD of WIXZ/Pittsburgh. . . . Paige Farris, former PD of WXOR/Muscle Shoals, AL, is new PD and midday personality at WKUL/Cullman, AL. . . . Rick Walker is now the MD of WBAX/Wilkes-Barre, PA. Vince Webber remains with the station, but decided to step down as MD. . . . Jay Phillips, from WJQS/Jackson, MS, is the new MD at WMC/Memphis. . . . Jessi Collins is doing evenings on KIKX/Tucson. She had been at KTOM/Salinas, CA. . . . WYND/Sarasota PD/MD Dave Kay has exited the station to become PD of a new Country station in Springfield, GA. WGEF-FM, I am told, is part of the Savannah market. . . . FICAP (Federation of International Country Air Personalities) has announced a special comprehensive retirement plan for FICAP members. Contact Georgia Twitty at (615) 320-0115 or write FICAP, 1201 16th Ave. South, Nashville, 37212. . . . Hope to see some of you at the NAB Convention, April 13-15 in Las Vegas. . . . So what's NEWS with you?

A FOOLish Letter

Editor's Note: Ten days after this letter was mailed to R&R from New York, it was received here in Los Angeles. (Let's hear a Bronx cheer for the U.S. Mail.) Even though you won't see this in time for April Fool's Day 1980, you might want to file it away for next year. Some of the songs listed have been recorded by different artists, such as "A Fool Such As I," not only recorded by Elvis, but originally by Hank Snow. Same for "Statue Of A Fool" - Jack Greene had the first country hit of that recording, as did the listed Brian Collins. "Fooled Around And Fell In Love" by Elvin Bishop and/or Mundo Earwood was not mentioned, as were, we're sure, a few other forgotten gems. Thanks to Ed and Pam for taking the time to put together this fun-FOOLED letter:

Dear R&R Country:

With April Fool's Day coming up, Pam and I have compiled a music list from the WHN library of songs appropriate for the day and we thought we'd share them with you.

- 1 A FOOL Such As I - Elvis Presley, RCA (1959)
- 2 Everybody's Somebody's FOOL - Connie Francis, MGM (1960)
- 3 Every Time Two FOOLS Collide - Kenny Rogers & Dottie West, UA (1978)
- 4 FOOL - John Wesley Ryles, ABC/MCA (1977)
- 5 FOOL - Elvis Presley, RCA (1973)
- 6 The FOOL - Sanford Clark, Dot (1956)
- 7 FOOL Me - Lynn Anderson, Columbia (1972)
- 8 FOOL #1 - Brenda Lee, Decca/MCA (1961)
- 9 FOOLED By A Feeling - Barbara Mandrell, MCA (1979)
- 10 FOOLS - Jim Ed Brown & Helen Cornelius, RCA (1979)
- 11 FOOLS Fall In Love - Jacky Ward, Mercury (1977)
- 12 FOOLS Rush In - Rick Nelson, Decca/MCA (1963)
- 13 Poor Little FOOL - Rick Nelson, Imperial/UA (1958)
- 14 Statue Of A FOOL - Brian Collins, Dot (1974)
- 15 Wisdom Of A FOOL - Jacky Ward, Mercury (1979)

We're noticing a greater than ever interest in specials and I'm working on a book of similar lists: "Country Radio Specials You Can Do At Home In Your Spare Time For Fun And Profit."

Edward R. Salamon
Program Director
Pam Green
Music Researcher



Radio Bags Wild Turkey Promotion

Wild Turkey whiskey manufacturer Austin, Nichols & Co. is sponsoring a "Country Star of The Future" search, culminating in a gala outdoor Jamboree to be held in Columbia, TN on June 7 and 8. A network of 20 Southern and Midwestern radio stations, in conjunction with Austin, Nichols, are sponsoring talent competitions during April and May, with each of the 20 local winners receiving a \$1000 prize, space on the Jamboree showcase, and the chance to vie for \$20,000 in final prize money.

The nonprofit festival (proceeds less operating expenses go to charity) stars Marty Robbins, Lynn Anderson, Jerry Reed, Merle Haggard, Asleep At The Wheel, Nashville Super Pickers, and Cari Tipton. All 20 of the radio sponsored talent winners will perform, and a panel with representatives from BMI, National Songwriters Association, SESAC, ASCAP and Country Music magazine will judge the contestants.

The radio stations involved in the Wild Turkey Jamboree include:

WYDE/Birmingham	WINN/Louisville
WDOD/Chattanooga	WMC/Memphis
WSAI/Cincinnati	WXBM-FM/Milton, FL
WPNX/Columbus, GA	WKDA/Nashville
WFNC/Fayetteville, NC	WSHO/New Orleans
KIKK-FM/Houston	WCMS-FM/Norfolk
WIRE/Indianapolis	WHOO/Orlando
WQIK/Jacksonville, FL	WBKR/Owensboro, KY
WDAF/Kansas City, MO	WWSA/WCHY/Savannah
KXLR/Little Rock	WACO/Waco

Country

BREAKERS

JEANNE PRUETT

Temporarily Yours (IBC)

On 65% of reporting stations. Charts: 34-18 WSLR, 27-17 WWVA, 29-20 WSUN, 37-29 KNEW, 20-11 KFTN, 35-19 WAXX, 32-23 KRAK, 32-22 WSM, 28-20 KMPS, 41-28 WHBF, 27-20 WXCL. Adds include KSON, WHOO, WDEM, WKSJ, WDAF, WCUZ, WKCQ, WADR, WBAX. R&R Chart: Debut 33.

KENNY ROGERS w/KIM CARNES

Don't Fall In Love With A Dreamer (UA)

63% of reporting stations on this record. New adds: WMAQ, WINN, WSLR, KEED, KNIX, KRZY, KRAK, KHAK, KVOO, WGTO, WUBE, KHEY, WKSJ, WOKQ, WPOR. Charts: 43-25 KRAM, 35-28 WQQT, 32-27 KLZ, 27-21 WCUZ, 25-14 KCKC, 31-25 WPOC. R&R Chart: Debut 38.

GAIL DAVIES

Like Strangers (WB)

On 66% of reporting stations. Charts: 40-25 WFMS, 29-21 KEEN, 32-26 WMZQ, 29-21 WWVA, 27-22 WCOS-FM. Adds include KLZ, WBAP, WHBF, WIL, KRZY, KNIX, WNOW, WADR, WPOR, WSEN. R&R Chart: Debut 39.

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.

KENDALLS "I'm Already Blue" (Ovation) 68/16, WJJD, WSAI, WUBE, WDEM, WQQT, WSUN, WNVY, KRAM, KKAL, WKCQ, WHBF, KWMT, WHOO, WGTO, KVET, WSEN. Charts: 49-30 CKLW-FM, debut 24 KLAQ, debut 26 WADR.

LEON EVERETTE "I Don't Want To Lose" (Orlando) 64/5, WWVA, WINN, WSUN, WBAP, KRAM. Charts: 29-21 KRMD, 39-30 KFTN, 26-22 KKYX, 14-9 WCOS-FM, 30-23 KLZ, 24-19 KUZZ, 27-21 KHAK, 38-33 KIKK, 16-10 WMOJ.

JANIE FRICKE "Pass Me By" (Columbia) 62/12, WIRE, WHK, KLAC, WINN, KENR, KOKE, WYDE, WINN, WMZQ, WPOR, KWMT, KMAK, KRAM. Charts: 34-28 KFTN, 36-30 KUCB, 34-30 KNEW, 39-29 KFEQ.

ANNE MURRAY "Lucky Me" (Capitol) 60/41. The "Most Added" of the week. Some new stations include KMPS, KIKX, WHK, WUBE, WDAF, WIRE, WSM, KIKK, WMC, WEEP, WHN, WCMS, WMZQ, KUCB, KRAK, KSOP, KLAC, KRAM, CKLW-FM, KHAK, KSO, WSLR, WYDE, KVOO, WCOS-FM, WUNI, WSUN, WQQT, WPOR, debut 29 KLZ, 29-19 KCKC.

JOE SUN "Shotgun Rider" (Ovation) 58/5, WCXI, WHK, KEBC, KOKE, WMZQ. Charts: 36-25 WKKN, 36-26 WWVA, 28-23 KRMD, 26-20 WLWI, 35-26 KHAK, 27-22 WVOJ.

ED BRUCE "Diane" (MCA) 57/7, KLAC, WHK, WINN, WSAI, WTSO, KSO, KIDN. Charts: 30-21 KIKK, 34-28 WCMS, 21-13 WMZQ, 32-24 KHAK, 28-16 KUZZ, 36-29 WSEN, 28-20 KNIX, 35-29 KEBC.

RONNIE McDOWELL "Lovin' A Living Dream" (Epic) 55/15, WEEP, WINN, WSLR, WFMS, KRZY, WHBF, KYNN, WTSO, WITL, WDEM, WNVY, WNYR, WWVA, WCMS. Charts: 35-30 KFGO, 27-20 KCKC, 22-18 WVOJ, 38-26 KSO.

MAC DAVIS "Hard To Be Humble" (Casablanca) 54/14, KNEW, WMAQ, WSUN, WEEP, WMZQ, WOKK, WVOJ, KHEY, WCOS-FM, WYMI, KHAK, WAXX, WXCL, WKCQ. Charts: 30-15 WPOC, 20-10 KNIX, 30-24 KEEN, 21-16 WDGY, 31-24 WKMF, 46-19 CKLW-FM, 24-19 WSEN, 7-6 KCKC, 46-30 KHAK, 38-33 KIKK, 16-10 WMC.

CRISTY LANE "One Day At A Time" (UA) 53/17, WIRE, WDAF, WNRS, WJJD, KIKK, WWVA, WGTO, WBAM, KHEY, WVOJ, WKKN, WKCQ, KWMT, KKAL, KRAM, KMAK. Charts: 36-30 WCXI, 30-25 WDGY, 33-29 CKLW-FM, 34-25 KSO.

FLOYD CRAMER "Dallas" (RCA) 52/10, WDAF, WIL, WIRE, CKLW-FM, KVOO, WQQT, KLVI, WMC, WOKK, WGTO. Charts: 19-15 WEEP, 10-8 KNOE, 34-26 KFTN, 9-5 WLWI, 16-10 KFEQ, 38-30 KUGR, 21-16 KLZ, 37-27 KHAK, 31-24 WKSJ, 7-6 WMZQ.

TOMMY OVERSTREET "Down In The Quarter" (Elektra) 51/11, WINN, KOKE, WHBF, KCEY, KLAC, WDEM, KNOE, WLAS, KLVI, WVOJ, WPOR. Charts: 31-22 WWVA, 35-26 KRMD, 15-11 WLWI, 34-25 WMZQ, 37-29 KHEY, 36-28 KUGR, 24-19 KLZ.

DAVE & SUGAR "New York Wine And Tennessee Shine" (RCA) 50/18, KMPS, KRAM, WCXI, WSLR, WTHI, KHAK, KSO, WITL, WNVY, KVOO, WINN, KNOE, KZIP, WCOS-FM, WQQT, WLAS, WUNI, WADR, WMZQ, 36-29 KUGR.

JOHNNY RODRIGUEZ "Love, Look At Us Now" (Epic) 46/14, KEEN, WDAF, KENR, KUCB, KMPS, KUZZ, WKKN, KYNN, KWMT, CKLW-FM, WKMF, WDEM, WNVY, KVET. Charts: 38-30 WSM, 30-26 WVOJ.

Others Getting Significant Action

DON GIBSON "Sweet Sensuous Sensations" (WB/Curb) 38/8, WINN, WDEM, KRZY, KEED, WHBF, KLAC, KMAK, WWVA, 38-28 KRMD.

JERRY REED "Workin' At The Carwash Blues" (RCA) 31/11, WXCL, WKMF, KFGO, KHAK, KUGR, KSO, WITL, KNOE, WWVA, WOKQ, WCOS-FM. "Age" added at KNEW, WXCL, KYNN, WITL, KEEN, 37-26 WSM.

SONNY CURTIS "The Real Buddy Holly Story" (Elektra) 26/10, WIRE, KLAC, KNEW, KRAM, WITL, KHEY, KOKE, WUNI, WNYR, WIRK-FM.

RONNIE MILSAP "Silent Night (After The Fight)" (RCA) 25/24. Added at KNEW, KLAC, KRMD, KCKC, KIKK, KZIP, KKYX, WYDE, WWVA, WMZQ, KUZZ, KUCB, KVET, WLAS, KOTM, KRAM, WTSO, WITL, KSOP, KFGO, WHOO, WCOS-FM, KNOE, on WSUN.

MOE & JOE "Tell Ole I Ain't Here, He Better Get On Home" (Columbia) 22/22. Adds at KIKK, WYDE, KLAC, KEEN, KRAK, KUZZ, KMAK, KRZY, KFTN, KNIX, WCXI, WXCL, WAXX, KFEQ, KFGO, KBMR, KHEY, WMZQ, WSM, WYII, KMPS, KIKK.

JOHNNY PAYCHECK "Fifteen Beers" (Epic) 22/10, WIRK-FM, KVOO, WITL, KFGO, WGTO, WAXX, WFMS, KFTN, KEEN, WPOR.

MARTY ROBBINS "She's Made Of Faith" (Columbia) 20/12, KRMD, WIRK-FM, KNOE, WNYR, WAXX, KMAK, KCEY, KNIX, KEED, KUCB, KRAK, KUZZ, 33-26 KCKC, 33-29 K6OP.

Radio & Records

NATIONAL AIRPLAY/40

April 4, 1980

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week		
8	6	3	1	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
4	1	2	2	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
10	7	4	3	CHARLEY PRIDE/Honky Tonk Blues (RCA)
3	3	1	4	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
19	13	6	5	DOTTIE WEST/A Lesson In Leavin' (UA)
24	16	11	6	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
20	14	8	7	BRENDA LEE/The Cowgirl And The Dandy (MCA)
27	18	12	8	EMMYLOU HARRIS/Beneath Still Waters (WB)
15	12	7	9	HANK WILLIAMS JR./Women I've Never Had (Elektra)
26	19	14	10	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
16	10	10	11	RAY STEVENS/Shriner's Convention (RCA)
32	26	21	12	EDDIE RABBITT/Gone Too Far (Elektra)
37	31	28	13	MERLE HAGGARD/The Way I Am (MCA)
22	17	17	14	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
17	15	13	15	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
33	27	26	16	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
40	33	25	17	LARRY GATLIN & GATLIN BROS./Taking Somebody With... (Columbia)
1	2	5	18	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
-	35	28	19	DOLLY PARTON/Startin' Over Again (RCA)
34	29	23	20	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)
35	34	29	21	BILLIE JO SPEARS/Standing Tall (UA)
25	21	19	22	ALABAMA/My Home's In Alabama (MDJ)
6	5	9	23	STATLER BROTHERS/(I'll Even Love You) Better Than I Did... (Mercury)
-	38	32	24	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
-	36	30	25	KENNY DALE/Let Me In (Capitol)
2	4	15	26	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
7	8	16	27	CHARLY McCLAIN/Men (Epic)
-	-	36	28	DON WILLIAMS/Good Ole Boys Like Me (MCA)
-	-	35	29	JOE STAMPLEY/After Hours (Epic)
-	-	37	30	JOHN WESLEY RYLES/Perfect Strangers (MCA)
-	-	38	31	LORETTA LYNN/Pregnant Again (MCA)
-	40	33	32	CHARLIE DANIELS BAND/Long-Haired Country Boy (Epic)
-	-	37	33	JEANNE PRUETT/Temporarily Yours (IBC)
31	28	22	34	REX ALLEN JR./Yippee Cry Yi (WB)
5	11	20	35	MEL TILLIS/Lying Time Again (Elektra)
-	-	39	36	CON HUNLEY/You Lay A Lot Of Love On Me (WB)
-	-	40	37	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
-	-	-	38	KENNY ROGERS w/KIM CARNES/Don't Fall In Love With A Dreamer (UA)
-	-	-	39	GAIL DAVIES/Like Strangers (WB)
-	-	-	40	BILLY "CRASH" CRADDOCK/I Just Had You On My Mind (Capitol)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

T.G. SHEPPARD "Smooth Sailer" (WB/Curb) 45/23, KCKC, WDAF, WSLR, WFMS, WIL, KVET, KRMD, WSM, WUNI, WMC, WEEP, WWVA, WCMS, KFTN, KRAM, KMAK, WTSO, WKKN, WTHI, CKLW-FM, KVOO, KNOE, WQQT.

BUCK OWENS "Love Is A Warm Cowboy" (WB) 44/12, KIKX, WSLR, WXCL, WKKN, WNRS, KWMT, WKMF, WTSO, WNVY, KZIP, WLWI, WGTO.

EDDY RAVEN "Dealin' With The Devil" (Dimension) 44/7, WSLR, WSAI, WHK, KSO, WIRK-FM, KOKE, WMZQ. Charts: 32-27 WWVA, 19-16 WUNI, 25-21 KHEY, 33-25 KHAK, 34-26 KIKK, debut 30 KMPS.

LARRY G. HUDSON "I Can't Cheat" (Mercury) 42/11, KLAC, KKYX, KLVI, KOKE, WVOJ, WHBF, KHAK, KSO, KWMT, WHK, WITL. Charts: 34-26 KUZZ, 33-27 KHEY, 38-29 KHAK.

RONNIE MILSAP "My Heart" (RCA) 40/40. One of the "Most Added" this week. Some new stations include KCKC, KLAC, KEEN, KMPS, KUCB, KLZ, KRAK, WNRS, WIL, WFMS, CKLW-FM, KSO, WLWI, WQQT, WHOO, WCOS-FM, WBAM, WUNI, WMC, KRMD, WYMI, WYII, WWVA, WADR, WCMS. For flip side see "Others Getting Significant Action."

Most Requested

LW	TW	
1	1	RAY STEVENS (RCA)
2	2	CONWAY TWITTY (MCA)
3	3	BELLAMY BROTHERS (WB/Curb)
7	4	DOTTIE WEST (UA)
-	5	EDDIE RABBITT (Elektra)
-	6	MAC DAVIS (Casablanca)
5	7	GEORGE & TAMMY (Epic)
6	8	CRYSTAL GAYLE (Columbia)
10	9	DEBBIE BOONE (WB/Curb)
-	10	DOLLY PARTON (RCA)

Active Re-Currents

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

MOE BANDY	
One Of A Kind (Columbia)	
BOBBY BARE	
Numbers (Columbia)	
GEORGE BURNS	
I Wish I Was 18... (Mercury)	
JOHNNY DUNCAN	
Play Another Slow Song (Columbia)	
WAYLON JENNINGS	
I Ain't Living Long... (RCA)	
CHARLY McCLAIN	
Man (Epic)	
BARBARA MANORELL	
Years (MCA)	
RONNIE MILSAP	
Why Don't You Spend The Night (RCA)	
ANNE MURRAY	
Daydream Believer (Capitol)	
WILLIE NELSON	
My Heroes Have Always... (Columbia)	
STATLER BROTHERS	
(I'll Even Love You) Better... (Mercury)	
MEL TILLIS	
Lying Time Again (Elektra)	
GENE WATSON	
Nothing Sure Looked... (Capitol)	



Biff Collie Inside Nashville

Country

NEWSLINES: Marty Stuart, the young instrumentalist who started with Lester Flatt at the age of 13, joined Johnny Cash to play fiddle, mandolin, acoustic, and banjo. The Tennessee Three band now is the Great Eighties Eight, heading in a new direction this decade, according to the Man in Black . . .

Loretta Lynn opened in Reno for an 18-day stay, and found that she's sold out for every performance! "Coal Miner's Daughter" grossed \$19 million its first three weeks! ABC's "20/20" crew has been following Loretta around making a major profile on the Girl From Butcher Holler for that show . . .

George Burns is shown here with Country Music Association President Ralph Peer, being presented with a CMA membership card. Burns recently joined the CMA because of his recent success on the Country charts with "I Wish I Was Eighteen Again" on Mercury . . .



George Burns, Ralph Peer

The seventh annual Music City Tennis Invitational, a benefit for the Nashville Memorial Hospital is set for May 20-22 at the Maryland Farms Racquet & Country Club. Wesley Rose and the CMA's Helen Farmer will again chair the event, with BMI's Francis Preston being named Honorary Chairperson. For more details write to Connie Bradley at ASCAP, 2 Music Square West, Nashville, 37203 . . .

Donna Fargo, Larry Gatlin, the Oak Ridge Boys, and 10 performers nominated as best new vocalists (John Anderson, Razy Bailey, R.C. Bannon, Randy Barlow, Rosanne Cash, Lacy J. Dalton, Gail Davies, Big Al Downing, Louise Mandrell, and Sylvia) have been set to perform on the 15th annual "Academy Of Country Music Awards" special on NBC-TV May 1. Also performing are hosts Loretta Lynn and Charley Pride, who will duet with Janie Fricke. Claude Akins is the third host scheduled for the show . . . Tom T. Hall made his homecoming to the Opry last Friday night, then returned to his tour . . .

While Mickey Gilley hosted such superstars in the entertainment galaxy as Sean Connery, Jessica Lange, John Travolta, and Herve Villechaize at a sold-out crowd at the Palomino in L.A., his cousin Jerry Lee Lewis was playing in Pasadena (Texas) at Mickey Gilley's Club . . . Johnny Rodriguez's record-breaking appearance at the San Antonio Livestock Show and Rodeo reminds me of the days when the boy from Sabinal, Texas wanted to go to the San Antonio Rodeo and couldn't afford it; his buddies created their own solution: they collected the centerfolds from old Playboy magazines for enough money to buy everybody rodeo tickets! (And Hugh Hefner thought his only contribution to country was Barbi Benton!) . . .

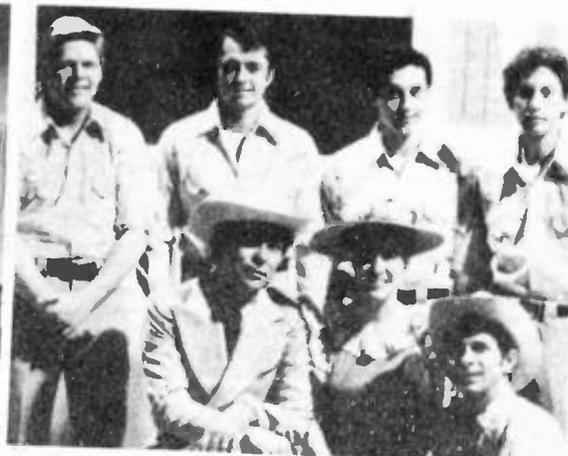
NAMEDROPPER: Danny Davis, with the success he's enjoying on the "Danny Davis with Willie Nelson and the Nashville Brass" album, is thinking of doing it again with other artists; maybe a series of them, Danny? . . . B.J. Thomas, Helen Hudson, Terry Bradshaw, Zella Lehr, Louise Mandrell, and Mel Tillis guested on three "Pop Goes The Country" tapings

with new host Tom T. Hall . . . We mentioned hearing of the death of Warren Smith, well-known to those of us who were active in the late '50's and early '60's, but didn't publicly recall his first hit, a rockabilly Sun record cut by Sam Phillips in Memphis, a song credited to Johnny Cash called "Rock & Roll Ruby." Grace Mikel of the Texas Proud Country paper says Cash bought that song from George Jones. (Remember when Jones made a couple of rockabilly records under the name of Thumper Jones?) . . . Tammy Wynette was in St. Elizabeth's Hospital in Beaumont after a performance at the Palace Club in that city . . .

That "Elvis Presley - The First Year" album which has been advertised on TV lately is off the market and into the court after a restraining order enjoined six corporations from further manufacturing and distributing, as a result of a suit by RCA, and Joseph A. Hanks, Priscilla B. Presley and the National Bank of Commerce, co-executors of the Presley estate . . . Barbara Mandrell and Larry Gatlin are seen during the recent Home Box Office "Country Pop" musical special . . . The Bellamy Bros. left last Thursday (27) for a 30-day concert and media tour of Europe, during which they'll work the "Val Doonican Show," Germany's "Musikladen," "Disco," and Switzerland's "Carousel," all nationally televised shows . . . Bobby Bare invited to appear in the American Country Music Series October 1, 1980, because "he has managed to blend the sincerity of country music and folk tradition with spontaneity and humor. Bobby Bare represents the best in American country music, and we at the Smithsonian Institute are deeply honored to have the support of an artist like him." . . . Congratulations to WWVA's Buddy Ray and his



Barbara Mandrell, Larry Gatlin



THEN AND NOW - In the vintage 1949 photo the "Original Drifting Cowboys," Jerry Rivers, Sammy Pruett, Cedric Rainwater, and Don Helms are shown with Hank Williams, Minnie Pearl, and "Big Bill" Lester. In the second photo you see the Drifting Cowboys look alikes from the Jim Owen's production of "A Tribute To Hank Williams." Pictured are Adrian Marshall as Jerry Rivers; Gary Gentry as Sammy Pruett; Tim Dean as Cedric Rainwater; Doug Clements as Don Helms; Jim Owen as Hank; Nan Gurley as Minnie Pearl; and Russ Jeffers as Bill Lester.

New:

- CKLW-FM
- WIRK-FM
- WIL
- WDAF
- KFDI
- WMC

Moves:

- WWVA 40-32
- WINN X-39
- WPLO 14-13
- WYDE X-30
- KBBQ 49-44
- KZIP 44-38
- WMZQ 7-6
- KBOX 11-8
- KRAM 47-39
- KRAK 50-45
- KCEY 51-41
- KMAK X-30
- KLZ 21-16
- KGEM X-29

BB * 39

CB * 52

RW * 42

RCA RECORDS NASHVILLE



FLOYD CRAMER

"Dallas"

(Theme From The Television Series "Dallas")

NIPPER NOTES





P/A

POP/ADULT®

Mike Kasabo

How To Beat Up The Music FM Station

In the midst of all the screaming about music on AM radio dying comes one voice in Philadelphia that is roaring. "It ain't necessarily so." That voice belongs to WIP Program Director Al Herskovitz (pictured) who is ecstatic about the Jan/Feb Arbitron results for the City of Brotherly Love, which gives WIP the largest overall total share of any music station, AM or FM.

Herskovitz described his 8.6 ratings as "highly significant" and took the time to express other views as well.

R&R: You must feel as if you've pulled off the impossible dream?

AH: Well, it's very gratifying, considering what FM has done to AM music radio, to be able to put ourselves in a position where we lead the market among stations that play music, let alone being second to an all-News operation.

R&R: The obvious question is how'd you do it?

AH: We zeroed in on our demographic target which of course is 25-50, and hit it right on the head.

R&R: Explain the zeroing in . . .

AH: What we've been trying to do for over a year is we've noticed all these other AM stations that are similar to ours that were taking it on the chin from their FM competitors and the usual fragmentation of the markets, so we just decided to determine what really appeals to the demographic we were after — specifically in the area of music. We found what we feel is a proper balance of popular adult music, and that's what we've been hammering at — trying to sell both on our own air and our external advertising and promotion. We've been hammering this for some time, and it is just now beginning to show serious returns for us. As you know, it's not easy to turn a radio station around that has been suffering serious erosion. It takes time, and fortunately for us, we've got the king of general managers around here in Don Kelly and the corporate people at Metromedia that give out responsibility plus the authority to exercise that responsibility.

R&R: What other factors came into play?

AH: One of the things we noticed is that as the FM stations have become more successful, whether they're AOR or Beautiful Music or whatever, they have begun to adopt some of the techniques and some of the methods of the AM stations that have formerly been so successful.

R&R: How so?

AH: For example, they're increasing their commercial load as their ratings go up; they're also increasing their talk level, plus they're increasing their features and news in input. And the one thing that caused so much movement from the AM dial to the FM dial was the low level of material between records. It was wall to wall music on FM. Now that they have enjoyed a certain amount of success there's been pressure brought on them, so they've decided to go after AM for the available commercial dollars to competitively deal in the marketplace.

R&R: So in a sense you're saying that FM has taken a more full-service approach and now needs the funds to support it?

AH: Right. They are now really competing against the AM stations with quality of staff, with size of news departments, and all the other things that go to make up a successful radio station. Now the question that comes to mind is if the choice is not purely music against everything else, then it (AM vs. FM) becomes a real choice. So if we as a radio station can deliver the right music and the more appealing personalities, news, etc., we've got as good a shot as anybody at getting listeners.

R&R: What about the actual aural appeal — surely FM will always have that advantage?

AH: Yes, that's right. They will have that advantage, and the hardest battle for an AM is to win that locked-in, in-office, in-store, in-shop audience where a listener has no control over the dial, or some secretary or some supervisor decides they want background



music in their store and chooses the simplicity of an FM station. Not only at WIP, but around the country I can see that listening in morning drive to a full-service station is strong when the listener has a choice — but if there is none, if he or she has no control, then the FM penetration will come up dramatically. I see that as the most difficult challenge to meet and defeat for AM.

R&R: What you've proven, according to Arbitron, is that music on AM is still alive and kicking. You're by no means giving up?

AH: No, no way. In fact I think the chances are, and I see the first signs of it, that we are now able to give a listener a choice, so if he likes the personality that goes along to introduce it and the entertainment values that go with that, I'd say there's a golden opportunity here for AM radio stations playing music.

R&R: You're saying to AM stations, "don't panic?"

AH: Yes, don't panic. We've seen a lot of them do it recently. They've been running off with these enormous shares for so long and now they're being eaten away — and panic sets in and many in my opinion have switched formats too soon. All I'm saying is if they can take a careful look at their markets and do research to see what is happening at the FM level, their observations might take on a similar pattern to what we've had here at WIP. So for the future of music on AM, on a relative basis, those big numbers of the past are going to be unattainable, but the effectiveness of delivering an audience can be just marvelous.

Update

FROM THE COUNTRY SIDE: WBOW/Terre Haute is conducting the first ever (and how) Slim Whitman (a veteran country artist) look-a-like contest. The winner of this tongue-in-cheek promotion will receive a hefty cash prize . . . Last week WGY/Schenectady celebrated the arrival of spring with a broadcast from its front lawn. Listeners were invited to come by and meet the station's personalities; the turnout was most impressive, with many hundreds coming by for the event . . . WGIR/Manchester sportscaster Ken Cale has been reporting live each day from baseball's spring training camps in Florida, with special attention given to the Boston Red Sox, whose games WGIR airs . . . WORC/Orangeburg has a free movie day for those locals who get bored — its an ad lib promotion they do when listeners have nothing else to do — latest example (and movie) was they sold out "Kramer vs. Kramer" in a matter of hours . . . KSTP/Minneapolis has joined the ABC Information Network featuring the legendary Paul Harvey (. . . good day . . .) three dimes daily . . . As of last march 31, WTAR/Norfolk began airing a local call-in talk show hosted by Charlie Huddle — who is, by the way, a professional magician; an occupation shared in common with many media people . . . KDKA/Pittsburgh newsman . . . Fred Honsberger reported live from Three Mile Island during the (ominous) anniversary week of the nation's worst nuclear accident — the reports were originated from Harrisburg and included local residents and state legislators during his reporting stay in that state's capital . . . FM97/Pittsburgh has become the exclusive affiliate of the RKO radio network beginning March 24 by introducing the service with its "Morning Magazine" — adding to the station's continuing commitment to increase its new and information service to the area.

Transition

Dave Popovich has resigned his PD position at FM97/Pittsburgh to take over the newly-created position of Operations Manager at WWWE/Cleveland effective Thursday (4-3). Dick Frasier remains PD at WWWE, with Terry Patrick retaining his MD slot. No replacement for Popovich at FM97 at press time . . . Ed Anderson comes to KEX/Portland as the station's new evening talk show host from WGNT/Huntington, WV, where he was News/Public Affairs Director. Program Director Bob Miller commented, "Ed is an articulate, dynamic individual guaranteed to bring a new dimension to Portland radio." . . . Sherry Medford to middays at WREC/Memphis from across town at WHBQ, to replace Rick Kaucher, who leaves the station . . . Mike Greene leaves WDIF/Marion, OH as Music Director, with PD Jim Roberts taking up music chores in addition to his other duties . . . Scott Morris now 7-12mid at WFIR/Roanoke from the overnight spot; replacing him is Mike Mathis . . . Rick Summers leaves his position as PD/MD at WHAG/Hagerstown to become Assistant Station Manager of WQZQ/Chesapeake, VA, which is owned by the same group — but he will continue to do music for WHAG until a replacement is found . . . Dee Shannon comes to WMAZ/Macon for an air shift and production work from WWGS/Tifton, GA, replacing Debbie Allen, who went to WMLT/Dublin, GA . . . Robert W. Conrad (MD) and Mike Brophey (PD) are now doing a two-man morning show, which is a magazine-type format including guest spots, heavy on information and the like — already they're being referred to as the "dynamic duo" . . . Veteran broadcaster Danny Davis is returning to radio in Denver at KPPL. General Manager Jim Teeson offered, "Danny is one of the best communicators in broadcasting and we are delighted to welcome him back." Davis will do middays . . .

Color

SOME HAREY PROMOTIONS: Just in time for the Easter Bunny, KSTP/Minneapolis is running its "Easter Family Reunion" promotion. The five-week affair will have listeners qualifying to have their relatives flown into the Minneapolis/St. Paul area for an Easter celebration. Qualifiers are taken around the clock and once per week a drawing is held and the lucky person can have two family members jetted in from anywhere on earth (sorry, the Coneheads don't qualify). The first week the station was hit with Honk Kong, the next week it was knocked off for Sweden. I suggested they immediately quit radio and get into the travel agency business. So far the station has qualifiers requesting travel from every continent — including Antarctica.

For its Easter contest, WHOK/Lancaster is giving away 35 six-foot Easter Bunnies, one of which is concealing a \$1000 bill. There will be a postcard drawing, with staffers calling out the names and waiting for the listeners to call (35 of them that is). All the bunny winners will qualify for the full ten yards.

One more bunny story: KRKK/Rock Springs, in conjunction with McDonald's, is staging an Easter egg hunt for the little guys and girls along with their parents. All jocks and Mac people have hidden eggs, some with prizes and money inside along with the normal Big Mac certificates.



In conjunction with the producers of the smash prime time soap, "Dallas," KFMB/San Diego personality Scruff Evans (left) and Program Director Mark Larson "crown" the winner of the stations "J.R. Ewing Hat Contest." The hat, by the way, was one actually worn by Larry Hagman (who plays J.R.) during the '78-'79 season.

Friday Night, March 21st,
More Than
47 Million People*
Heard This Song!

“THEME FROM DALLAS”

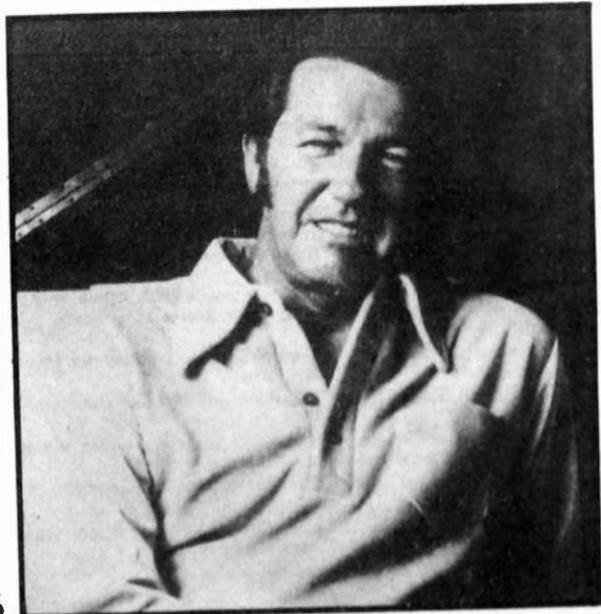
(*The highest rated entertainment episode of the season . . . on any network!)



Now Available
For A Pre-Sold
Average
Audience Of
35 Million
Viewers
Each Week

THEME FROM “DALLAS” By FLOYD CRAMER

From The Forthcoming
“DALLAS” Album On RCA Records



P/A

POP/ADULT

BREAKERS

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

KENNY ROGERS & KIM CARNES

Don't Fall In Love With A Dreamer (UA)

71% of our reporters are now on it. One of the fastest rising duets in recent memory — latest adds include WHAS, WGY, KEX, WOWO, KAKZ, WHDH, WHBC, KNBR, KSL, WBEN, WPRO, WFTL, WNFL, WGIR, KFQD, WEBC, WSGW. Key moves: 26-20 WBT, 24-21 KMPC, 27-19 KDKA, 28-20 WSM-FM, 28-20 KFMB, 28-24 WCWA, debut 13 WISN, debut 16 WTVN, debut 18 KMBZ, debut 22 WVMT, debut 26 KBLF, debut 28 KWOS, debut 29 KSTP. Soars 40-22 on P/A charts.

DAN FOGELBERG

Heart Hotels (Full Moon/Epic)

67% of our reporters are on it. New adds include WELI, WBT, KAKZ, KNBR, WFIR, KSTP, KUGN, WRVA, WHEN, WCMB, WOWO, WISN, WNFL, WIS, KRMG, KGGF, WEBC. Key moves: 26-21 WMAZ, 29-22 WCWA, 27-24 KFMB, 21-19 WTVN, 34-29 KBLF, 33-25 WHBC, 34-28 FM97, 23-18 WSM-FM, debut 22 WBEN, debut 26 WVMT, debut 27 WPRO, debut 31 WCSC. Debuts at No. 29 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.

SPYRO GYRA "Catching The Sun" (MCA) 63/8 add KAKZ, WSTV, WHAM, WFTL, KAFM, WIS, WHAG, WWWE. Key moves: 15-11 WBEN, 17-13 WRIE, 30-24 KRKO, 32-29 KMBZ, debut 24 KEX, debut 28 WLNH, debut 30 WBOW, debut 30 WJBO. Heavy rotation: WCSH, WNEW, KGGF. Increased 30-25 on P/A chart.

BOB SEGER "Fire Lake" (Capitol) 45/1 add KMRJ. Key moves: 8-4 WNEU, 29-19 WYMC, 10-1 WVMT, 20-16 KBLF, 14-6 WPRO, 14-9 WHIZ, 20-16 WFIR, 10-6 WCWA, 20-11 KRMG, 12-8 WFYR, 14-9 KDKA, 12-6 WBZ, 9-1 WOWO, 12-7 WGR. Increased 29-26 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 48/5 add WGR, WSTV, WQSH, KOB, WPRO. Key moves: 15-11 WHAG, 27-20 WRIE, 32-27 WHBC, 31-28 WSGW, debut 23 KEX. Hot WSB, 32-32 on P/A chart.

FLEETWOOD MAC "Think About Me" (WB) 45/6 add WTVN, WHAM, WBOW, WFYR, WNFL, KFQD. Key moves: 26-17 WYMC, 27-17 WPRO, 16-12 WLNH, 27-21 KWOS, 19-15 KDKA, 29-20 WCSC, 26-20 KRKO, 26-22 WNEU, 20-16 WCWA, debut 17 WGR, debut 18 WBZ, debut 19 KRMG, debut 26 WSM-FM. Increased 35-33 on P/A chart.

JIMMY RUFFIN "Hold On To My Love" (RSO) 43/9 add WEBC, WJBO, WHIO, KEX, KUGN, WNEU, WHIZ, WHAG, KBLF. Key moves: 15-9 WCWA, 11-9 WSM-FM, 12-9 WCSC, 19-14 WOWO, 21-16 WMAZ, 26-20 KDKA, 25-19 KWOS, 27-21 WQUD, 25-20 WFIR, 18-15 WPRO, debut 15 WBZ, debut 20 KRMG. Increased 38-34 on P/A chart.

KENNY LOGGINS "Keep The Fire" (Columbia) 41/7 add WQUA, KOGO, KMRJ, WTAE, WMAZ, WYNY, WOWO. Key moves: 28-23 KBLF, 28-25 WFIR, 26-22 WHBC, 20-17 FM97, 32-26 WHAG, 29-23 KWOS, debut 29 WJBO, debut 31 WBOW. Debuts at No. 35 on P/A chart.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 41/13 adds include KOY, WGIR, WBZ, WQUA, WISN, WSBA, KFOR, KNBR, WIS, WCHV, WCWA. Key moves: 21-18 WBEN, 29-19 WWWE, 31-23 WBT, debut 23 WVMT, debut 27 KWOS, debut 30 WLNH, debut 30 WPRO, debut 31 WORG. Debuts at No. 37 on P/A chart.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 48/12 adds include WBT, WISN, WSBA, WBEN, KFMB, WHBC, KDWN, KSL, KUGN, WFDF. Key moves: 28-18 WRIE, 35-30 KRKO, 31-28 WORG, 30-27 WSGW, 30-26 KMBZ, 26-21 WLNH. Heavy rotation: WSIX. Debuts at No. 38 on P/A chart.

Others Getting Significant Action

ANNE MURRAY "Lucky Me" (Capitol) 36/27. Super week for a super artist — adds include KMBZ, KSTP, KOY, WASH, KFOR, WNFL, WRVA, WTAE, WCFR, WWWE, WDFI, WSB, WIOD, KNBR, KRMG, WHDH, KEX, WHBC, WRIE, WFTL, WPRO. Moves 32-26 WBT, debut 18 WISN, debut 25 WSM-FM.

BERNADETTE PETERS "Gee Whiz" (MCA) 34/14 adds include KFQD, KDWN, WHAM, WLNH, WRVA, KSTP, WSGW, WCSC, KGGF, WRIE, WHBC, FM97. Moves 23-19 WBEN, 20-16 WGR, 27-19 WBT, debut 30 WORG.

STEVIE WONDER "Outside My Window" (Tamla) 34/2 add WFIR, WYNY. Moves 16-11 WMAZ, 23-19 KRKO, 28-25 WORG.

J.D. SOUTHER "White Rhythm And Blues" (Columbia) 34/1 add KAKZ. Moves 18-14 WHBC, 21-16 WHAG, 27-22 KRKO.

DOLLY PARTON "Starting Over Again" (RCA) 33/7 add KFOR, WVMT, WYMC, WHOK, WHDH, KWOS, WHEN. Moves 31-28 KBLF, debut 29 KOLO, debut 30 KMBZ.

DIANA HUBBARD "Rose Coloured Lights" (Waterhouse) 33/1 add WIOD. Hot at WHIO.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 32/8 add WJBO, KAKZ, WBOW, WSIX, WCHV, WHBC, WREC, WWWE. Moves 30-25 WRIE, debut 30 WYMC.

JIMMY BUFFETT "Survive" (MCA) 28/1 add KGGF. Moves 34-30 WHBC.

HERB ALPERT "Street Life" (A&M) 27/1 add KMRJ.

EDDIE RABBITT "Gone Too Far" (Elektra) 26/6 add WHAS, WSIX, KPPL, WHBC, KRMG, KBLF. Moves 28-19 KMBZ.

NEIL DIAMOND "The Good Lord Loves You" (Columbia) 25/16 adds include WHIO, KEX, WBT, KOY, KFQD, KDWN, WSIX, KSTP, WRVA, KSL, KUGN, WJON, WPRO.

DANN ROGERS "China" (International Artists) 23/9 add WSIX, WJBO, KFQD, WCHV, KMRJ, KRKO, KPPL, KRMG, KGGF. Moves 35-30 WHAG.

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 22/9 add WGIR, WLNH, KWOS, WSIX, WHIZ, WIOD, KRMG, KGGF, WCFR.

JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 22/2 add WLNH, WYMC.

Radio & Records

POP/ADULT AIRPLAY / 40

April 4, 1980

Three Weeks	Two Weeks	Last Week	This Week	
5	4	2	1	AIR SUPPLY/Lost In Love (Arista)
11	5	4	2	EAGLES/I Can't Tell You Why (Asylum)
4	3	3	3	TOMMY JAMES/Three Times In Love (Millennium)
2	1	1	4	RUPERT HOLMES/Him (MCA)
14	7	6	0	KOOL & THE GANG/Too Hot (DeLite/Mercury)
18	12	9	0	DR. HOOK/Sexy Eyes (Capitol)
12	10	7	7	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
15	11	8	8	DAVID GATES/Where Does The Lovin' Go (Elektra)
32	22	12	0	CHARLIE DORE/Pilot Of The Airwaves (Island)
22	18	14	10	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
23	20	13	11	CHRISTOPHER CROSS/Ride Like The Wind (WB)
24	21	16	12	RAY, GOODMAN & BROWN/Special Lady (Polydor)
17	15	15	13	MELISSA MANCHESTER/Fire In The Morning (Arista)
35	28	17	11	PAUL DAVIS/Do Right (Bang)
3	2	5	15	CHUCK MANGIONE/Give It All You Got (A&M)
1	6	10	16	DAN FOGELBERG/Longer (Full Moon/Epic)
6	8	11	17	SPINNERS/Working My Way Back To You (Atlantic)
—	39	25	11	DIONNE WARWICK/After You (Arista)
34	29	23	11	KARLA BONOFF/Baby Don't Go (Columbia)
36	32	26	20	JOHN DENVER/Autograph (RCA)
27	27	24	21	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
—	—	40	22	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
9	9	21	23	ANDY GIBB/Desire (RSO)
16	14	18	24	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
—	35	30	25	SPYRO GYRA/Catching The Sun (MCA)
39	33	29	26	BOB SEGER/Fire Lake (Capitol)
13	13	19	27	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
38	30	28	28	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
—	—	—	29	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
7	16	20	30	NEIL DIAMOND/September Morn (Columbia)
33	31	31	31	KENNY NOLAN/Us And Love (We Go Together) (Casablanca)
40	38	32	32	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
—	—	35	33	FLEETWOOD MAC/Think About Me (WB)
—	—	38	34	JIMMY RUFFIN/Hold On To My Love (RSO)
—	—	—	35	KENNY LOGGINS/Keep The Fire (Columbia)
—	—	36	38	ENGLAND DAN & JOHN FORD COLEY/In It For Love (Big Tree)
—	—	—	37	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
—	—	—	38	JENNIFER WARNES/When The Feeling Comes Around (Arista)
—	40	39	39	SHALAMAR/The Second Time Around (Solar/RCA)
—	—	—	40	BETTE MIDLER/The Rose (Atlantic)

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

BETTE MIDLER "The Rose" (Atlantic) 41/18 adds include WHEN, WELI, WGY, WSB, WMAZ, KLYD, KSTP, WDFI, KGGF, KUGN, WVMT, WCWA, WRIE. Key moves: 25-19 WSM-FM, 35-29 WHBC, 27-23 WOWO, debut 20 WGR, debut 22 WORG, debut 23 WBEN, debut 28 WPRO. Debuts at No. 40 on P/A chart.

Most Added:

- ANNE MURRAY** "Lucky Me" (Capitol) Added at 29% of our reporting stations.
- KENNY ROGERS & KIM CARNES** "Don't Fall In Love With A Dreamer (UA)" Added at 29% of our reporting stations.
- DAN FOGELBERG** "Heart Hotels (Full Moon/Epic)" Added at 23% of our reporting stations.
- BETTE MIDLER** "The Rose (Atlantic)" Added at 20% of our reporting stations.
- NEIL DIAMOND** "The Good Lord Loves You (Columbia)" Added at 17% of our reporting stations.
- AMBROSIA** "Biggest Part Of Me (WB)" Added at 16% of our reporting stations.
- BERNADETTE PETERS** "Gee Whiz (MCA)" Added at 15% of our reporting stations.

Hottest:

- EAGLES** "I Can't Tell You Why (Asylum)" Reported hot at 59% of our stations.
- AIR SUPPLY** "Lost In Love (Arista)" Reported hot at 56% of our stations.
- DR. HOOK** "Sexy Eyes (Capitol)" Reported hot at 34% of our stations.
- PRESTON & SYREETA** "With You I'm Born Again (Motown)" Reported hot at 34% of our stations.
- KOOL & THE GANG** "Too Hot (DeLite/Mercury)" Reported hot at 29% of our stations.
- CHRISTOPHER CROSS** "Ride Like The Wind (WB)" Reported hot at 26% of our stations.
- RUPERT HOLMES** "Him (MCA)" Reported hot at 26% of our stations.

LINDA RONSTADT "Hurt So Bad" (Asylum) 21/6 add WNFL, KDKA, WORG, WIP, WCHV, KRMG. Moves 17-6 WWWE, 25-17 WLNH, 24-21 WCWA, 24-19 FM97.

BEACH BOYS "Goin' On" (Caribou) 21/4 add WHIZ, KRKO, WCSH, WHIO. Moves 30-27 WBT, 27-24 WMAZ, debut 29 WCSC.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 21/4 add WORG, WFDF, KUGN, KRNT. Moves 9-8 KRMG, 30-25 WMAZ, debut 30 KOLO.

BILLY JOEL "You May Be Right" (Columbia) 19/3 add WHOK (dpl), WQUD, WBZ. Moves 19-11 WCSC, 34-21 WFIR, 17-13 WMAZ, debut 18 KRMG, debut 18 WGR, debut 24 WNEU.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 17/6 add WHIO, WVMT, WORG, KRMG, WSIX, WEBC. Moves 21-16 WSM-FM, 25-21 KRKO.

B.J. THOMAS "Walkin' On A Cloud" (MCA) 15/5 add WYMC, WFDF, KWOS, WSGW, WHIO. Moves 28-25 WHAG.

AMBROSIA "Biggest Part Of Me" (WB) 14/14 add KRMG, WMAZ, WBT, KRKK, WASH, WORG, WSM-FM, WDFI, WTAE, FM97, WFYR, WGIR, WHIO, WGR.

KORONA "Let Me Be" (UA) 14/4 add WCWA, WREC, WCFR, WOWO. Moves 27-24 WCSC, 28-25 WBT, 25-20 WMAZ, debut 24 WBEN.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 14/1 add WJBO. Moves 29-23 KMBZ.

CHIP HARDING "Where Is The Woman" (RSO) 13/5 add WPRO, WHIZ, WHOK, KBLF, WHIO. Moves 22-19 WLNH.

SHELLIE JACOBS "You Bring Out The Best Of The Woman In Me" (Venture) 13/2 add KMRJ, KGGF. Debut 29 WYMC.

JAMES LAST BAND "The Seduction (Love Theme)" (Polydor) 12/5 add WIP, WYMC, WREC, WSM-FM, WBZ. Moves 40-30 FM97, 28-23 WMAZ, debut 30 WVMT.

CLIFF RICHARD "Carrie" (EMI America) 12/1 add KRKO. Moves 30-24 WFIR, 20-17 WMAZ.

BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) 9/4 add WCHV, KBLF, KRKK, WHIO (dpl), debut 23 WCSC, debut 24 WSM-FM.

Judy Collins Running For My Life

(6E-253)

Her new album,
containing the single
"Almost Free"

(E-46623)

Produced By Judy Collins



The Judy Collins Spring Tour, 1980

April 5 Tarrytown, NY
11 Augusta, ME
12 Glens Falls, NY

April 13 Toronto, Canada
16 Columbus, OH
17 Cleveland, OH

April 19 Atlanta, GA
20 Houston, TX
21 Dallas, TX

April 24 Denver, CO
25 Santa Monica, CA
26 Claremont, CA
29 Tempe, AZ

May 1 Cooperitno, CA
2 Berkeley, CA
7 Vancouver, BC

May 8 Portland, OR
9 Portland, OR
11 Seattle, WA

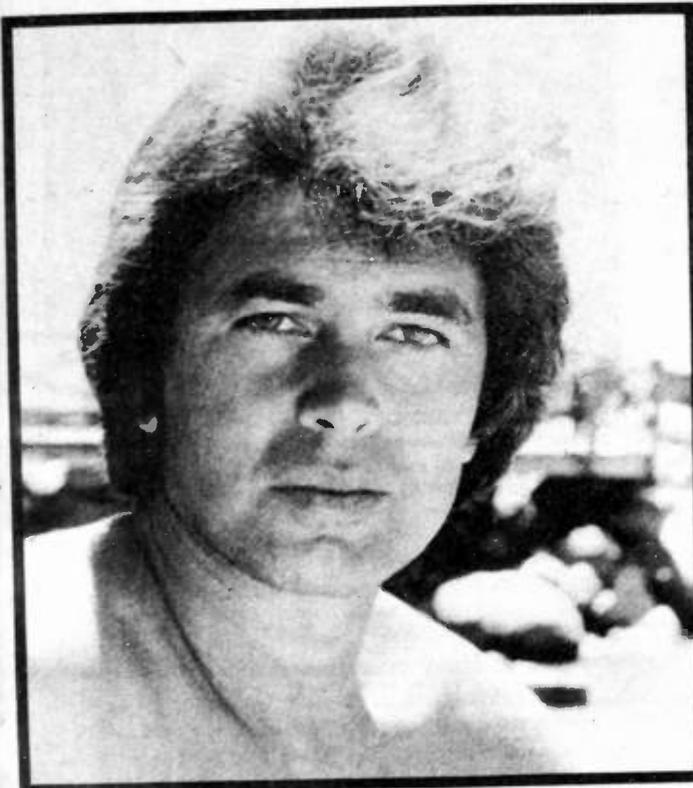
Tour Direction
Charles R. Raichschild
330 E. 48th Street
New York, NY 10017
(212) 752-8753

On Elektra Records and Tapes

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EPIC LOVE SONGS



ENGELBERT "Love's Only Love"

Look What They're Saying About Engelbert:

DEAN TYLER, KLIF "Excellent phone response. The more you hear it on the air the more you like it."

PAUL CASSIDY, WGY "Typically Engelbert — smooth and romantic."

DAVE DARIN, KGNR "We've always done well with Engelbert. The new single rates right up with everything he has released to date."

KRIS RANKIN, WHIO "Engelbert is consistently good and programmable."

CAROL STRIPLING, KVI "It's the best Engelbert record, in my opinion."

SUSAN FLANEGIN, WJBO "Immediate audience pleaser, good phones."

MIKE ELLIOT, WTMJ "Excellent for our format; one of the best Engelbert records."

HARV MOORE, WYSL "Buffalo's only love is Engelbert."

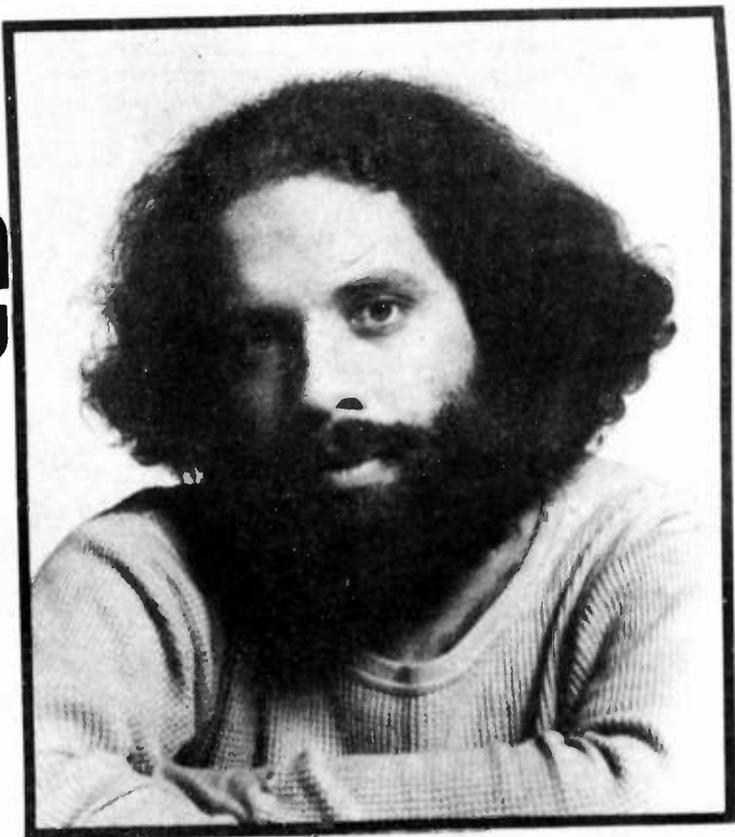
PAUL DeDOMINICIS, Manager Record Theatre "Sales following the same pattern as 'After The Lovin'."

STEVE BELL, KMBZ "Great with females 25+; will be a top 10 record for us."

See New & Active

DAN HILL "I Still Reach For You"

Just Arrived



on Epic Records

The Basics Of Beautiful Music Promotion: Part II

In the first part of this promotion guideline, we covered the "Whys" and "Wheres" of effective promotion for the Beautiful Music format. Part II takes up the questions of "Who" (you, the BM station), "How Much" (do you spend), "What" (do you do), and "How" (do you accomplish it). Answers and examples follow . . .

What & How Much

A couple of categories are combined here because "how much" in most instances determines "what." Some broadcasters designate anywhere from two to usually 10 percent of their gross billing for promotional use. Here's another method that can be used. When initially putting together a campaign, totally ignore costs. Plan what you believe would be a totally effective multi-media campaign. For example: (a) TV: 30 spots a week on preselected TV programs, (b) a one hundred showing of posted billboards plus three painted billboards, (c) one weekly ad in the morning newspaper for five weeks, etc.

The size of the campaign you've designed is unimportant. What is important is the determination of what you'll need to accomplish your purpose most effectively and realistically. After you've done that, fill in the costs and see what your most effective total promotion cost would be. For example let's say the cost computes to \$125,000. You feel your top figure is \$100,000. Now it's time to trim the budget without devastating the campaign. It's similar to buying a car. You may want a Mercedes but, because of economics you settle for an Audi or Volvo or even a Ford Granada. Many of us have champagne taste and a beer budget. The key is to make the most with what you have to spend. At this point, the "Chicken or Egg Syndrome" comes up. You've heard it before. "Get me some ratings that will bring some business, and I'll spend some money in promotion." In radio, you must be willing to "roll the dice." If you don't have enough confidence in what you're doing on air to feel that promoting is the final element to success, you need to fix the format.

Campaigns And Contests

Regardless of budget, remember that "simplicity" is the essence of the Beautiful Music format. Your promotion campaigns should be simple, but that doesn't mean totally devoid of creativity. In addition to the Patrick O'Neal spot, there are other good ideas, including a campaign created for KJOI/Los Angeles by Barzman J. McCormick; and an award-winning campaign designed for KQYT/Phoenix by the Schlesinger/Yarnoff Agency in Phoenix.



SNAKES ALIVE! — Another unusual promotion is KABL/San Francisco's annual St. Patrick's Day Snake Races, which celebrate the saint's forcible exile of the serpent population from Ireland, with an average of 80 snake charmers and their pets participating for trophies and cash. It's an official city event, with up to 5000 spectators and heavy media coverage. Pictured are a couple of contestants and their handlers.

One of the most common contests on Beautiful Music stations is the "Mystery Song" contest. This is usually a mail-in contest where several songs (4-7) each day are designated as the mystery songs. Listeners, through on-air promos, are invited to guess the title of the tune. You need only to correctly guess the title of one of the many mystery tunes aired during the promotion to be qualified to win a grand prize. The contest usually airs for three weeks.

If you decide to air contests remember:

1 Don't be juvenile. Third-caller T-Shirt rip-off types of promotions aren't even effective for contemporary stations and never were for Beautiful Music stations.

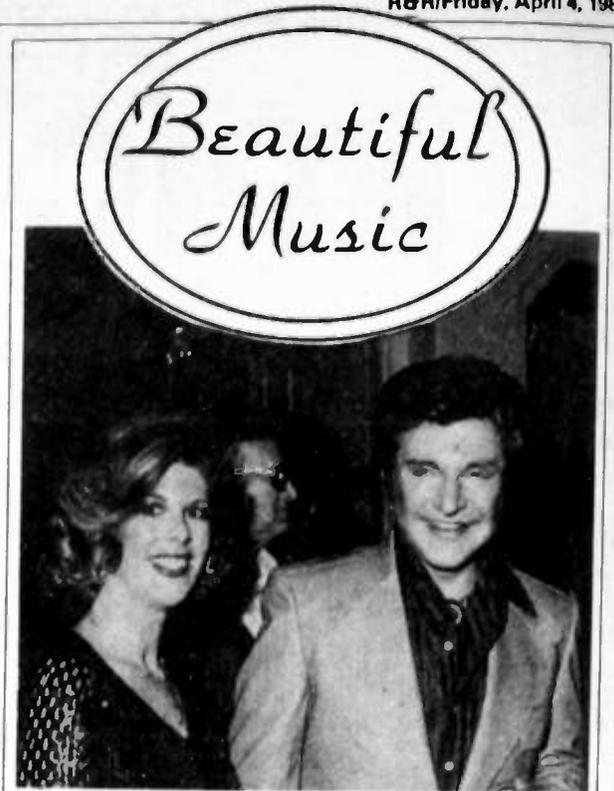
2 Keep it simple and fun. A positive aspect of the mystery song is that listeners can play the game in their minds and don't have to be active participants. It also concerns your main product, the music. And . . . it's very easy.

3 Remember who your audience is. This is especially important in prize selection. Just because your sales department has landed 100 free "Big Mac Attack" coupons is no reason to use these as contest prizes. A dinner at a local exclusive restaurant is certainly more appropriate.

"You must be willing to 'roll the dice.' If you don't have enough confidence in what you're doing on air to feel that promoting is the final element to success, you need to fix the format."

Who & How

Abdicating the responsibility for the total content and placement of your campaign to an advertising agency is very risky. Certainly using the expertise of advertising specialists is advisable. However, your input and approval from the conception through implementation stages is



A WILD & CRAZY KYND OF GUY — KYND/Houston staged a concert with Liberace, tying in a contest in which listeners were able to meet the star. Pictured with the flamboyant pianist is KYND GM Vic Williams.

vital. Who has a bigger interest in the success of a promotional campaign than yourself? Here are some key questions/points to consider in the various media.

1 TV: Have you studied the latest Nielsen or Arbitron to see what your target demos are watching? Do you buy because you watch a particular program or have a preconceived notion that your target demo watches a particular type of program? Have you done a reach

and frequency calculation on your buy? Where are your spots airing? If you purchased a spot in a local newscast and it runs at the conclusion of the newscast, it has far less impact or reach than it would if it were the first spot inside the newscast.

2 Outdoor: Did you "ride the boards." This means getting in the car with your outdoor salesman and actually driving by your locations. If they are poor locations . . . refuse them.

3 Print: Which day did you choose to run in your daily paper? Why? What section? Are you in Monday's paper adjacent to the gardening tips? Wouldn't it make more sense to be in Sunday's entertainment section?

On-Air/Listener Promotion

One of the most consistent results of research, in many diverse markets, is that radio listeners in general and Beautiful Music listeners specifically have burned out on contests. The theory espoused by many programmers is that the Beautiful Music listener tunes in that station to relax . . . not to win two movie passes or even a \$10,000 shopping spree. However, many Beautiful Music stations do air contests/promotions . . . some successfully and some less so. Cash is the most universally appealing prize.

Another interesting type of promotion conducted by radio stations has been the concert or Broadway play promotions. WEZI/Memphis, for instance, hosted a Ferrante & Teicher concert. A WEZI announcer was the concert emcee. Call letters appeared in print advertising, and listeners were given the opportunity to win free tickets by writing to register for a drawing. KYND in Houston has conducted a couple of "Celebrity Events," one with Liberace in concert, another involving a play starring Carol Lawrence and Howard Keel. In addition to viewing the show, the invited guests attended an after-show party where they had the opportunity to meet the stars. Invitations were bottles of wine with a custom label printed in calligraphy. KQYT/Phoenix sponsors a celebrity golf tournament every year. These types of promotions do serve to raise the profile of a Beautiful Music station. Again, though, the celebrity or type of event you associate with is important. They must be readily identifiable to your target demo.

Promotion by and large is common sense combined with a mental and economic commitment . . . and it is a key element to ratings and sales success.

OPPORTUNITIES

Openings

Immediate opening for full time jock, Pop/Adult experience. Beginners considered. Also part-time openings. Send tapes and resumes to John Carter, Box 857, Torrington, CT 06790. EOE (4-4)

1490 WEMJ/Laconia, NH has immediate opening for afternoon news person. Good voice, writing and typing skills a must. Many benefits. Send tapes and resumes to Gerard Clancy, ND, WEMJ, Box 1490, Laconia, NH 03246. EOE (4-4)

WOAI-FM in historic San Antonio is looking for experienced air personality for its mellow adult rock format. Rush tapes and resumes to John D'Angelo, PD, WOAI-FM, 6222 N.W. I-H 10, San Antonio, TX 78201. EOE (4-4)

The new KJ100, America's hottest station has lost 3 people in the last 3 months to top 10 markets. If you are looking to join a winning radio station, become a team member in Derby Country, send tape, resume and career goals to C.C. Matthews, PD, KJ100, 307 West Muhammad Ali Blvd., Louisville, KY 40202. Minorities encouraged to apply. EOE (4-4)

KCLD-FM, #1 contemporary needs air personality immediately. Send tapes and resumes to Mike Moffett, KCLD-FM, Box 1458, St. Cloud, MN 56301, or call (812) 251-1450. EOE (4-4)

KQFM/Portland, OR has an opening for a PD with a minimum of 8 yrs experience in radio and 3 as a PD. Call Jack McForley, Golden West at (503) 226-0100. EOE M/F (4-4)

WQBK-FM/Albany, New York's AOR station is seeking tapes and resumes for possible future part and full-time openings. Send information to WQBK-FM, Box 1300, Albany, NY 12201. EOE (4-4)

1270 WTSO/Dover, NH is looking for an afternoon news person. Good voice, writing and typing skills a must. Paid vacation, retirement plan plus many other benefits. Send tapes and resumes to Don Briand, ND, WTSN, Box 400, Dover, NH 03820. EOE (4-4)

For the first time in over 4 yrs, WOAI is looking for a Sports Director. This 50,000 watt clear channel powerhouse is home to the Spurs, Rangers, Cowboys and the Southwest Conference. The person chosen for this lucrative position will be responsible for morning and afternoon sports reports and a daily half-hour talk show. If you think you can cut it, send your tape and full particulars to John W. Barger, VP & GM, WOAI, 6222 N.W. I-H 10, San Antonio, TX 78201. EOE (4-4)

WAZY-FM/Lafayette, IN needs afternoon drive at 50,000 watt Top 40 FM in Midwest secondary. Strong production a must! We are part of a 12 station chain and want you to come grow with us. Excellent facilities, women and minorities encouraged to apply. Tapes, resumes and references to Jeffrey Jay Weber, Operations Manager, WAZY-FM, Box 1410, Lafayette, IN 47902. (4-4)

Needed immediately: One super morning person who knows radio music and has outstanding personality and sense of humor. Tapes and resumes and other pertinent info to Paul Peyton, PD, WCCC-FM-AM, 11 Asylum St., Hartford, CT 06103. Calls OK after tape's in the mail. (203) 549-3456 2:30-5:30pm only. EOE (4-4)

Openings

Broadcast Group invites tapes and resumes from air talents interested in growth-oriented, challenging positions in the Portland, OR, Vancouver, WA area. Applicants are being considered now for future openings at 10,000 watt KGAR/Vancouver. Please send material to Bill Cole, KGAR, Box 4638, Vancouver, WA 98662, or call (206) 256-9043. Women and minorities encouraged to apply. (4-4)

Brand new Country AM in challenging market. Our FM is a winner and the AM will be too. To do it we need a couple of pros who aren't afraid to work. Tapes and resumes to Blaise Metz, KESY, Box 31037, Omaha, NE 68131. EOE M/F (4-4)

Good opportunity for talented jocks with strong production skills. No beginners. Tapes and resumes to Bill Knight, WUNI, Box 2567, Mobile, AL 36601. EOE M/F (4-4)

Immediate opening. KFXM/San Bernardino needs creative, high energy morning person. Top production skills a must. Send tapes and resumes to Craig Powers, KFXM, 866 Fairway Dr., San Bernardino, CA 92408. EOE M/F (4-4)

WFVL in Northwest Tennessee is now taking applications for on-air personnel. Call Terry Hudson (901) 584-4606. Looking for someone from this region. EOE (4-4)

WRAW/Reading, PA has immediate opening for afternoon drive person. New equipment and facilities. Good bucks. Strong production a must. Send tapes and resumes to David Blaise, WRAW, 1265 Perkiomen Ave., Reading, PA 19602. EOE M/F (4-4)

WHAS/Louisville, KY has opening for female personality to do all night show on 50,000 watt clear channel station reaching over 40 stations. Please send tape and resume to Jerry Melloy, WHAS, Box 1084, Louisville, KY 40201. EOE (4-4)

Central California's Top 40 rocker serving Fresno has immediate opening. Tapes and resumes to Carl Soares, Box 1101, Tulare, CA 93274. EOE M/F (4-4)

KTRM and KALO/Beaumont, TX has immediate opening for news anchor/reporter anchoring morning drive, general reporting for the #1 and #5 stations in the market. Good on-air delivery essential. Tapes and resumes to Brad Moore, KTRM/KALO, Box 5425, Beaumont, TX 77702. EOE (4-4)

WNOE-AM-FM/New Orleans needs Operations/Program Director for separate 50,000 watt AM and 100,000 watt FM. Programming, promotions and supervisory experience; at least 5 yrs experience programming large market, knowledge of news and sales helpful. Resume and salary requirements to Eric Anderson, GM, 529 Bienville, New Orleans, LA 70130. EOE M/F (4-4)

Steve Warren needs two people. Afternoon drive for WRKR/Milwaukee and PD for WWEG/Racine. Tapes and resumes to 2200 N. Green Bay Rd., Racine, WI 53405. EOE (4-4)

Capitol Broadcasting Corp. of Mobile, Louisville, Charleston, WV and Spartanburg, SC is building a talent bank. If your future includes working for a young, aggressive, stable organization, let me hear from you. Bill Robbins, Corporate PD, Capitol Broadcasting Corp., 3943 Airport Blvd., Mobile, AL 36608. EOE M/F (4-4)

Openings

Do you have the experience to do a good country show, production and play-by-play? KPSA has an opening now. Tapes and resumes PDQ to Mike Donnell, KPSA, Box 720, Alamogordo, NM. Salary commensurate with experience. No calls please. (4-4)

WVTR-FM/Bethany Beach, DE needs mid-morning/afternoon replacement. Heavy in production, experienced only. Tapes and resumes to J. Parker Connor, GM, WVTR-FM, Box 366, Bethany Beach, DE 19930. EOE M/F (4-4)

Morning Drive. Community-oriented Adult Contemporary station seeks strong personality who can communicate one-to-one in very competitive market adjacent to Cincinnati. We're looking for a stable and experienced pro interested in long term association with growing company and Arbitron rated #1 station. Good salary for right individual. Tapes and resumes to Joe London, PD, WMOH, 220 High St., Hamilton, OH 45011. EOE M/F (4-4)

KOBO/Yuba City has opening for creative enunciator who can also handle news coverage. Position requires person of multiple talents including super production, authoritative news delivery and creative DJ show. Above all, show us what you can do. Tapes and resumes to Jason W. Fine, KOBO, Box 1056, Yuba City, CA 95991. EOE M/F (4-4)

Need air talent, not announcers. Mass appeal FM going live soon, assembling enthusiastic team, all day parts. If you want to help make the station #1, send tapes and resumes to PD, Box 3110, Springfield, MA 01101. Women encouraged. EOE (4-4)

News opening at very respected Midwest AM/FM. Experience necessary. Great facilities and staff. Good community just outside metro. Apply to KFMH/KWPC, Box 116, Muscatine, IA 52761, or call Pet Ryan or Steve Bridges at (319) 263-2442. Females and minorities encouraged. (4-4)

WTMA has opening for PD. Strong audience and music research, AM drive airshift, 3 hours good promotion budget and autonomy. Immediate opening at 92,000 Tapes and resumes to John Trenton, GM, Box 31089, Charleston, SC 29407. (4-4)

K-BEST is looking. #1 adult station needs #1 morning communicator with strong production skills. If you're ready to move to the beautiful Texas south plains today, let's communicate! Tapes, resumes and production sample to Greg Cole, KBST, Box 1632, Big Spring, TX 79720. EOE M/F (4-4)

KUKI/Ukiah, CA looking for weekend and full-time air talent. Great place to work and live. Tapes and resumes to Steve Stone, Box 638, Ukiah, CA 95482. No calls please. EOE (4-4)

Operations Manager, WBYR-AM-FM. Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong administration skills. AM is full service market leader; FM Superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Mgr., WBYR, 1030 James St., Syracuse, NY 13203. EOE (4-4)

Music Director and midday air personality needed immediately for Superstars AOR. Superstars experience preferred but not essential. Call Y95/Rockford PD Brent Alberts at (815) 877-3075. (4-4)

Openings

KTOM/Salinas, CA is now accepting tapes and resumes for on-air opening in May. We're modern Country and looking for a person with FCC 1st who wants to work with a winning team. Tapes and resumes to Lloyd Carr, Box 1380, Salinas, CA 93902, or call (408) 422-7884. EOE M/F (4-4)

WMVO/Mt. Vernon, OH looking for morning announcer. Pop/Adult format, stereo. Production skills required. Send tapes and resumes to Ron Staats, WMVO, Box 348, Mt. Vernon, OH 43050. (4-4)

5,000 watt central coast mass appeal radio giant seeks news person for immediate opening. Send tapes and resumes to Ed Bedwell, ND, KUHL, 211 E. Feeler St., Santa Maria, CA 93458. EOE M/F (4-4)

WTMA/WPXI has opening for News Director. 4 person staff plus part-timers. AM drive airshift, aggressive and innovative. \$16,000-\$18,000. Tapes and resumes to John Trenton, GM, Box 31089, Charleston, SC 29407. (4-4)

WTOD/Toledo needs announcer, preferably Country music experience. Production required. Tapes and resumes to Bill Manders, 3225 Arlington Ave., Toledo, OH 43614, or call (419) 385-2507. EOE (4-4)

WOKO/Albany, NY now accepting tapes and resumes for future air performers. Send to Bill Cranney, PD, WOKO, 12 Colvin Ave., Albany, NY 12205. EOE M/F (4-4)

Top-rated modern Country station in Sunbelt medium market needs top notch MD/morning personality. Good production skills a must. If you want to be part of a top notch operation, send tapes and resumes to Darrell Ward, KYXX, Box 3509, Odessa, TX 79760. EOE M/F (4-4)

WVOB/Liverty-Monticello, NY seeks experienced air talent. Immediate opening. Salary commensurate with experience. Call between 9am-5pm EST (914) 292-5533 or (914) 794-6543. EOE M/F (4-4)

WNRS/Ann Arbor looking for jock for possible future opening. Tapes, resumes and salary requirements to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, MI 48107. EOE (4-4)

Experienced full-time announcers for Adult Contemporary formats medium to large markets. Needed by BBS. Tapes and resumes to Botik Broadcast Services, Rte. 6, Box 49-B, Austin, TX 78737. (4-4)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All titles, 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

Record

DAVID HOWELLS has been named Managing Director of Ovation, U.K. Records.
MYRON A. HYMAN has been appointed Vice President of Business and Administration for CBS Video Enterprises.
DOUG HAVERTY has been named International Operations Manager for A&M Records.
ANNETTE JOHNSON has been appointed Coordinator of Secondary Pop Promotion for 20th Century-Fox Records.
TERRY McEWEN has been appointed a consultant to Polygram Classics.
JOANNE GIOVIA upped to Album Research and Product Coordinator for Atlantic Records.
DON SILVER named A&R Manager for Arista Records.
J.W. BOWEN named National Promotions Director Big "L" Productions, Ltd. Inc.

Radio

JERRY TURNER, former MD at KBIM/Powell, NM, named PD at KRIZ-FM/Roswell, NM.
MAX CACAS, former Assistant MD at WEEL/Fairfax, VA, joins WXAM/Charlottesville, VA as News Director.
ANDREA KESSEL, formerly with WCHV/Charlottesville, VA, joins WXAM/Charlottesville, VA as News Reporter.
JOHN OWEN BUTLER, formerly the PD at KPRES/Paris, TX, joins KIKT-FM/Greenville, TX as OM/PD.
HOWARD MODELL joins WRKA/Louisville, KY as News Director, from WAKY.
CHARY SOUTHMAYD joins WRKA as afternoon news anchor, from WAKY.
BRIAN BURNS, former MD and morning personality at KFLY/Corvallis, OR, joins KLUC/Las Vegas, NV.
L.J. WAGGONER has been named Production Manager for KNIX-AM-FM/Phoenix, AZ.
JAY PHILLIPS joins WMC/Memphis, TN as MD and midday jock.
BUTCH BRANNUM appointed PD at WKDA/Nashville, TN from Operations Manager.
MARY JO MONETTE, formerly with WWOK/Miami, FL, joins WKDA/Nashville, TN as 10am-3pm personality.

J.D. WELLS, formerly with KEYY/Provo, UT, joins FM-102/Sacramento, CA as 7pm-12mid jock.
MARK PRESTON moves from mornings to middays at FM-102/Sacramento, CA.
JOHN CUFFY promoted to Ass't. PD at WSGA/Savannah, GA.
JACK QUINN promoted to Ass't. PD at Z-102(WZAT)/Savannah, GA.
NANCY BROOKS promoted to Ass't. MD at Z-102(WZAT)/Savannah, GA.
SCOTT FREE, former Production Director Country WIRK-FM/West Palm Beach, FL, moves to PD at WIXZ/Pittsburgh, PA.
TOM EVANS joins the Retail Sales Division at 68RKO/Boston, MA.
CONNIE SCHAFER appointed Promotions Director for KLAQ-KPPL-FM/Denver, CO.
LES GAMBREL joins KIKX/Tucson, AZ from KRGT/Las Cruces, NM.
JESSE COLLINS from KTOM/Salinas, CA to KIKX/Tucson, AZ.

Industry

BOB (TEX) WHITSON named Vice President of Hag, Inc. and Shade Tree Music Co.
JIM WOODWORTH has been appointed President of IGM Communications Southeast.
JANE AYER joins Kragen & Company as Media Coordinator.

Station Line-Ups

KIKX/Tucson, AZ LINE-UP: 5:30am-10am Ted Bear, 10am-2pm Bob Jones, 2pm-6pm Tim Tyler, 6pm-12mid Jessi Collins, 12mid-5:30am Les Gambrel Weekends: Bob Longoria, Joe Brewster.
FM-102/Sacramento, CA LINE-UP: 6am-10am J.D. Wells, 10am-2pm Mark Preston, 2pm-6pm Billy Manders (MD), 6pm-10pm Rick Gillette, 10pm-2am Jim Croft, 2am-6am Steve Wray Weekends: Donna Parry, Chris Collins.
CK101/Cocoa Beach, FL LINE-UP: 6am-10am Stan Anderson, 10am-2pm Chip Taylor (Ass't. PD), 2pm-6pm Gabriel Aaron Burton, 6pm-10pm Steve Ocean (MD), 10pm-2am Tom Gilligan, 2am-6am Bruce Devlin. Weekends: Pat Robinson, Jan Moore, Paul Gardner. News Director: Monica Fenton.
WIXZ/Pittsburgh, PA LINE-UP: 6am-10am Bob Kwassal, 10am-2pm Scott Free (PD), 2pm-6pm Bill "Chilly Billy" Cardile, 6pm-12mid Patti-Ann, 12mid-6am Martie Gray.
WJON/St. Cloud, MN LINE-UP: 4:30am-9am Galen Johnson, 9am-11am Mike Diem, 11am-3pm Tom Scott (MD), 3pm-6pm Mike Diem, 6pm-11pm John Pratt, 11pm-4 30am Larry King (All Night Talk Show) Weekends: J.J. Bonlay, Buzz Kemper, Perry Novis.
KMJC/San Diego, CA LINE-UP: 6am-10am Chuck Lakefield, 10am-2pm Chris Collins, 2pm-6pm Willie B., 6pm-10pm Pat Michaels (A.J. Roberts, MD), 10pm-6am Terry Gibb (Jeff Seigo, PD) News Director Denuta.
KQID-FM/Alexandria, LA LINE-UP: 6am-10am Ron Harper (PD) 10am-3pm Jim Steele (MD), 3pm-7pm Ed Buckley, 7pm-12mid Al Terry, 12mid-6am Chuck Ellis

OPPORTUNITIES

Openings

Hey, is there a competent announcer/production person out there anymore? Our requirements are simple. Good pipes, easy going, dependable, able to handle some production, willingness to work with automated Pop/Adult and Beautiful Music Night shift. If you're ready to move to sunny California right now, contact Chris Edwards, Box 937, Bakersfield, CA 93302. EOE M/F (4-4)

Outstanding sales career in radio sales with #1 rated AM/FM group station in Top 40 ADI market. Sales experience preferred, broadcasting background helpful. Be a part of an established, fast growing corporation that provides excellent benefits and training. Salary and commission. Call WKEE (304) 525-7788. EOE M/F (4-4)

Creative and Production Director needed for major Midwest Pop/Adult. Must have exceptional writing and production skills. Significant on-air experience in competitive market and stereo multi-track experience. Tapes and resumes to Jack Kelly, WCLR, 875 N. Michigan Ave., Chicago, IL 60611. EOE (4-4)

Superstars WRCN/Long Island has immediate opening for a Production Director. Experienced only. Will also do part-time air work. Tapes and resumes to Paul Harris, WRCN-FM, Box 888, Riverhead, NY 11901. (4-4)

Looking for exceptional News Director to institute all news format in major market. Tapes and resumes to Carl Cramer, Frank N. Magid & Assoc., 2225 Randol Mill Rd., Arlington, TX 76011. EOE M/F (4-4)

WGRQ/Buffalo, NY needs full and part-time air people to kick ass. Superstars AOR. Send tapes and resumes to George Hawras, WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (4-4)

WMAZ/Macon looking for announcer with strong production. Tapes and resumes to Bill Powell, Box 5008, Macon, GA 31208. EOE (4-4)

KLAV/Las Vegas needs a creative Production Director, with a good voice, and ability to do heavy production work; some airwork involved. Send tapes and resumes to Alan Meck, KLAV, Box 16290, Las Vegas, NV 89114. EOE (4-4)

Morning person needed with good production. Country experience preferred. Salary open. Live on the beautiful California coast. Rush tapes and resumes to Ron B. Finaman, KKAL, 129 N. Halcyon, Arroyo Grande, CA 93402. (4-4)

KLAV/Las Vegas is looking for a combo jock/engineer who is needed immediately for transmitter and studio maintenance plus night shift. Must be experienced in both. Send tape and resume to Alan Meck, KLAV, Box 16290, Las Vegas, NV 89114. EOE (4-4)

Program Director for new 100,000-watt AOR-FM station. Air shift, excellent production skills, FCC regulations. Top money and benefits for right person. Cassette and resume to Manager, KQDS, Box 6167, Duluth, MN 55806. (3-28)

Adult Contemporary station looking for afternoon drive announcer with production skills. Some experience necessary. Minorities encouraged to apply. Send tapes and resume to Announcer Opening, Box 2231, Sumter, SC 29150. EOE (3-28)

If you're a communicator, heavy in production and looking for a chance to join a Rocker that's going places, WIXX-FM, the #2 FM station in the nation would be what you're looking for. Send aircheck and production tape to WIXX-FM, 115 S. Jefferson St., Green Bay, WI 54301. (3-28)

K-PEOPLE is looking to add a member to an already talented staff. If you have Pop/Adult and Top 40 background and possess warmth with a personality that can relate, call Jim Heath, KPPL, Denver at (303) 989-1075. EOE (3-28)

WDIZ/Orlando, FL looking for air talent. Minorities encouraged. Send tapes and resumes to Joe Krause, 2699 Lee Rd., Suite 470, Winter Park, FL 32789. EOE (3-28)

Attention! All experienced radio announcers with 3rd class license, male or female. Job opening at a successful small market station. Great pay, working hours and benefits. Call (806) 872-2404. EOE M/F (3-28)

Lincoln's top Pop/Adult station has opening for mature announcer who can communicate with audience. Great town, great station. Send tapes and resumes night away to Jim Miller, KFOR, 825 Stuart Bldg., Lincoln, NE 68508, or call (402) 475-6806. EOE M/F (3-28)

We are a major Midwest Adult Contemporary FM with a rare opportunity for the right individual. We're seeking the best morning talent in America. Salary and benefits are commensurate. All inquiries treated in strictest confidence. Reply to Radio & Records, 1930 Century Park West, #182, Los Angeles, CA 90067. EOE

WLOM/Cape Cod looking for part-time and weekend air personalities with possible future full-time. Two yrs experience necessary. Contact Larry King, WLOM, Box 1170, Orleans, MA 02653, or call (617) 255-3220. (3-28)

KEWI is looking for an all-night announcer. Applicants must have minimal (60 days) experience as part-time or full-time announcer at a commercial or non-commercial station. Applicants must have desire to work the all-night hours (12mid-7am approximately). This is not an entry level position. Send tapes and resumes to J.R. Greeley, PD, KEWI 531E W. 7th, Topeka, KS 66604. (3-28)

Goods & Services

Comedy Material

Funny funny stuff. Unique comedy bits that fit any format. For freebie write HYPE INK, Box 89581, Los Angeles, CA 90069.

Free Sample Radio Jobs!

Free sample of "JOBSHEET," the most complete listing of radio jobs! Hundreds of subscribers have proven us right! MEDIA CONSULTANTS, 2504 Regent Court, Lafayette, IN 47905.

Your Audition Tape Is Critical

and when it comes to audition tapes, THE PROGRAM DIRECTORS know what to listen for! We offer a thorough written critique PLUS recommendations to effectively spotlight your talents and ensure impact.

THE PROGRAM DIRECTORS, with major market experience in every radio format, is headed by Jerry Stevens (Programming: WMMR and WCAU-FM, Philadelphia; On Air: WBZ, Boston, WIBG, Philadelphia, WNEW, New York). GO WITH THE BEST!

We report within two (2) weeks of receipt of your tape which will be returned.

Evaluation fee: \$30.00

Contingent upon our evaluation and your agreement, your tape may merit job placement efforts with our CLIENT STATIONS and established station listings.

Listen... IF YOUR TAPE DOESN'T MAKE IT... YOU WON'T.

LET US LISTEN FIRST!

THE PROGRAM DIRECTORS, The Warwick, Suite 1810, Philadelphia, PA 19103, (215) 627-0440.

Poor Promotional Record Service?

Successful Veteran Programmer reveals NINE PROVEN steps to establish and maintain promotional record service in all markets without "rad tape." A must for ALL music programmers. \$10.00. SKYLINE MEDIA SERVICES, 311 Killamey Court, Box E, Lynchburg, VA 24502.

"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.

Program Consultant Help!

Let a national radio program consultant see and hear your material and forward you a critique. Send tapes, resumes and \$5.00 to C.V.L.A., Box 3087, Hollywood, CA 90028.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the laffs, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197.

Radio Personality Development

"BUILDING WITH THE BASICS"... A handy reference book for experienced radio people, and a training program for beginners. "... A new book on radio basics that appears to be a cut above the rest... Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig." — John Leader, R&R. Price, including postage, \$11.70 in US Funds, \$13.79 in Canadian Funds. MICHAEL MAY, Box 127, Billings, MT 59103.

News Directors

Your Program Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. David McQueen or Bob Rogers, NEWSSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

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.

Program Directors

Your News Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. Bob Rogers or David McQueen, NEWSSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

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

A "new" ambitious, young, black female DJ, family, stable, looking for commercial radio station in Soul/Disco, Rock, Super Sounds or News. Willing to relocate. Write SISTER DJ, Box 371, Wilkes-Barre, PA 18711 or call (717) 344-5349. (4-4)

Positions Sought

Female jock seeking employment. Experienced in all facets of broadcasting. Call (312) 320-6471. (4-4)

5-yr pro, seeks a new gig (AOR, Jazz, Pop/Adult, Top 40 or Music Director). If you can help, call NEIL MAS-TERS (805) 967-7230 or (805) 882-8924. (4-4)

Former WHB, KIRL, K8AB jock with 8 yrs experience looking for air position. Would like to get music research MD position in stable market or willing to program a small to medium market station. Call MARK at (816) 373-7388. (4-4)

Is your station heavy into sports? High school athletic director with college degree in radio & TV looking for play-by-play job combined with on-air work. Prefer warmer climate. Have coaching experience in basketball, football and baseball. CHUCK SMITH (517) 531-4884. (4-4)

Over 10 yrs experience. Pro ready to relocate to your area. Want Top 40/Contemporary full-time. Decent bucks. Write to call M&S BROKERS, Box 701, Frederick, MD 21702. Phone (301) 694-9122. Tape and resume upon request. (4-4)

Dedicated professional radio newsmen looking for the right challenge in West or Northwest. In hope of living closer to immediate family. Strong anchor and reporter for a station that cares about gathering and presenting news. Excellent references. Currently employed top 30 market. (415) 673-7294. (4-4)

Former WKBW jock seeks full time at Top 40 or Pop/Adult in Northeast or Midwest. Natural sounding, no hype, excellent production. Call MEDIA CONSULTANTS at (317) 474-5888 for tape and resume. No charge to employer. (4-4)

Former Seattle personality with good voice currently programming small top rated small market Pop/Adult station. Seeking major market Ass't PD or medium market PD gig. Prefer Northwest but West Coast would be great. Undying enthusiasm, creative production and terrific music knowledge. (206) 883-6773. (4-4)

AOR announcer, 8 years experience, with play-by-play and sales experience. Will relocate anywhere. Call (608) 788-7198 after 3pm and ask for TOM. (4-4)

Young highly talented morning news anchor at top rated Southwest 50KW plant seeks first News Directorship/Ass't News Directorship in medium to major market. Call (918) 437-1545 after 1:30pm CST. (4-4)

Sports Director at medium Midwest market station seeking position with play-by-play. Experienced in major college hockey, basketball and football level. Former pro athlete. Contact JIM at (617) 696-1442. (4-4)

MARSHALL PHILLIPS, former News Director at KWST/Los Angeles and KLOS/Los Angeles seeks new post. 15 yrs of radio news experience. Call (714) 622-1921. (4-4)

On-air talent and PD's available now for Top 40, Pop/Adult, AOR or Country formats. Strong production, community involvement and natural on-air delivery are important assets. If you've got the jobs, we've got the jocks! No charge to employer. Call Media Consultants at (317) 474-5888. (4-4)

Aggressive air personality. Great numbers, good production, top 20 market experience. Call (412) 795-0859 evenings or write Box 231, Verone, PA 15147. (4-4)

VERNON KAY, 7 yrs experience, including KWKH, KVET looking for personality Country radio. If you need me, I need you. Call (512) 454-0055 after 8pm or write 3110 Crosscreek Dr., Austin, TX 78758. (4-4)

Experienced, several years, Top 40 jock with good voice seeks secure gig for decent bucks. Not a super screamer, but definitely rock 'n' roll format style and delivery. Get the laid back blues off your station. Call the COSMIC TRUCKER at (516) 423-0167. (4-4)

ROCKY MARLOWE, 5 yrs experience including WOKI, WISE, WSKY. College grad. Strong production and on-air personality. Call (704) 274-4707. Available now. (4-4)

PD, I want to make your medium market station a winner that sounds like it belongs in the majors. Call BOB (201) 374-7976. (4-4)

Solid pro available. Major market talent and PD, medium market GM with great credentials, excellent numbers. Looking for PD and/or air talent position. I can turn your mornings into an event. Call JIM STEWART (615) 223-0160. (4-4)

Looking for position in advertising and promotion. 6 yrs with 50,000 watt station, New York market. Have MS degree in radio and TV. My forte is getting things done. Dependable, conscientious and hard working. Strong organizational skills. Free to travel and relocate. Available immediately. Call GAIL (516) 957-1449. (4-4)

Humorous entertainer, natural friendly delivery. I was a winner in this city give me the opportunity to be a winner on your station. There's a "million of 'em" left in this 10 yr personality. Reliable, dedicated, good background. (702) 871-4254. (4-4)

Ex-KUKI night personality still looking for on-air work in major or medium market. Also possesses 1st ticket and office skills. Call FRANK BUTERA at (415) 223-1534. (4-4)

I want to to stay in Dixie. 6 yrs experience. Seeking stable position at your AOR, Pop/Adult or Top 40 station. Experienced MD with good production. Call MARC at (404) 252-7079. (4-4)

Positions Sought

3 yrs in Chicago market, 6 yrs in radio. Seeks Adult Contemporary or MOR/Talk format. Medium or major market. Also, programming experience. University grad. STEVE DALE (312) 678-0785. (4-4)

Experienced minority announcer in Top 40 and Adult Contemporary. Worked last 2 yrs in top 20 market. Likable personality and excellent knowledge of all music. Ready to work for you. Call GEORGE ANTHONY (317) 636-2060 or (317) 271-8413. Will relocate. (4-4)

Vacancy with clean sheets, the hotel TF can be yours, now. Room for AOR, Pop/Adult, any checkout time. Make reservations with TF at (315) 673-1442. Have towels will travel. (4-4)

I'm in radio for one reason, Sport! Have done hockey, basketball, football and some baseball on Minnesota's Iron Range. Seeking Sports Directorship with the opportunity to do hockey in a medium to major college market. If you're serious about your sports call MARC afternoons at (218) 749-4983. (4-4)

DAVE DILLON WKAP, WKBO, Q106 and WEEQ looking for PD or jock position. Call (215) 820-6224 anytime. (4-4)

Attention General Managers or owners Southern Oregon want to relocate Medford, Eugene or 7. Management, programming or consultancy. Limited air shift. Track record, major market, big numbers, can do the same for you. Call (714) 561-6547 afternoons. (4-4)

Top 10 market, young enthusiastic male/female combo or individually seeking announcing and/or MD position(s) in AOR or Pop/Adult. Talented, natural, hard working and dependable, broadcast trained. Will relocate. Call MAX (306) 463-6729. (4-4)

Young, mature communicator looking for Top 40 position. Also looking for start at PD position in small market. 4 yrs experience. Call SHOTGUN (201) 689-6258. (4-4)

JOHN STENNETT dynamite air talent and production seeking to get back into radio in either Top 40, Adult Contemporary or AOR. Willing to relocate to medium size market or will except PD job in small market. Call (805) 831-4224. (4-4)

RUDY FERNANDEZ, 7 yrs experience in medium market of 150,000 population. Have worked as Public Affairs Director, Public Relations Mgr., MD and Ass't PD. Worked at two #1 stations, currently Production Mgr., at #1 station in town. For more info or aircheck contact RUDY at (915) 877-5383. (4-4)

Marketing grad 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. (4-4)

Looking for programming position small/medium market. 10 yrs AOR experience as PD/MD/announcer. Excellent references. Currently working as jock in suburban Los Angeles. Want to return to programming and will relocate. Call (213) 851-2690. (4-4)

Award-winning announcer/MD with college degree looking for a move up. 5 yrs experience. Positive attitude and #1 ratings. Midwest and Southeast locations. Call M.G. at (614) 494-2447. (4-4)

Air personality now available for your Top 40 or Rock station. 3 yrs experience on-air and in production. 1 yr MD and 1 yr PD. Currently mornings in Ohio. Play-by-play experience. Call TOM at (419) 492-2349. (4-4)

I love radio. MICHAEL McKAY is looking for full-time evening shift at a Rocker. Currently at 100,000 KRNA, Iowa City.

Already experienced female newscaster graduating from my college in May. Looking to move to warmer climate and medium market. 3 yrs experience in small market, currently assistant News Director. If you're looking for a young person but one with experience, I can fill the bill! Call ELLEN (716) 368-5132 mornings and evenings; (716) 368-1410 afternoons until 6:30pm (EST). (4-4)

Miscellaneous

I am 16 yrs old and work at 2 fairly large radio stations in NC and would like to correspond with other teenagers across this country of ours that are in this business. Contact Mark Knapp, WFNC-WQSM, Box 35297, Fayetteville, NC 28303. (4-4)

I have many air checks from NY, Los Angeles, etc., and would like to trade. Covers most of the 1970's. For free list write to Rick Kaplan, 208 W. 1st St., Bloomsburg, PA 17815. (4-4)

Newly acquired FM is in dire need of albums and singles. Please add to your mailing list and send all care packages to WAGF, Box 639, Dothan, AL 36302. Any questions contact Gil Anthony (205) 792-1101. (4-4)

KPLX/Dallas-Ft. Worth needs record service from all labels for albums, oldies and currents. KPLX FM, 411 Ryan Plaza, Dallas, TX 76011. (4-4)

WSBV/S. Boston, VA new Country station. Target date May 1st. In dire need of all Country record service, LP's and 45's. Send to Don Joseph, PD, WSBV, Box 678, S. Boston, VA 24592. (3-28)

WSOQ/Syracuse needs record service from all labels for Disco and R&B product. Send to Butch Charles, Box 20, North Syracuse, NY 13212, (315) 458-1220. (3-28)

OPPORTUNITIES

Openings

Openings

Positions Sought

Positions Sought

Immediate opening for midday personality. Looking for someone who can relate to housewives. Send tapes and resumes to Neil Hunter, c/o WMBD, 3131 N. University, Peoria, IL 61604. EOE M/F (3-28)

WEET/Richmond, VA is looking for midday announcer. Must have experience and/or appreciation of contemporary Country. Send tapes and resumes to Jim Edwards, Box 11183, Richmond, VA 23113. EOE (3-28)

Need personality with production wizardry. Big bucks for nice small market. Latest Mediastat rate is #1 with 48%. Call immediately Andy Monday, KHSN, Cocoa Bay, OR, or call (503) 267-2121. EOE M/F (3-28)

WKTK-FM/Baltimore, a Top 40 station needs part-time (weekends) news person. Writing, production and interviewing skills a must. Send tapes and resumes to Brenda Carr, ND, WKTK-FM, 5200 Marania Rd., Baltimore, MD 21206. EOE M/F (3-28)

News anchor wanted for Pop/Adult station in college town. #1 requirement is good delivery; creative writing helpful. Above average salary for this size market. Tapes and resumes to Roger Davis, KXIC, Box 2388, Iowa City, IA 52240. No calls please. EOE M/F (3-28)

KNBQ (97FM)/Tacoma 100,000 watt Top 40 blow torch seeking applications for future openings. Looking for entertainers. Women and minorities encouraged. Send tapes and resumes to Gary Bryan, 948 S. Grant, Tacoma, WA 98405. No calls please. EOE M/F (3-28)

E. Alvin Davis & Associates is looking for outstanding radio talent. We need to staff our newest client Z105/Toledo. Looking for PD, on-air personalities, News Director, news talent, production whizzes, etc. Also looking for talented people to fill future openings at our other client stations. Please send cassette aircheck, resume and complete information to E. Alvin Davis & Assoc., 3615 Bookmark Place, Landon Farms, OH 46039. EOE M/F (3-28)

WQPM/Princeton, MN Program Director/announcer, modern Country format. Contact Jack Montgomery, Box 188, Princeton, MN (612) 389-1300. (3-28)

Eager, aggressive young news person wanted for strong small market news operation. Females and minorities encouraged to apply. Tapes and resumes to Andy Grossman, WLOI, 902 1/2 Lincoln Way, La Porte, IN 46350. EOE (3-28)

KARN/Little Rock searching for experienced news/music people for future openings. MOR and all-news persons preferred. Send background information to Mike Meloney, PD, KARN, Box 4189, Little Rock, AR 72204. EOE (3-28)

A rare opportunity to join Maine's #1 news team. Looking for a digger with very strong delivery for either morning or afternoon drive. Experienced only please. Tapes and resumes to Dave Wolf, ND, WLAM, Box 929, Lewiston, ME 04240. EOE (3-28)

WNRS looking for jock for possible future opening. Tapes, resumes and salary requirements to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, MI 48107. EOE (3-28)

The Northwest's best Beautiful Music station is on a talent search for good music hosts. The nation's most livable city awaits your docile tones. Looking for announcer with previous major market adult music experience. Stable staff, but we need your name on file in case someone moves on. General starting salary \$12,000 per yr. Contact C.E. Rorabaugh, KBRD, 2000 Tacoma Mall Office Bldg, Tacoma, WA 98411. EOE M/F (3-28)

WCIR-FM/Beckley, WV is now accepting tapes and resumes for future openings. Send information to Jay Q, PD, Box 1083, Beckley, WV 25801 or call (304) 252-6452 EOE M/F (3-28)

KWY, 10,000 watt Country needs energetic experienced News Director. Position includes good salary, paid life, health and dental insurance and profit sharing. Tapes and resumes to John Ramsey, KWY, Box 926, Cheyenne, WY 82001, or call (307) 632-0551. EOE M/F (3-28)

Production Manager for Pop/Adult station. Good copy and leadership ability. Light air shift. Tapes and resumes to Don Hofmann, KAKZ, Box 1240, Wichita, KS 67201. EOE (3-28)

KERR-AM/Polson, MT, 60,000 watt modern Country in one of the most beautiful areas in the continental U.S., looking for night person, 7-12midnight. Minimum 1 1/2 yrs experience. Prefer some production skills. Contact Ron Howard (406) 883-6266 or send tape and resume to Box 1508, Polson, MT, 59860. EOE (3-28)

T86/Wichita Superstars FM seeks semi-loc, lifestyle-oriented newperson and/or morning news anchor person for award winning format show on Ag/Country sister station KFRM. Immediate openings. Tapes and resumes to Jane Harrison, ND, 14700 W. Kellogg, Wichita, KS 67236 EOE M/F (3-28)

KTEM/Temple, TX needs a natural sounding air talent with solid production skills. Send tapes and resumes to George Franz, KTEM, Box 1230, Temple, TX 76801. EOE M/F (3-28)

WAEB/Allentown, PA has immediate opening for full-time newscaster. We are top AM station in Pennsylvania's 3rd largest market and need somebody good, fast Rush tapes and resumes to Matt Kerr, ND, WAEB, Box 2727, Lehigh Valley, PA 18001. EOE M/F (3-28)

Mature Pop/Adult communicator needed for morning drive. Quick wit and music experience are pluses. Tapes and resumes to WYBR, E114 Cheryvale Mall, Rockford, IL 61112. (3-28)

WYRE/Annapolis, MD now accepting tapes and resumes for mid-day air personality. An ear for music and excellent production skills a must. Steve Kingston, WYRE Programming, 25 Slopenna Rd., Annapolis, MD 21402. EOE (3-28)

WDIF/Marion, OH needs overnight Pop/Adult person yesterday. Rush tapes and resumes to Jim Roberts, PD, WDIF, Box 10,000, Marion, OH 43302. EOE M/F (3-28)

WVMI & WQID needs News Director and morning drive anchor. Previous experience necessary. Conversational delivery style. Journalism degree preferred. Must have own means of transportation. Tapes and resumes to Bob Lima, OM, WVMI-WQID, Box 4806, Biloxi, MS 39531, or call (601) 388-2323. (3-28)

Needed immediately. Outgoing production wizard. Board shift as well as music responsibility. 100 KW FM Top 40 Rock. Minimum 2 yrs experience. Send tapes and resumes to Don Paustian, KJCK-FM, Box 789, Junction City, KS 66441. EOE M/F (3-28)

Swanson Broadcasting has several openings for air talent, research coordinators and Music Directors in Midwest medium markets. Goals, resumes and tapes to Marc McCoy, OM, KLEO, 5610 E. 29th St., North, Wichita, KS 67220. EOE M/F (3-28)

KZBT/Santa Rosa, CA needs experienced production person. Tapes and resumes to Charles Hancock, Box 55, Santa Rosa, CA 95402. EOE M/F (3-28)

Adult PD needed for solid position in beautiful Pacific Northwest medium market. Excellent opportunity. Programming background helpful. Contact Mark Blinoff, Consolidated Consultants, 5125 Briggie Ave., La Crescenta, CA 91214 or call (213) 957-0957. EOE (3-28)

KLEO/Wichita looking for a young, aggressive street reporter with a conversational writing style and delivery. Tapes and resumes to Mark Elliott, ND, 6610 East 28th St., North, Wichita, KS 67220. EOE M/F (3-28)

Eastern North Carolina's legendary station is searching for the personality wanted for air shift and production. Send tapes, resumes and salary requirements to Danny Jacobson, Big WOOW, Box 647, Greenville, NC 27834. No calls please. EOE (3-28)

WEEX/Easton, PA is looking for Adult Contemporary communicators for future openings. Contact Charlie Ryan, OM, WEEX, Box 190, Easton, PA 18042. (3-21)

Part-timers from the Vermont area needed immediately. Tapes and resumes to Tom Richards, WDOT, 395 College St., Burlington, VT 05401. EOE (3-21)

South Florida Pop/Adult FM looking for PD. 100 KW No. 1 Arbitron rated station in coastal growth area. Excellent staff and new studios. Prefer experienced PD with smooth delivery, mature voice and strong production ability. Minimum 5 yrs commercial radio experience required. Tapes and resumes to Randolph Miller, Pres., WOW-FM, Box 3192, Ft. Pierce, FL 33450. EOE (3-1)

Z92... one of the world's outstanding Rock stations is now accepting tapes and resumes for possible future openings. Send to Bob Linden, Meredith Broadcasting, 11128 John Galt Blvd., Omaha, NE 68137. EOE (3-21)

KEZY/Southern California looking for communicator/AOR jock who understands Top Tracks radio and telephone talk. (AFTRA, LA Metro payscale.) Contact Dave Forman, PD with tapes and resumes only to 1190 E. Ball Rd., Anaheim, CA 92805 EOE (3-21)

People to fill one full-time on-air news/one part-time entry level reporter positions. Tapes and resumes to Cynthia Heath, KCBQ, Box 1629, San Diego, CA 92112. EOE (3-21)

#1 rated Top 40 FM seeks tapes, resumes and references for possible afternoon drive opening. We're a 50,000 watt facility with a winning team. Strong production a must. Very competitive market with signals from Indianapolis to Chicago. Send tapes, resumes and references to Jeffrey Jay Weber, OM, WAZY-FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to apply. (3-21)

Looking for a New Englander. Beginners with the basics down are encouraged to apply. Interest in sports and music is essential. Tapes and resumes to Tom Richards WDOT, 395 College St., Burlington, VT 05401. EOE (3-21)

Sales Manager wanted for large market operation. Experienced sales person willing to learn management. Write to John Demeter, WCUE Radio, 424 Sackett Ave., Akron, OH 44313 EOE M/F (3-21)

If you're interesting, professional, bright and a team player we want your tape and resume. Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401 EOE M/F (3-21)

WLEQ/Ft. Meyers, FL looking for 7-12midnight jock with good production skills. Best weather in the country on the Gulf Coast. Contact Tony Sands, 96 Super Q Blvd., Rt 22, Ft. Meyers, FL 33908 (3-21)

South Florida programmers, read this! I am currently doing afternoon drive at a great sounding "life-style" radio station in the Miami-Ft. Lauderdale market. (One that has gained a tremendous amount of notoriety in the past 6 months.) I'm looking for a change. If interested call NOLAN CRUISE (305) 432-1544. (4-4)

News professional. 4 1/2 yrs at Midwest news giant. GORDON HARRIS, WISM. (808) 271-1486 or (808) 221-9758. (4-4)

You think inflation is bad where you are? Budget cut-backs put me right out of a job. Proven track record as both PD and MD. Available for relocation. A.J. ROBERTS (714) 697-3410. (4-4)

Do you need an excellent announcer? DICK FARRELL of suburban New York wants to be yours. A college grad with 4 yrs medium market MOR/Top 40 experience available now (212) 539-6898 nights. (3-28)

Creative and semi-crazed female air personality seeks AOR slot in medium or major market. Call (517) 799-9989. (3-28)

Mature married minority broadcasting school grad. Former weatherman for U.S. Navy, community-oriented, Jayces, Legion, etc. Would like to move back to West Coast in some medium or small market station. Good with production. Hard worker. I give 150%. Former salesman with Rem Rand. Nose for news type. Call (218) 881-8384 or (218) 263-4136 days. ED SMITH (3-28)

I can do anything. Lady JD, 5 yrs experience, MD, 1st phone. Excellent references. Presently employed and looking for an offer I can't refuse. Call LINDSEY ROCK at (213) 878-0582. (3-28)

Young enthusiastic jock with 50,000 watt FM Rock experience available immediately and seeking AOR work on East Coast. Excellent tapes and resumes upon request. Call PAUL at (201) 852-5750 or write 171 Blvd., GlenRock, NJ 07452. (3-28)

Top 40, Pop/Adult, AOR, Disco, AM-FM likeable personality with MD, PSA Director, promotions, remotes and production experience plus much more. Would appreciate an immediate opening as DJ with responsibility. Call (216) 478-1208 or (216) 478-0440 ASAP. Ask for LJD. (3-28)

BOBBY MAGIC former Ass't PD on-air KUTE102/ Los Angeles, KYA/San Francisco. Now looking for on-air and/or programming position. Will relocate. Call (213) 396-9368 or leave message at (213) 462-1133. (3-28)

Why are so many stations up-grading their sports department? Is your station missing the big bucks with sports? I can help! Sports announcer with play-by-play, reporting anchoring, talk show, sales experience. A real pro. Let me make your sports department a winner. (315) 342-3102. (3-28)

The tide of history is at least on the side of stations that care enough to talk to, rather than at their listeners. Personalities who can communicate and are aware that the sun doesn't rise and set with 33 and 46rpm's are once again becoming important components of successful Pop/Adult radio. Call MARV at (315) 342-2503. (3-28)

Do you seek quality? Do words like talent, experience, dedication and imagination mean anything to you? If so, you'll want to hear my audition tape. I've got a B.S. in TV and Radio. 7 yrs AOR experience. 1 1/2 yrs in advertising, prime production and a head full of ideas. If you'd like to fire someone on your airstaff who can't deliver, call someone who can: MIKE (203) 227-8844. (3-28)

Radio-holic looking for first time PD position. Degree, experience in all aspects, programming, sales, promotions and acting PD. I'm not used to being less than #1. Let's talk. Write to "Looking" 513 Longview Dr., Belleville, IL 62223. (3-28)

DAVID LONDON formerly with John Rook KTLK/ Denver, and Bill Drake KYNQ/Fresno. Left radio business to finish college. Have returned, now at KACY/Oxnard past 4 months. Looking for better buck! Have 1st phone. Tape ready. (805) 488-2346. (3-28)

Is News/Talk radio the AM format of the 80's? Can AOR be combined with adult personalities, news and features? 1 yr pro looking to return to great Southwest wants to program your medium or small station(s). DOUG CLIFFORD 29 Emerson St., Chicopee, MA (413) 781-5204. (3-28)

Suburban Chicago newsmen wishes to return to Ohio area. Experienced street and studio reporter. Contact MARK A. BEALL 557 Locust, Apt #4, Valparaiso, IN 46383, (219) 464-2706 (3-28)

Available immediately! Broadcast professional, top 30 markets, experience in 6-yr career. Looking for air end production work, music or news in smaller market. Any format. Degree, 3rd phone and versatility. Call now (303) 243-4177 and leave message for ROB. (3-28)

T. RICHARD SMITH, R&B Coordinator at KTKT89/ Tucson seeks program position and midnight shift 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 or Jazz? Well if they don't you need to get on the phone and call me and lets do something about it. (802) 623 1706 or (602) 623-1637 before 9am or after 6pm (3-28)

Creative, award winning well respected copywriter with good production skills seeks medium market station. If you're looking for a winner, so am I. Call STEVE at (208) 734 6550 (3-28)

Talented Rock & Roll jock in need of experience. 5 months training at KIMN/Denver. 2 yrs on own. Tape available. 20 yrs old. Like to work in Southern California. Call (303) 773-1298 or write RIC DAVIS 7212 S. Xenix Circle, Englewood, CO 80112. (3-28)

Music (PGM) Director. Specialized knowledge, skills production of late 1950's to early 1970's. Source library 25 yrs in making, included. Current population mass numbers grew up on this Gold. Tasty, proven, complete. Degree with broad communications experience. ROGER DORFMAN (415) 388-2177. Latest ARB for special program on KQFO/San Francisco increased audience by 120%. (3-28)

MITCHELL STONE, Florida pro. Top ratings in Miami and Jacksonville among others. I'd like to do the same for your station. Call (306) 279-4256. State you available. (3-28)

MD and air talent. BUDDY VanARSDALE, WI/St. Louis. Call (314) 621-4332. (3-28)

Calm, intelligent night jock/MD vastly underpaid. Looking to move on. Interested? Call DAN at (412) 687-0348. (3-28)

RANDY MARS is hungry for work! 2 yrs air and production experience seeking immediate full time and/or creative job with medium to major market station or production company. West Coast. Call (415) 665-2481. Act now! First 10 callers receive free tape and resume. (3-28)

13-yr veteran ready to move on to larger market in or around North Carolina. Relaxed, personable mid-day type will jock any slot. Good asset if given the right break. Top 40, Contemporary and AOR background with limited PD experience. Call BOB JACKSON (819) 228-4109. (3-28)

Up-State New York's News Director seeks position as anchor or reporter in medium or major market. Willing to relocate. Call after 7pm EST (814) 784-5092. (3-28)

I'm the best sportscaster available today who has not worked in a major market. 4 yrs commercial experience, now doing college ball in medium market. Looking for spot with play-by-play in top 150 markets only. (516) 781-0037 GARY. (3-28)

College grad seeks first job. Michigan, Ohio, Indiana area. Call HARRY (313) 522-0144. (3-28)

Looking for airshift in California. Competitive minded stations preferred. Call ANDY TYLER at (209) 825-3218. (3-28)

Medium market Music Director looking for creative Top 40 position. 3 yrs experience in programming, promotions, production and public service. Major markets only. Will relocate anywhere. Call JACK (702) 896-4179 after 6pm EST. (3-28)

JOHN DAVIS, 1 1/2 yrs experience seeking Top 40 air personality opportunity. Markets in the West preferred but will listen to all offers. Call anytime (213) 459-5473. (3-18)

If you're looking for a bright, young but mature jock that can talk, you're lookin' for me. Have what it takes. Examples: MD, PSA Director, promotion, remote and production experience. Seek immediate employment only. Write to THE POSITIVE THINKER, 2801 Wise Ave., N.W., Canton, OH 44708. (3-28)

Sportscaster/play-by-play. 28 yrs, 7 yrs experience, M.S. Communications. 3 yrs university football-basketball play-by-play. Currently own sports production company. Tapes, resumes and references. TOM (318) 231-9200. (3-28)

Large, medium to major market air personality/ PD/Production Director looking for position with good company. Available 4/1. Call GEORGE BENSON (809) 647-4377. (3-28)

How about me? KEN E. MARKS. I'm looking for a Top 40 or Pop/Adult gig. I give 110% on air and in production. Currently working on the air in Los Angeles (part-time). Will travel. Call me at (213) 838-5364. Looking forward to hearing from you soon. (3-28)

Available immediately. Programming, production, on-air team, STEVE CASSIDY and DAVID POWERY. Experienced in Rock, Top 40, Country. Excellent with automation. Know FCC rules and regulations. References. (802) 296-0877. (3-21)

Experienced announcer/programmer in Top 40, Pop/ Adult and Country seeks similar challenge. References include only up ARB's. Research background at KABC Radio and Audience Studies. Formerly with KADE/Boulder. CO Available now. Call JOHN at (303) 429-4789 or write me at 700 Bronco Rd., Denver, CO 80221. (3-21)

A young and very eager AOR air personality. Have 19 months experience. Have vast musical knowledge and am capable of being a good MD. I just want enough money to make ends meet. Seeking full time employment. Call ALAN HALL (802) 896-2142. (3-21)

Award winning news pro. 12 yrs experience. Serious journalist dedicated to comprehensive coverage over the headline service. Seeks same in Western US. medium or major market outlet. Preferably all-News. Excellent anchor, street reporter, writer, manager, editor. I can do it all for the right station. Call RON (807) 432-0360 after noon EST. (3-21)

14-year pro seeks medium market Program Director position at Pop/Adult station with opportunity to win. Call after 6pm EST (814) 292-4926. (3-21)

THE BACK PAGE

BREAKERS

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

LINDA RONSTADT Hurt So Bad (Asylum)

70% of our reporters on it. Moves: Up 75, Same 18, Down 0, Adds 42 including WKBW, Z97, Q102, B100, KIMN, KUPD, WBLI, KFMK, WAKY, WDRQ, WNAF, WMEE, KMJK. See Parallels, charts at number 28.

DAN FOGELBERG Heart Hotels (Full Moon/Epic)

63% of our reporters on it. Moves: Up 75, Same 24, Down 0, Adds 24 including WPEZ, WCAO, KS95-FM, KJR, KC101, KXX106, KLEO, WOW, KJRB, KCPX, KGW, KMJK. See Parallels, charts at number 30.

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. I 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.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 105/26, Moves: Up 61, Same 18, Down 0, Adds 26 including F105, KIMN, KOPA, WFBL, WPST, KERP, WTIK, WAXY, Y103, WSGA, WLAC, WNOX, WMEE, WOW, KYNO-FM, KRUX.

GARY NUMAN "Cars" (Atco) 97/17, Moves: Up 56, Same 18, Down 6, Adds 17 including WPGC, Z93, KSLQ, B100, KOPA, WBEN-FM, WICC, KHFI, 96X, 92Q, WNCI, KIOY, FM102, KFXM.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 95/9, Moves: Up 62, Same 23, Down 1, Adds 9, KS95-FM, WOKY, KEARTH, KHFI, WHBQ, WISM, KFXM, WFBG, KSEL.

CLIFF RICHARD "Carrie" (EMI America) 91/8, Moves: Up 76, Same 7, Down 0, Adds 8, WFIL, WPST, Z98, KSTT, KIOA, KYNO-FM, KILE, KBDF.

BROTHERS JOHNSON "Stomp" (A&M) 83/19, Moves: Up 56, Same 8, Down 0, Adds 19 including WABC, KRLA, WTIC-FM, WKBO, KXX106, WSKZ, WRJZ, KERN, Y94, KENO.

PEACHES & HERB "I Pledge My Love" (Polydor) 81/10, Moves: Up 55, Same 9, Down 7, Adds 10, KFRC, Z98, 96X, WSKZ, WQRK, KRAV, KMJC, WFOX, WCGQ, KILE.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 80/17, Moves: Up 43, Same 19, Down 1, Adds 17 including WFIL, WIFI, WCAO, Z93, WOKY, KOPA, WAXY, KSTT, KFXM, KMJK, KRQ.

WHISPERS "And The Beat Goes On" (Solar/RCA) 75/5, Moves: Up 45, Same 9, Down 16, Adds 5, KERP, KSTT, KRAV, KMJC, KMJK, WABC 16-12, WKBW 18-13, Y100 8-5, Q105 20-14, KFI 20-16, WFBL 27-20, KC101 10-4.

CLASH "Train In Vain" (Epic) 74/15, Moves: Up 39, Same 20, Down 0, Adds 15 including PRO-FM, KXX106, WBBQ, WSKZ, WVIC, WNAF, KYNO-FM, WKXY, KKLS, KBDF.

JAMES LAST BAND "The Seduction" (Polydor) 71/25, Moves: Up 25, Same 21, Down 1, Adds 25 including WCAO, Z93, WGCL, WKBO, WTIK, 95SGF, WQRK, KYNO-FM, KRSP, KTKT.

KENNY LOGGINS "Keep The Fire" (Columbia) 68/4, Moves: Up 49, Same 10, Down 5, Adds 4, Z97, WTIK-FM, WQRK, KSTT, WIFI 25-14, WFLY 13-10, WHYN 31-26, WZZP 14-7, KENO 25-16.

BETTE MIDLER "The Rose" (Atlantic) 65/17, Moves: Up 37, Same 10, Down 1, Adds 17 including WBEN-FM, KTSA, KEEL, WLAC, WAKY, WNAF, WKBW 26-20, WRKO 29-23, PRO-FM 18-14, KDWB 31-27, WHB 23-19.

Others Getting Significant Action

KORONA "Let Me Be" (UA) 47/11, Moves: Up 16, Same 20, Down 0, Adds 11, 96KX, 94Q, B100, 95SGF, WAYS, KOFM, WZZP, WCIR, WXIL, WCGQ, WANS-FM.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 45/4, Moves: Up 24, Same 17, Down 0, Adds 4, KRBE, WJDX, WSGA, WVIC, WRKO d-27, KRLA 26-23, WKBO 27-22, KIOY 14-11, WFOX 20-16.

WARREN ZEVON "A Certain Girl" (Asylum) 45/3, Moves: Up 21, Same 20, Down 1, Adds 3, WKBO, 95SGF, KRQ, WIFI 28-20, 94Q 20-18, KDWB 25-23, WBBQ 27-22, WCGQ 30-26.

BERNADETTE PETERS "Gee Whiz" (MCA) 40/21, Moves: Up 10, Same 9, Down 0, Adds 21 including PRO-FM, JB105, Q105, KC101, WHYN, WSGN, WLCY, WAPE, WHBQ, KX104, WRVQ, KRAV, WZZP, KFXM.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 40/16, Moves: Up 15, Same 9, Down 0, Adds 16 including WPEZ, WCAO, 14Q, KHFI, WLAC, KGW, KLUC, WHEB, WCGQ, KDZA.

KNACK "Can't Put A Price On Love" (Capitol) 31/16

Radio & Records

NATIONAL AIRPLAY/30

April 4, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
6	3	1	①	BLONDIE/Call Me (Chrysalis)
7	4	3	②	BOB SEGER/Fire Lake (Capitol)
4	2	2	3	CHRISTOPHER CROSS/Ride Like The Wind (WB)
5	5	5	④	EAGLES/I Can't Tell You Why (Asylum)
1	1	4	5	PINK FLOYD/Another Brick In The Wall (Columbia)
13	8	6	⑥	AIR SUPPLY/Lost In Love (Arista)
25	13	8	⑦	BILLY JOEL/You May Be Right (Columbia)
22	15	12	⑧	DR. HOOK/Sexy Eyes (Capitol)
19	12	9	⑨	MICHAEL JACKSON/Off The Wall (Epic)
3	6	7	10	KOOL & THE GANG/Too Hot (DeLite/Mercury)
27	21	14	⑪	FLEETWOOD MAC/Think About Me (WB)
16	11	11	12	RAY, GOODMAN & BROWN/Special Lady (Polydor)
29	27	17	⑬	CHARLIE DORE/Pilot Of The Airwaves (Island)
—	24	16	⑭	BILLY PRESTON & SYREETA/With You I'm Born... (Motown)
8	7	10	15	LINDA RONSTADT/How Do I Make You (Asylum)
28	26	18	⑯	JIMMY RUFFIN/Hold On To My Love (RSO)
—	29	23	⑰	PAUL DAVIS/Do Right (Bang)
—	30	27	⑱	KENNY ROGERS & KIM CARNES/Don't Fall In Love... (UA)
30	28	24	⑲	UTOPIA/Set Me Free (Bearsville/WB)
9	10	15	20	SPINNERS/Workin' My Way Back To You (Atlantic)
—	—	30	⑳	JOURNEY/Any Way You Want It (Columbia)
—	—	28	㉑	PRETENDERS/Brass In Pocket (I'm Special) (Sire)
2	9	13	23	RUPERT HOLMES/Him (MCA)
26	25	21	24	HEART/Even It Up (Epic)
18	20	20	25	SHALAMAR/The Second Time Around (Solar/RCA)
—	—	29	㉓	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)
—	—	→	㉔	AMBROSIA/Biggest Part Of Me (WB)
—	—	→	㉕	LINDA RONSTADT/Hurt So Bad (Asylum)
11	16	22	29	QUEEN/Crazy Little Thing Called Love (Elektra)
—	—	→	㉖	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)

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

AMBROSIA "Biggest Part Of Me" (WB)
LINDA RONSTADT "Hurt So Bad" (Asylum)
BOZ SCAGGS "Breakdown Dead Ahead" (Columbia)
ANDY & OLIVIA "I Can't Help It" (RSO)
JAMES LAST BAND "The Seduction" (Polydor)

Complete Regionalized Listings on Page 22 and 23.

HOTTEST

BLONDIE "Call Me" (Chrysalis)
PINK FLOYD "Another Brick In The Wall" (Columbia)
BOB SEGER "Fire Lake" (Capitol)
CHRISTOPHER CROSS "Ride Like The Wind" (WB)
BILLY JOEL "You May Be Right" (Columbia)

Parallel Listings Begin on Page 26.

Moves: Up 5, Same 10, Down 0, Adds 16 including KDWB, KS95-FM, WGCL, WAEB, KEEL, KROY, WIGY, WAAY, KOOK.

OFF BROADWAY "Stay In Time" (Atlantic) 32/3

Moves: Up 14, Same 14, Down 1, Adds 3, WKEE, Y103, KJ100, WIFI 26-24, WLS 27-20, KSLQ 24-15.

STYX "Borrowed Time" (A&M) 32/0

Moves: Up 14, Same 18, Down 0, Adds 0, 96KX 21-18, JB105 26-24, Z97 20-16, KSLQ 27-25, Y95 30-23, BJ105 28-23.

FIREBALL "Headed For A Fall" (Atlantic) 30/22

Moves: Up 2, Same 6, Down 0, Adds 22 including WOKY, WKEE, WFMF, WBBQ, WNOX, WZZP, KJRB, KLUC, WXIL, WISE, KKXL.

NAZARETH "Holiday" (A&M) 30/9

Moves: Up 8, Same 11, Down 2, Adds 9, KIMN, KX104, KCPX, KRUX, WSEZ, WANS-FM, WRKR, WRBR, KQDI, KBEQ 28-25.

JERMAINE JACKSON "Let's Get Serious" (Motown) 30/2

Moves: Up 14, Same 14, Down 0, Adds 2, PRO-FM, KYNO-FM, JB105 30-28, WPGC 26-23, Y100 32-29, KBFM 28-23, WSGA 21-16, WRVQ 32-26, KIOY 21-15.

PAT BENATAR "We Live For Love" (Chrysalis) 28/18

Moves: Up 3, Same 7, Down 0, Adds 18 including Q105, KTSA, WSKZ, WGH, WDRQ, KZ93, KTAC, KRUX, WXIL, KBDF, KRLC.

RED RIDER "White Hot" (Capitol) 28/7

Moves: Up 8, Same 13, Down 0, Adds 7, WIFI, KJR, KIMN, Y103, WCGQ, WRBR, KQDI, KDWB 32-29.

PETER McILAN "Solitaire" (ARC/Columbia) 26/9

Moves: Up 9, Same 8, Down 0, Adds 9, 94Q, KHFI, KEEL, WSKZ, KFXM, KCPX, KRUX, WHHY, Y100 37-33, WBBQ 16-11.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 26/4

Moves: Up 8, Same 14, Down 0, Adds 4, 94Q, WAKY, WCGQ, KBDF, KRLA 23-21, WGH d-15, KENI 18-11.

LIPPS, INC. "Funkytown" (Casablanca) 23/14

Moves: Up 7, Same 1, Down 1, Adds 14 including WRKO, WPGC, KRBE, KFI, KFRC, B100, WXLO 20-10, KEARTH 10-4, KRLA 18-1, KHJ 14-9.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 23/7

Moves: Up 9, Same 7, Down 0, Adds 7, WGCL, WKBO, KFMK, FM100, WLAC, WGH, KWEN, WCAO 27-23, WPGC 25-18, WTIK 20-15.

ANNE MURRAY "Lucky Me" (Capitol) 22/3

Moves: Up 9, Same 10, Down 0, Adds 3, WKBW, WJDX, WAPE, JB105 28-26, KS95-FM d-20, WHB 29-26.

J. GEILS BAND "Love Stinks" (EMI America) 19/14

Moves: Up 3, Same 2, Down 0, Adds 14 including Q105, WGCL, 14Q, KHFI, WSGN, WQRK, KJ100, WVIC, KCPX.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 17/0

Moves: Up 12, Same 5, Down 0, Adds 0, Z98 31-29, WSGN 27-22, WLCY 25-19, WAPE 20-15, WSGA 29-24, WBBQ 18-14.

DAVID GATES "Where Does The Lovin' Go" (Elektra) 17/0

Moves: Up 6, Same 7, down 4, Adds 0, WZUU 10-6, WVIC 35-31, KWEN 9 7, KKXL 22-21, WEAQ 14 7.

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